

HOW HIGH IS THE BLIMP?

?

**YOU HAVE
UNTIL 9 P. M.
TOMORROW
NIGHT
TO WIN A
VALUABLE
PRIZE!
NOTHING TO BUY!**

No Slogans or Compositions to Write

Just an easy interesting contest conducted to add pleasure and profit to those who visit the NEW PEARSON'S during the GRAND OPENING DAYS—TODAY and TOMORROW from 9 a. m. to 9 p. m. Before entering the store take special note of the height of the 22-foot helium-filled dirigible floating in the air... then write your estimate on a contest card and drop it in the box located near the front door. That's all there is to it—you'll be notified by mail if you win—if you win one of the larger prizes we will deliver it to your home FREE.



**OPEN
TODAY
AND
WEDNESDAY
FROM
9 A. M.
UNTIL
9 P. M.**



Florida Ready For Tourists

Hurricane Damage Quickly Cleaned Up
By STEPHEN TRUMBULL
Times Special Writer

MIAMI, Fla., Oct. 7.—It will take more than the worst nature can serve up to put Florida's fabulous "Gold Coast" out of the tourist business.

A post-hurricane survey just completed along the 60-odd ocean-front miles north of Miami—where the Sept. 18 monster turned in its most devastating licks—uncovered only one small and lone apartment house where it will not be "business as usual" comes the vanguard of the tourist trek.

No major hotel, and few minor ones, suffered any structural damage. The same is true of apartment-house and tourist-court developments.

Great sections of beach have been shifted, but bulldozers are huffing and puffing at the job of getting it off the streets and back where it belongs.

Palm trees have been torn from their moorings and tossed onto adjoining properties. But their original owners are reclaiming them and dragging them home. Palm trees have great recuperative power.

'Eye' Hit Ft. Lauderdale

The "eye" of the hurricane came ashore at Ft. Lauderdale, but that community suffered less damage than did areas to the north and south of the storm center.

Hollywood Beach, just to the south, took a far more serious beating. And to the north, through the swank resort of Palm Beach, some of the pranks of nature were colossal in their destructiveness.

Bulkheads were ripped away and long stretches of Florida highway crumbled into the ocean. Along the Palm Beach waterfront alone four miles of this waterfront drive have gone and even the optimists around the Chambers of Commerce admit it will be spring before it can be replaced.

In the town of Delray Beach, south of Palm Beach, more ocean front "has gone," along with the pavilion and the boardwalk there.

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'Now I'm a Sight' Bum Among Essay Winners

East Side Chamber of Commerce announced today that it had awarded nine prizes for the best essays by the derelicts on the boulevard of bums on "How and Why I Came to the Bowery."

Ninth prize of \$5 went to the author of: "I Came to See the Sights. Now I'm One of Them."

**LEARN
Beauty Culture**
Call for Information
International Beauty School
342 E. Wash. St.
LL 6800



Puzzled

Puzzled over winter heating problems? Well, here's one way to cut that "mountain" down to "molehill" size: install storm windows.

Storm windows are essential parts of any heating system. That's because they do away with drafts and cold floors. They help eliminate steamy or frosted windows, too. Without these to contend with, it's much easier for your furnace to keep you warm and comfortable... and your problem of winter comfort is solved.

The BEST insulating job done by any storm window is done by So-Lite. It's the sash with 1/2-inch MORE dead air space over the entire window area. Made of solid, extruded ALUMINUM, So-Lite fits any window snug as a glove. So-Lite sash is even designed to allow for the normal expansion and contraction of windows during changes in weather. So-Lite combination aluminum storm windows are completely maintenance-free. They're a permanent improvement, too... never need to be painted. So-Lite windows are self-storing, and they're easily locked, ventilated, removed, and replaced.

You can SEE for yourself. Give us a call, and we'll demonstrate So-Lite for you. No charge for looking.

