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The shoes you wear are everything—either everything for comfort or they are responsible for much of the discomfort experienced during the hot days of summer. Trust yourself to . . .

DEARE

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Leaves the Skin as smooth as velvet, obliterates all signs of redness or dryness in one dressing.

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Autumn Materials at Taranaki's Leading Dress House

¶ We have already opened a sprinkling of the newest materials for autumn wear, and during the next few weeks, fresh shipments will be continually arriving.

¶ Our stock comprises the finest range of exclusive dress goods in the province, and this department draws its customers from far and near.

¶ It is not too early to be thinking about your winter outfit. Write us for samples and make the selection straight away.

¶ Having chosen the material, make use of our dressmaking department. Our experienced cutter and fitter can relieve you of a lot of worry and trouble. What is better, you pay no more than it would cost to have it indifferently made. For those living at a distance from New Plymouth, we have self-measurement charts, and we send your dress home by post, securely packed.

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