

JOHNNY REYNOLDS By M'LIss
















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 CUARDS

 8. JOHNSON SONS CO.


BONWIT TELLER \& CO Ehe cloaciaty chagof Originaliond ChESTNUT AT ISm'street FOR SATURDAY
Introducing the Authoritative Modes in
French HAND MADE Blouses "Bonteil" Blouses and Shirts Prominent in the new modes and with the cachet of Paris are the
smart SLIP-ON blouses, the smart SLIP.ON blouses, the OVERBLOUSES that tie around the waist, or are in
NORFOI K NORFOLK effects. BUT. TON BACK and SIDE
BUTTON blouse types are evident, ROUND NECK medident, ROUND NECK medi-
eval blouses, SOUTACHE eval blouses, SOUTACHE TRIMMED STYLES developed in crepe de chine, Georgette crepe.


## EXCEPTIONAL SPECIAL VALUES

 Wcmen's Blouses
## Georgette Crepe Blouse


Georgette Crepe Blouse
In feeh or white, futed ruffle around collar and down Special
Th
Tailored Georgette Crepe Blouse In feeh and white
Georgette Crepe Blouse


$\mathrm{R}^{\text {ETAILERS in some } 400 \text { other cities in }}$ R North America will on Monday next join with our own storekeepers in celebrating International Newspaper Window Display Week.

In asking the merchants of this city to cooperate in a big, generous way, we not only appeal to their self-interest, but to their civic pride.

We want the displays in our city to be among the best in North America.

We again urge every merchant to cooperate. It means better business for all of us and a strong appeal to public interest.

The plan is simple: Get out goods in your stock which have been advertised in the newspapers by the manufacturers and put them in your windows. Have them there on Monday next, together with a sign which reads:

## INTERNATIONAL

 NEWSPAPER WINDOW DISPLAY WEEK We Soll These Standard Products All Advertined in the DAll Y NEWSPAPERS

