## Almost Everywhere You Look Here You See Evidence of Lowered Prices

## After Much Thought and

 Observation, to Some of Us it seems plain that many parents do not properly value or treat wisely their fastgrowing children. Quite a large percentage of the children are little men and little women with good thoughts of their own which need encouragement.It will not hurt the boys to split wood or run errands, nor harm the girls to wash dishes or sweep a floor.

But to add to their duty of learning their public school lessons for the next day, the running of errands, the bringing up of coal from the cellar, and keeping them constantly on the go at something, with no time to play, seems a hardship. It seems like what a mother told her little daughter, "If you don't look out, I will wipe up the floor with you."

A horse or a dog likes a pat on the back.
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Women's White Novelty Gowns in an Important Clearaway


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& \text { A Dustcoat Is a } \\
& \text { Comfort on the } \\
& \text { Shortest Trip }
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And for tong trip a woman

INTHESE days of motorN THESE days of motor-
ing and golf-playing. of
heat and wind and dust,
there is nothing more rethere is nothing more re-
freshing than a good facial ressing than a good facial
treatment taken in the Saton de Beaute. Appointments can $n$ be
made either by telephone or

## Low-Priced

 Glove-SilkUnderwear fo Women



## Philippine



## Cool Summer Corsets

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Easy Choosing in Women's



A New Book By W. L. George




Such Dainty Voile
Blouses as Larger Blouses as Larger
Women Fancy

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$T^{\text {OMATO red, burnt orrange, tangerine, apricot, jade }}$ treety celers, in teland und sitk hossess for the favorite weuters. The prices are 75e a ball for Iceland and 5je a
ball ior silk foss, and it takes only two or three balls to nake one of the more trifing slip-ons.
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What Is Sweeter all Child

A Good Assortment of Whittall Anglo-Persian Rugs





 600 Cool Summery Waists Specially




Now It Is Net Guimpes With Sleeves

