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## Now RIALTO

IT'S THE YEAR'S MOST BEAUTFUL ROMANCE


Awakening" OF LOVE


## A Treat for Copco's Radio Fans

## Tonight

At 9 o'Clock

## The California Oregon <br> Power Company

Will Present

## Miss Betty Brown

## Pipe Organ <br> Radio Recital

Miss Brown Will Be Assisted by Miss Mildred Knight

Mezzo-Soprano
Tune in on KMED Tonight You Will Enjoy This Recital

## J.C.PENNEYCO.

## Partners! Your Purse and

 a J. C. Penney Co."Ad"Fifty years ago Mrs. Homemaker scrubbed and spun and "sewed a fine seam" from daylight 'til dark. Today she has taken a partner to help her out on the job of homekeeping-a J. C. Penney Company store.
Most of Our Selling Is Done In the Living Room
She has learned to read our advertisements regularly, and saves many a dollar for the Family Purse while sitting quietly at home. She knows that she can de-
pend on a J. C. Penney Company "ad"-that it is honest, free from exaggeration and full of newsy talk about her everyday needs.
"Ads" Often Show You Can Afford It


## A New Dress



From a Group of Smart Styles . at a J. C. Penney Saving

## ${ }^{\$} 6^{90}$



All patent-with the glam
 $\$ 3.98$
Colored Slippers

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\$ 4.98
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Butterfly Buns
Streussel Kuchen tastes excellent

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