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## Beginning Today

## "The 30 * ANNIVERSARY <br> CELEBRATION

ねEVER has a furniture event unfolded more anticipation than our 30th Anniversary Celebration-and never have iture offerings to celebrate a similar event. The assing of our thirtieth milestone has been seemingly important. It marks the pinnacle o? our achivements toward the goal for which wo always strive placing good furniture within the means of those who need it. How well we
have succeeded our growth in 30 years can best have
tell.

Beginning today we celebrate-throughout the entire month of October it will continueich time we will present a series of urniture offerings that only months of prepara tion have made possible.
Complete Living Room with Tuxedo


Here is an ideal way to furnish your living room-com plete in every detail. Eight preces in all. A smart Tuxe
do Sofa and chair taken from our custom made line. They
are hair filled, hand tailored, covered in choice denim patare hair filled, hand tailored, covered in choice denim pat
terns. With this group we have included a $9 \times 12$ Axmin
axd ster rug, gateleg table, end table, floor lamp and table lam
and a pullup chair. You have a whole year to pay for ith
Chippendale Wing Chair $\$ 29.50$
An authenfic reproduction just as illustrated with
 able and covered in a selection of fiñe denims.

Table

A. beautiful lamp with novel inner-glazed base and Lamp $\$ 4.95$ hade. It is shown' just at ketched from stock

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## OLDEST TOWN IN <br> ILLINOIS TO BE TAKEN OFF MAP

## Sun-Tan Is The Fashion!

## AN ANCIENT PREJUDICE HAS BEEN REMOVED

False modesty is a relic of an ancient prejudice. AMERICAN INTELLIGENCE has cut it away and,
in behalf of better health and pure enjoyment; sponsors the fashion of sensible swimming attire.

"toasting did it"-
Gone is that ancient prejudice against cigarettes-Progress has been made. We removed the prejudice against cigarettes when we removed harmful corrosive ACRIDS (pungent irritants) from the tobaccos.

YEARS ago, when cigarettes were made without the aid of $Y_{\text {modern science, there originated that ancient prejudiceagainst }}$ all cigarettes.That criticism is nolonger justified.LUCKY STRIKE, the finest cigarette you ever smoked, made of the choicest tobacco, properly aged and skillfully blended-"It's Toasted."
"TOASTING," the most modern step in cigarette manufacture, removes from LUCKY STRIKE harmful irritants which are present in cigarettes manufactured in the old-fashioned way.
Everyone knows that heat purifies, and so "TOASTING"LUCK̇Y STRIKE'S extra secret process-removes harmful corrosive ACRIDS (pungent irritants) from LUCKIES which in the old-fashioned manufacture of cigarettes cause throat irritation and coughing. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

## "It's toasted"

No Throat Irritation-No Cough.
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 Garber Brothers The Correct Way To FURNISH A Homeextra "toasting" process applied in the manufacture of Lucky Strike Cigarettes. The fines tobaccos-the Cream of the Crop-are scier tifically subjected to penetrating heat at min: mum, $260^{\circ}$-maximum, $300^{\circ}$, Fahrenheit. The exact, expert regulation of such high tempera tures removes impurities. More than a slogan "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

## When a MODERN MAID marries

$\mathbf{S}_{\text {mind and }}^{\mathrm{HE}}$ bends hergy to to $\mathbf{S}_{\text {mind and energy }}$ to suit her own tastes,
"It's Toasted"-the phrase that describes the



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 We understand this really hap-
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No matter what your body proportions . . . tall, average, short . . . with slender, average or plump legs . .. this store can supply you with stockings that are not only right in leg length, but right in leg widrk.
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These new Individually Proportioned Stockings come in all the famous Gordon styles and shades. And the various sizes are all the same price in the same style.
They are divided into four groups in all foot sizes . . . because actual measurements show that women are divided naturally into four groups as regards general proportions. One of our saleswomen unobtrisively measures you (it takes about 10 seconds) .tells you accurately just which stocking will fit you best. .. and records your measurements for future reference. And here are the four groups. Remember their names

The Gordon Petite . . . designed for the short The Gordon Regal . . . deeigned for the tall woman with average leg measurements . . . for woman with average leg measurements . . . for the woman of average height with slim legs . . . for the growing girl. he woman of average height with heavy calves or thighs.

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