TRBUTR LPVIED BY BUSG Parmers Held $\overline{\mathrm{J}_{\mathrm{p}}}$ Annually
Hundreds of Millions. FRUITS of TOLL DESTROYED


$=5=5$

## Girls Pretty

 School Gowns
## It is now a pleasure for the eco-

 nomical mother to plan the spring and summer dress needs of the young school girl because Serpentine Crêpe is not only the most beautiful, longest wearingand most graceful draping cotton crèpe made, but because of its peculiar crinkly weave it does not require ironing and costs but little
When the garment becomes soiled, simply wash in the usual way, shake out and hang up to dry and the garment is ready to wear again.
Mothers of many girls will appreciate this particular feature, for you can always send your daughter to school with a clean frock without the labor of ironing. Serpentine Crêpe commands the largest sale of any printed crinkly fabric in the world, because no other fabric gives so much beauty, wear and style for so little money.
A large assortment of patterns and colors to suit the most fastidious, at very reasonable prices.
Look for the words "Serpentine Crêpe" on selvage of every yard when buying. It will protect you from selecting crepe that will not satisfy you.
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