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IMPLE personal cleanliness is not a matter of colored and perfumed soaps. You like to think of thorough cleanliness in terms of whiteness-of rich, cleansing, soothing lather from a soap unspoiled by color or perfume.

As you realize that Fairy is the whitest soap in the world, the thought comes to you that the habit of white cleanliness is worth cultivating. Utmost whiteness, the emblem of purity, is something to look for, and find, in the soap which is to mean so much to you, day by day.

THEE R.K. FAIRBANK COMPANY

## FAIRY SOAP

The Whitest Soap in the World

## Mid-Summer Millinery

At Greatly
Reduced Prices


A fortunate purchase en-
ables us to offer to the women
of Portland a wonderful of Portland a wonderful selec-
tion of baronette satin, faille tion of baronette satin, faille
silk, taffeta, canton crepe, georgette and other sport ma-
 They are trimmed in ribbons, embroidered with yarn and flowers. Hats that are worth, in many in-
stances, twice and three times the price that we ask. These hats go on sale today at the special price of

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