So-Lite Co.
Aluminum Products
Division of Graham & Jackson Co.
5906 College Ave.
BR-2468 or Evenings and Sundays, WA-5656

DOWNSTAIRS at WASSON'S

HIGHLIGHTS FOR HOMEMAKERS

Lovelier Than Ever!

TUFTED CHENILLE BEDSPREADS

Seamless Full Bed Size Twin Size

6⁹⁹ each

White and Solid Colors with Multi-Colored Designs

Blue, Peach, Rose, Gold, Orchid, Gray, Green, Aqua.

Famous Cannon Woven Stripe Krinkle BEDSPREADS

Colorfast! Wash Beautifully!

2⁹⁸ each

Full Bed Sizes, 82x105

Overlocked Stitching on Ends.

Rose, Blue or Gold

All New Wool SOLID COLOR BLANKETS

Size 72x90

Made by the Fari-bault Woolen Mills

3 1/2 Pounds New Wool

Woodrose, Azure Blue, Seafoam Green, Rose-beige, Yellow.

8⁹⁵ each

"MOOR" BATH TOWELS and WASH CLOTHS Two-Piece Set

64c

Or Buy Them Separately

20x40 Bath Towel... 49c
12x12 Wash Cloth... 15c

Attractive Checks: Blue, Gold, Green or Red

Absorbent!

All Snow White SHEET BLANKETS

Finest Quality

Size 70x95

Whipped Edges Use them for light coverings or extra blankets.

2¹⁰ each

Home Needs at Money-Saving Prices for the Thrifty

UNBLEACHED SHEETING

In Two Qualities

Type 140
68x74 Count

81-in. width 89c yd.
72-in. width 79c yd.

Type 128
64x64 Count

72-in. width 69c yd.
63-in. width 59c yd.

42x36 HI-SERVIS Pillowcases

55c each

Selected Yarns
Snow White, Smooth Finish
Straight Selvage

Famous "Hope" Bleached Muslin

35c

36 inches wide!

Hope bleached muslin in full bolts—36 inches wide—fully bleached. For many uses, including pillow slips and underwear!

21x26 PILLOW TICKS

89c each

Blue and White Stripes
Guaranteed Feather-Proof
Full 8-Ounce

Pacific All White Turkish WASHCLOTHS

17c each

Size 12x12
Snow White
Long Wearing

Checked Gingham
KITCHEN CHAIR PADS

\$1 each

Ruffled Edges
Plasticized Finish
Easy to Clean
Red, Green, Blue Check

Five Lengths Rayon Marquisette PANELS

All 42" Wide

54" long 1.35 ea.
63" long 1.45 ea.
72" long 1.55 ea.
81" long 1.65 ea.
90" long 1.75 ea.

Hemmed and Headed
Eggshell Shade
Ready to Hang

Mail and Phone Orders Promptly Filled
Call
RILEY-7411

-Solid Color "Nashua Fonda" BLANKET

25% Wool
75% Cotton

5⁴⁹ each

Size 72x84
Bound with Rayon Satin

Solid Colors... Cedar, Rose, Blue or Green

Three Yards Long! Washable Rayon Marquisette PANELS

2²⁵ each

Off-White Shade
Hemmed and Headed
Washable
Bugproof

42 Inches Wide
3 Yards Long

Feather-Filled PILLOWS

Size 20x26

2⁶⁹ each

Filled With:
25% curled white goose feathers
25% " " duck feathers
50% " " hen feathers

Fancy Ticking Featherproof
Hat No.

Famous for Quality! "Sylvan" SHEETS

2⁴⁹ each

Pure Bleached
Seamless

Big, Double Bed Size, 81x99
Torn to Size, Even Hems

Bleached and Quilted MATTRESS PROTECTORS

Made By "Sure-Fit"

Zig-zag Stitching

3.98 Twin Size 39x76
4.98 Full Size 54x76

"TYVAL" PAPER DRAPES

Sensational Value

98c pair

Flame-Resistant
Plasticized Paper
Valance that can be used as tie-backs
58 1/2" Overall Width
90" Long
Rose, Blue, Green, Beige, Natural

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