

### The Lure of the City

(Apologies to John Masfield)

I must go down to the town again, to the big town and the lights.  
And all I ask is a bulging purse, a desire to see the sights.  
And the El's roar and the motor horns and the bright lights blinking.  
And a million folks on all the streets and the girls all winking.

I must go down to the town again, for the call of the city speed,  
Is a wild call and a clear call that now must be relieved.  
And all I ask is a summer night with the shows all wide open  
And the gay lights and the traffic boom and the night gloom broken.

WILLIAM CALLAWAY.

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They Patronize Us



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FRIEND  
Interwoven  
TOE AND HEEL  
CASHMERE  
Socks**



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Down-to-date in price and up-to-date in style.

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PHOTOGRAPHER  
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Materials carefully selected, modeled with precision and priced with discretion.

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AT FORTY-SECOND STREET

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Suits and Overcoats  
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Older folks are influenced—and rightly so—by the advice and experience of physicians and nurses who have endorsed Johnson's Baby Powder. But baby's praise is told in smiles and chuckles.

Johnson's is so deliciously cooling and so fondly comforting—a soothing balm to that most vexing thing called skin.

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-Best for You**

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Official Willard  
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Service StationStarters, Generators and Magnetos Repaired.  
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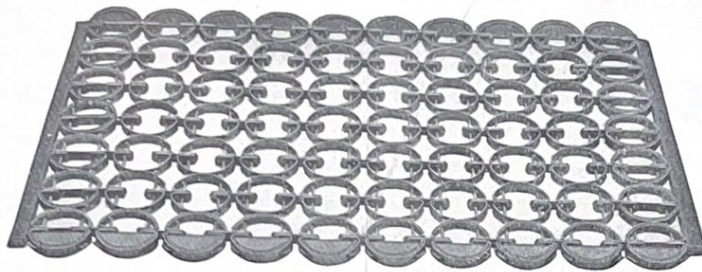
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OUR mat is made of the best quality cold rolled steel, highly finished, and rustproof. The ends of the mat are strongly re-inforced by extra heavy metal binding. It is handsome in design, and serviceable to the highest degree. The United States Government has specified for the CARY'S EVERLASTING FLEXIBLE STEEL MAT for all buildings under its jurisdiction, since this mat has been on the market. Made in twelve stock sizes, and in rolls; also special and irregular sizes to order. Write for literature.

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MANDOLINS & UKELELES**

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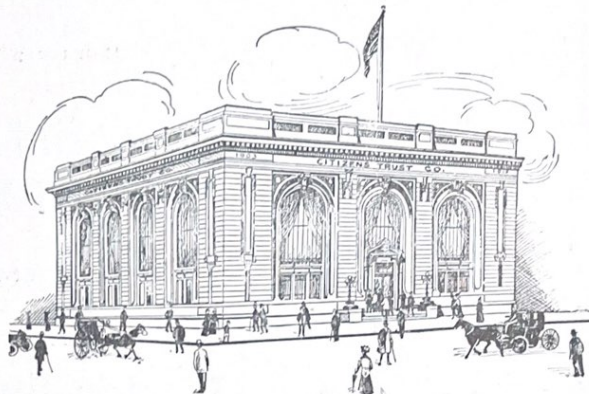
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