

Persistence is the cardinal virtue in advertising; no matter how good advertising may be in other respects, it must be run frequently and constantly to be really succeessful.


Importers' Sample Sale of Fancy Linens In this. lot are thousands of pleces, including Remaingnce, Lunch and Tea
Cloths, Scarfs, Richelieu Cut Work, Cluny Lace Scarfo, Hand-brawn Japanese
Linens, Squares, Lunch and Tea Cloths, with embroidered corners-all at a remarkable saving. Linea section- Main Eloor.

> Richelieu Cut Work Scarfs or Center Piecen Most exquisite denigns, valu
Choice Mondy, eseh $\$ 1.98$.
\$7.50 Lace Dinner Cloths, $\$ 4.98$ These are the 73 tinch slixe, trlmmed with
dep lace all around, drawn-work centers.
very prottly patterne This lot conaints of Lethen, $\$ 1.98$
 $\$ 5.00$ Cluny Lace Scarf, $\$ 3.50$
These are made of thine altinnen round Scarfa and Squares, 25 c
Late trimmed all arround, mituation
motivee. Regular 35 e and 89 c values. 75 c Fancy Linens, 49 c
This lot consita of lace trimmed
 Or Bquareas, Renalisanance Scarts, embr
linen and acalloped pleces. Scarfs and Squares, 69e
One lot of searts or Squires, In pretly
Japanose dran work dealens, scalloped;
apo Cluny Lace Doilles. EXTRA SPECIAL!


S1.50 and $\$ 1.75$ Table Damask

You Must See These New Laces


A Distinctive Series ${ }^{0}$ Fall Suits


## Cotton Fabrics Adaptable to Fall Styles



New Fall Curtains and Materials



