TODAY'S MYSTERY STORY

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All Furs 33 $1 / 3$ to $50 \%$

New Lowered Prices -featuring Reductions of $25 \%$ to $331 / 3 \%$
-on New Winter Modes -for Women and Misses from High-grade been fortunate in securing these Reductions
Banufacturers for Apparel that meets with The
 similar qualities

Wraps and Coat Wraps

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59.50, 69.50, 89.50 and 99.50

| For all of winter's smart occasions-the street, afternoon lar materials and colors are represented most admirably Yot will be delighted with the variety. |  |
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$28.00,38.00,59.50$, 69.50 \& 89.50
THE BLUM STORE


Coconut Peaks-a pleasant surprise for the sweet tooth T'S a candy. The young folks
and the old folks, too, will pro1 and the old folks, too, will proprolonged accent on the d-e-ewhen it's produced from Baker's recipe that is shown below.
And the reason is the big difference between Baker's Fresh Grated Coconut, and the ordinary dried kind. Baker's Fresh Grated Coconut(in tin cans) will give you an entirely new idea of how good coconut can be.

