Title: Maid of Heatherbloom

Name(s): Hamill, Fred. J.

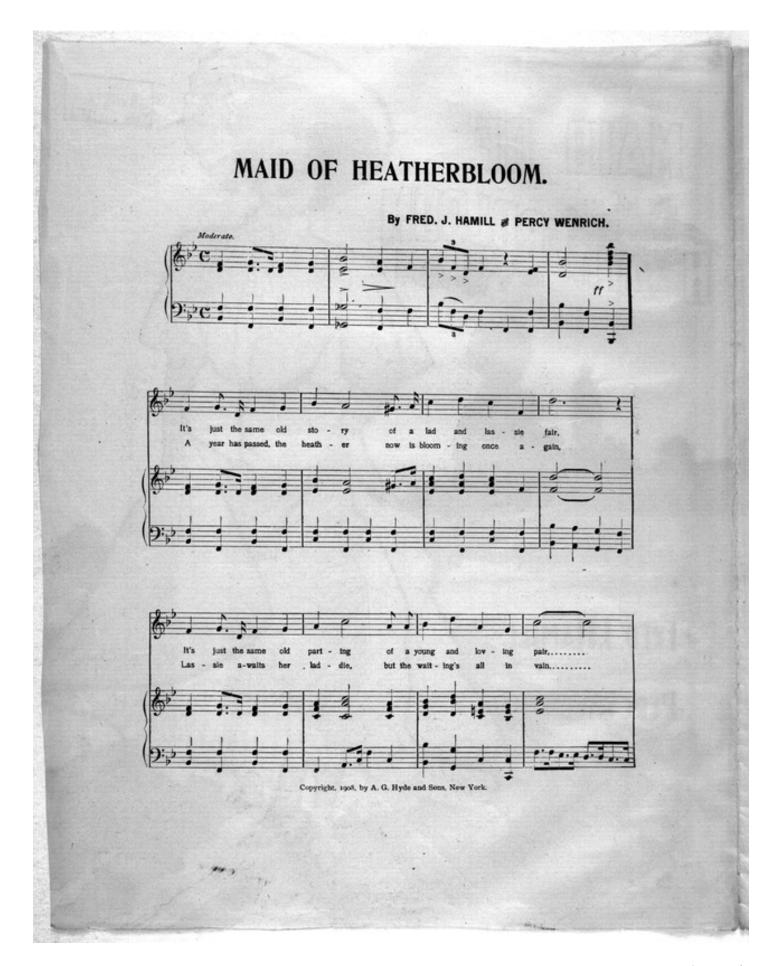
Wenrich, Percy

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Stands for complete Harmony in Color as well as Song.

The sight of a dainty Heatherbloom Maid—one of the tens of thousands who are wearing

HEATHERBLOOM PETTICOATS

in preference to silk—may well inspire the writer of songs, even as such a sight inspired the poet of old, who sang to a bride:

"Her feet beneath her petticoat Like little mice stole in and out As if they feared the light."

HEATHERBLOOM PETTICOATS

do not fear the light—nor do their comely wearers fear that a peep of a flounce or emdroidery will reveal less elegance than the finest silk. HEATHERBLOOM is

SILK'S FAIREST RIVAL

and fairly outrivals her in durability and the important matter of price

—Heatherbloom petticoats that will wear three times as long as silk
being shown in all the smart shops and department stores at less than
half the cost of their silk counterparts. So the

MAID OF HEATHERBLOOM

you will find everywhere to embody that best of combinations—style and economy—

"She is pretty to walk with, And witty to talk with, And pleasant, too, to think on."

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This silk label appears in the



waistband of every petticoat

