
\$1.48

| NEW IDEA |
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| PATTERNS | 10c All Styles, All Sizes



NEW IDEA MAGAZINE 5 c September Number

Crash Toweling, 121/2c Quality 9c

## Our Midsummer Reduction Sale Now in Full Swing


750 Short Chemise at 50c

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| :---: | :---: |
| 75 c Short Skirts at 5 |  |
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| 75 c Muslin Drawe | wers at 5 |
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| 50c Corset Covers at 35e |  |
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Peau de Cygne Silks at 75 c
Satin Cashmer Silks at \$1.50
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actress suffers sprain


EXPLOSION ON SUBMARINE

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Special Reductions in Suit Dep’t

Great Cleanup Sale Entire Stook Allover Embroideries $\$ 1.35$


> S1.35



33 c

We Are Selling the W. J. Fullam Stock of Shoes and Oxtords at Wonderfully
 Women's Fine Oxfords, Shoesand Slippers Regular $\$ 5, \$ 5.50, \$ 6, \$ 9.00$
$\$ 6.50, \$ 7$ Grades, at $\$ 3.00$

 in button and lace, velour calf, gunmetal, undressed kid, etc.; you
 $\mathbf{\$ 3 . 0 0}$
Women's Shoes, Oxfords and Slippers in All the Above Makes


## Rose Taffeta

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$\$ 1.25$

