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"BLUE RIBBON THURSDAY"--TOMORROW



What are the new styles? What are the new fabrics? What are the colors for fall and winter? How about millinery - gloves - shoes? What is the right thing for children? And what does the new season offer for men? These and many other questions that have to do with prevailing fashions will be answered by the stores of the city during the San Jose Fall Shopping Fair which begins tomorrow.

The leading stores of the city are united under the auspices of the Merchants' Association in this big joint inaugural of the Fall Season, to

be featured by STYLE DISPLAYS, STORE DEMONSTRATIONS, and SPECIAL VALUES of many kinds.

Tomorrow is "Blue Ribbon Thursday" when the entire shopping district will be on dress parade, as it were, each store vying with the other in fascinating displays of new styles and new goods - and in the presentation of feature values, one outstanding money-saving special from each store - something which you can buy at this price tomorrow and tomorrow only. Read!

Look for This Sign in the Store Windows

New Fall Dresses \$19.75 <i>Appleton & Co.</i>	1847 Rogers' Bros. Silver \$19.35 E. L. BOTHWELL Jeweler	Gillette Razor and Blades 75c <i>Deagor's</i>	Seasonable Footwear \$4.85 <i>Ferolite</i>
Breeches and Leggings \$6.95 Army and Navy Goods Store	New Fall Strap Pumps \$5.85 <i>Walter Broder</i>	32 piece Dinner Sets \$4.95 THE FARMERS UNION	Cantilver Shoes \$1.50 off <i>Hoff & Kuyser</i>
Strap Pumps---6 Styles \$3.95 <i>Bacon's</i>	Fine Double Blankets \$4.75 <i>Cook Bros. & Stockhorst</i>	Big Leather Rockers \$21.50 <i>Grullagher-Wood</i>	Fuller & Co's Paints \$3.75 gal. J. P. JARMAN COMPANY
Fine Imported Cigars \$3.50 BECKER'S SMOKE SHOP	Bungalow Aprons 59c THE CHINA TOGGERY	Drifted Snow Flour \$1.89 GOLDEN & SCHUETTE	New Fall Millinery \$5.00 KLINKERT MILLINERY
Prinrose Salad Oil 99c BERNHARDT The Grocer	Ladies' Fibre Silk Hose 35c THE CHINESE EMPORIUM	40-inch Dress Satins \$2.75 yard F. W. GROSS & SON	Handy Couches \$4.95 LION'S YOUR CREDIT IS GOOD
Felt Slippers Special 79c <i>Bloom's</i>	Aluminum Sauce Pans 98c THE CITY STORE	1100 Yds New Silks 490 Yds. New Woolens \$1.89 <i>J. Oshkosh</i>	Fur Chokers-- \$8.95 <i>Marcus</i>
Fall Coat Special \$49.50 <i>M. Blum & Co.</i>	All Sweaters 20% off CUNNINGHAM & SON	500 Bleached Pequot Sheets \$1.35 HARTS	Men's New Fall Hats \$3.50 MCCRONE & SMITH