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FRANK \& SEDER, 11th \& Market Streets FRANK \& SEDER, 11th \& Market Streets FRANK \& SEDER, 11 h \& Markei Streets
Greatest of all Dress Eventsts Heen!Tomorrow-Thursday is the Day-Now, the Full
 Announcement that Everyone Has Anxiously -Breathlessly been waiting for-Read!
$\qquad$
The Juliet
$\square$ Juliet Co' Corsets Coutil and Brocade Now ${ }^{*} 3$ formenty 39.50
(Brokeren Sizeco)

## Authorized difich ISED CA EXCHANGE

 The Logical Place to Buy or SellaBuick Used Car*



THE SECURING OF THESE DRESSES A DIRECT RESULT OF THE SPECTACULAR DRESS EVENT WE HELD ON NOVEMBER GTK

Promising to make the offer so interesting that we couldn't afford to refuse it
more shary revisions downward before the
We were determined to surpass our last Great Sale Record for complish this by even greaterfar Bigger Value-giving.
here - the VALUES ALMOST UNBELEEV ABLE- -the number of Dresses past all imag.
ning-the calibre of the Dresses simply

There will be thousands of women anxious to get these Dresses-
for we know every woman will want a Dress worth from $\$ 50$ up to $\$ 90$-when she can get it for $\$ 21.50$-so be wise and come early
for first choosing.

## 4384 Gorgeous Dresses-Dress CDorth

 up to Seventyє Eishty Dollarsat2 Whole Floors Devoted Exclusively to this Supreme Dress Event in order to give every one full and equal choosing opportunity. This is beyond question the biggest merchandising achievement ever consummated by any retail organization.


## 200 Efficient Salespeople in Attendance

Silk Paulette, Silk Tricolette Dresses, Beaded Georgette Dresses, Embroidered and Braided Wool Tricotines, Charmeuse Dresses, Men's Wear Serges, Cordelaine Dresses, All Wool and Heather Jersey Dresses, Wool Velours, Velveteen Dresses, Serges and Tricotines combined with Angora, Satin Dresses and Enening Dresses of Salin, Takela and Net.

## Women's Dresses-Misses' Dresses-Large Sizes

is another and indefinable element of desirability that all the fine material listing in the world alone will not give so
in this Sale we invite our patrons to choose from styles never heretofore offered in any Dress Sale at even double on this Sale we invite our patrons to choose from styles never heretofore offered in any Dress Sale at even double
our Sale Price-and in style choice unending, in variety infinite-for every occasion, whether formal or informal for everyone, for every taste, for every need

Take Special this Biggest of a Dress Sales.

EXTRAORDIMARY SPECIAL SERVICE ARRANGEMENTS EXCLUSIVELY FOR THIS GREATEST OF ALL DRESS SALES

entirely to the Sale

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