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ALL WOOL FRENCH SERGE
FRENCH SERGE DRESS

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$15 to $50 $9.75 to $50 $7.50 to $30
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Correct Apparel for Women & Misses
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Charmingly Youthful
At Extremely Low Prices

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Sizes 14-16-18-20 years

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Of Silk Lyons Velvet

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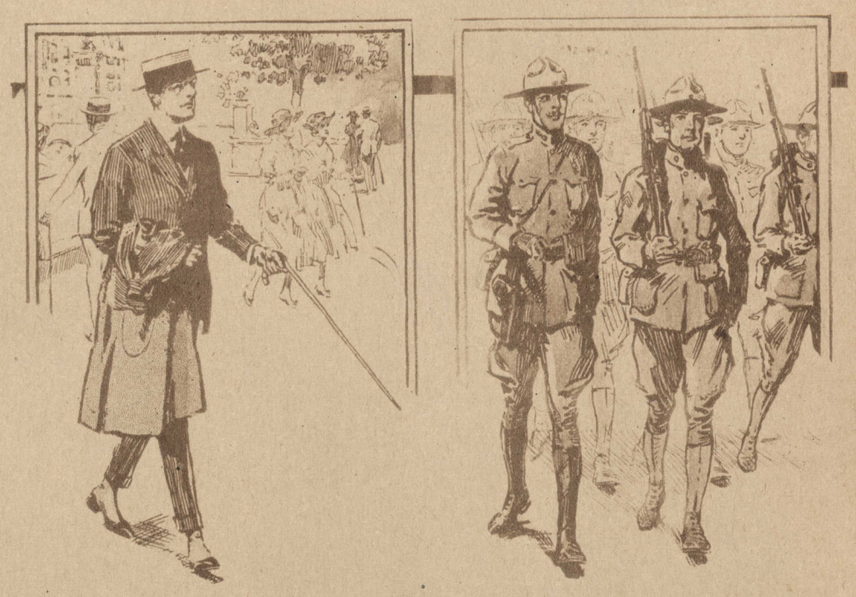
Mail or phone orders filled promptly. Send for illustrated Style Book 20. Phone 2400 Greeley.



From City Man to Soldier

Why it takes six months or more of hard training

Most city men are not in fighting trim. Their muscles are flabby; they are short-winded; they have flat-feet, they soon tire; in short, *they lack physical energy*.

That is why it takes six months to a year of hard training to make them into soldiers able to do the work and withstand the hardships at the front.

How city men waste energy

The reason city men haven't physical energy is this: They waste it.

They waste it in many ways—and small wastes added together make a tremendous total. One flagrant example of energy-waste is seen in the use of hard leather heels.

As every one now knows, leather heels are not suited to hard pavements. They are out of date. They were made for dirt roads and fields.

But some city men still wear leather heels. As a result, they jar energy from their system some 8,000 times a day. For the average city man takes 8,000 daily steps—and every step taken with leather heels on hard pavements jolts your system.

The heels best suited to hard pavements are O'Sullivan's Heels. They absorb all shocks and save your energy.

City men who wear O'Sullivan's Heels are in better physical shape than those who still stick to the old-fashioned leather heels. They don't pound away their energy on the pavements.

It is the duty of every man—especially in these times—to conserve his energy in every possible way. Here is an easy, practical way for you to save energy. Put O'Sullivan's Heels on your shoes.

They are guaranteed to outlast any other heels. They will last three times as long as leather heels and will give uniformly satisfactory service to the very last. Because of our special process, O'Sullivan's Heels combine the greatest durability with the greatest resiliency. They are made of perfect heel material.

Buy your new shoes O'Sullivanized. Good dealers sell the latest style shoes with these heels already attached.

In black, white or tan; for men, women and children. Insist on O'Sullivan's—avoid the disappointment of substitutes.

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Removes spots
Instantly and
Leaves no ring

Ospoto removes almost any kind of a spot or stain from any kind of material.

It is entirely non-explosive and will not harm the most delicate fabrics.

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CODFISH, FRESH LOBSTER

FOR THE CONSUMER NOT THE DEALER

FOR YOUR OWN TABLE

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FRESH MACKEREL, perfect for frying, SHRIMP to cream on toast, CRAB-MEAT for Newburg or deviled, SALMON ready to serve, SARDINES of all kinds, TUNNY for salad, SANDWICH FILLINGS and every good thing packed here or abroad you can get direct from us and keep right on your pantry shelf for regular or emergency use.

With every order we send BOOK OF RECIPES for preparing all our products. *Write for it.* Our list tells how each kind of fish is put up, with the delivered price, so you can choose just what you will enjoy most. Send the coupon for it now.

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The Kind That Keeps

Remove it with D. & R. Perfect Cold Cream, the kind that cleanses, clears and beautifies—the perfect after-motoring clean-up. The dirt is removed, roughness gives way to velvety smoothness—the skin is revived, made young again.

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The cream for every person—a size for every purse.

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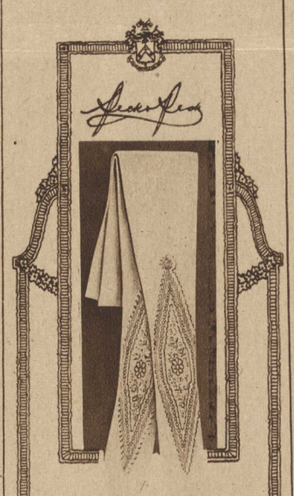

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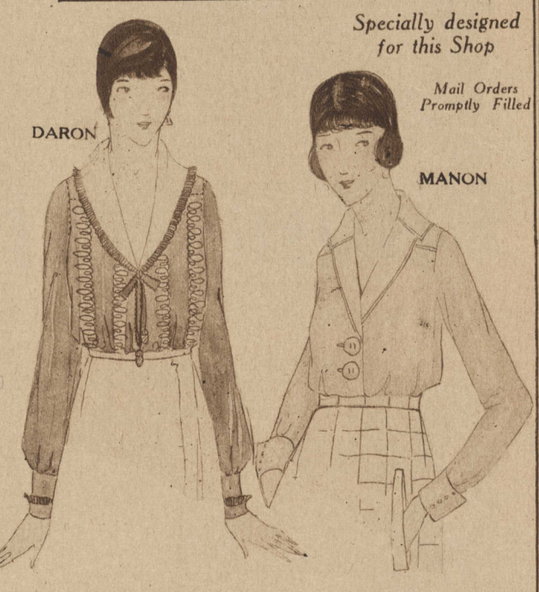

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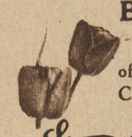

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