

20K SUBSCRIBERS CELEBRATION GIFT

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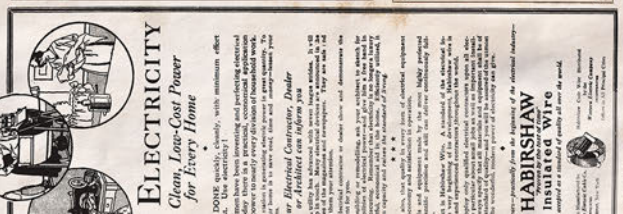
Letter









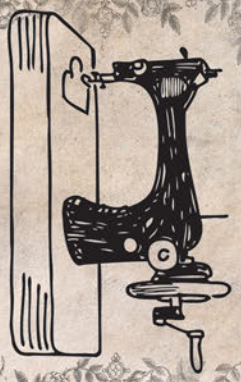


FROM MY STUDIO...



... TO YOUR *Closet*

Fresh off my Machine!





You Made the Cut!

CUSTOM MADE

Just for you!



Handmade
by your
personal sewist



you are *One of a Kind*



JUST LIKE THIS GIFT!

Dan na dan
vjeran pomagač
u kući i zvanju



PFAFF
šivaći strojevi

Zastupstva:
KARLOVAC, Josip Bäuerle i Sin.
LJUBLJANA, Ignaz Vok, Tavčarjeva ul. 7.
OSIJEK I ⟨Sjedište⟩, Alexander Baumgärtner, Županijska 8.
ZAGREB, Ferdo Budicki, Hatzova ul. 10,
⟨meh. radiona za popravke⟩.

PRIZE **A.N.A.** SEWING MACHINES
SOLD ON THEIR MERITS
From £3 10s. to £9 15s. EASY TERMS.
Ties Thread at end of seam and makes three or more rows of stitches wherever required.

POST CARD.

CORRESPONDENCE. ADDRESS.

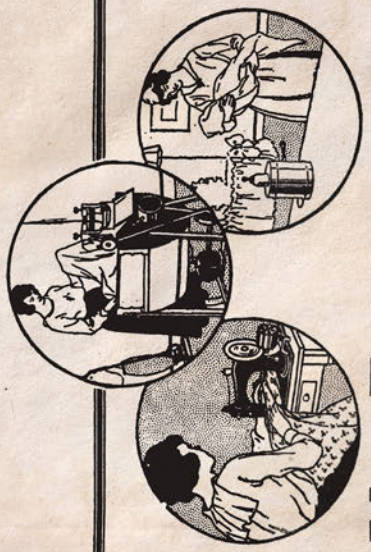
AUSTRALIA'S GREATEST Sewing Machines
WARD BROS., Proprietors.

Head Offices: 36-38 ERROL ST., N. MELBUORNE
224 CHAPEL ST., PRAHRAN.
Branches: 30 STURT ST., BALLARAT.
THE ARCADE, BENDIGO.
104 MOORABOOL ST., GEELONG.

Modni Salon
DRAGICE ŠMID,
Ilica 31, I. kat — **ZAGREB** — Ilica 31, I. kat.

Bečkih i Pariških šešira
za gospodje, djevojke i djecu.

Vanjske narudžbe obavljaju se točno i savjesno uz umjerene cijene.



USE ELECTRICITY
The Clean, Low-Cost Power for Every Home

GET IT DONE quickly, cleanly, with minimum effort and cost. Use electricity!

For years men have been inventing and perfecting electrical devices. Today there is a practical, economical application of electrical power to nearly every division of household work.

Your central station is generating electric power in great quantity. To utilize it in your home is to save *coal, time* and *money*—lessen your need for servants.

Your Electrical Contractor, Dealer or Architect can inform you

ELECTRICAL utility has advanced with seven league strides. It will pay you to keep in touch. Many electrical devices are announced in the advertising pages of the magazines and newspapers. They are safe and efficient. Give them your attention.

Have your electrical contractor or dealer show and demonstrate the actual equipment for you.

If you are rebuilding or remodelling, ask your architect to sketch for you the possibilities of electrical power—and give him a free hand in planning and executing. Remember that electricity is no longer luxury—it is a wonderful, economical aid in the home. Efficiently utilized, it increases human capacity and *raises the standard of living.*

★ ★ ★

REMEMBER, also, that quality in every item of electrical equipment is *essential* to economy and satisfaction in operation.

Only materials and equipment made by the most highly perfected methods of scientific precision and skill can deliver continuously full-measure service.

Such a product is Habirshaw Wire. A standard of the electrical industry from the very beginning of its development, **Habirshaw wire is used by skilled and experienced contractors throughout the world.**

Be sure to employ only qualified electrical contractors upon all electrical work. Be particular about small jobs as well as important installations. And always specify that all materials and equipment shall be of the Habirshaw standard of quality—and you will be assured of the utmost in service that the wonderful, modern power of electricity can give.

For more than 30 years—practically from the beginning of the electrical industry—

HABIRSHAW
"Proven by the test of time"
Insulated Wire
has been accepted as a standard of quality all over the world.

Habirshaw Wire Manufactured by *The Habirshaw Electric Cable Co.* INCORPORATED 10 East 43rd Street, New York

Habirshaw Code Wire Distributed by the *Waters Electric Company* INCORPORATED Offices in All Principal Cities






ADENLAUF
raight grain
авление нити
RECHTS KANTE
right edge / правая сторона край
10
RECHTS UMBRUCH
fold on right side
правая сторона сгиб
TAILLE
waist / талия
RÜCKWÄRTIGE MITTE STOFFBRUCH FADENLAUF
center back fold straight grain
задняя середина сгиб ткани направление нити
SAUMUMBRUCH
hem fold / сгиб подгиба низа
6.
FUTTER
lining / подкладка
SCHLITZ
slit / разрез/шлица
LINKS
left / слева
25
11
8
4
5
116
RÜCKWÄRTIGE MITTE STOFFBRUCH FADENLAUF
center back fold straight grain
задняя середина сгиб ткани направление нити
straight grain / направление нити
FADENLAUF