

# The New Styles for Fall

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Our greatly increased floor space enables us to offer you a larger and more representative showing of

## Women's Outer Apparel

Than We Have Been Able To Show Before.

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NEWEST and MOST DISTINCTIVE MODELS IN

### Suits, Coats, Dresses, Skirts, Blouses, Millinery

The materials are the ones that are going to be the most fashionable for Fall and Winter Wear--The Workmanship is of the highest grade--The Colors are the seasons' most approved--The prices are right. An early inspection will be to your advantage.

Where the Greatest Values in Women's Millinery and Ready-to-Wear Garments Come From



LEXINGTON, KENTUCKY

311-315 West Short Street Two Doors West of Mill Street Lexington, Ky.

**APPRECIATIVE OF THE PRESS**

(From the Savings Herald, Official Paper of the War Savings Organization)

One of the gratifying features of the War Savings Campaign in the Eighth Federal Reserve District is the magnificent support that has been accorded the movement by the press of Missouri, Arkansas and Kentucky.

In practically every community in these three states the newspapers have gladly contributed space to carry the message of the United States Treasury Department to the four corners of each state. To this splendid support, may, in a large measure, be attributed the exceptional standing of the Eighth Federal Reserve District in the volume of sales of the Government Securities.

The articles which newspapers have printed have been of an educational character setting forth the desirability and the necessity of the individual acquiring the saving and

thrift habit if he is to make a success in life.

Practically all of the news matter carried by the Kentucky, Arkansas and Missouri newspapers touching on the Thrift Campaign has been prepared in the Press Bureau of the Eighth Federal Reserve District at St. Louis under the supervision of Mr. L. A. Wilson, the Government Director. Many of the articles have been written by eminent financiers and experts in other lines of endeavor and have been re-written, condensed and made clear to the layman by a force of trained newspaper workers who have given their best efforts to the task.

It has been the aim of those who control the destinies of the War Savings Press Bureau to see that no article leaves the Bureau that does not possess real news value and is up to a high standard of literary merit. There is no more discriminating class anywhere than the newspaper editors and by their having used such

vast quantities of the copy submitted to them through the press bureau confirms the judgment of those who are supplying the copy. The fact that the campaign of publicity has been so successful is making it comparatively easy for the local organizations and for the authorized selling agents to place these securities in the hands of the people, and to keep the Eighth Federal Reserve District in the high place it attained in the Liberty Loan Campaigns, where in three successful drives it was "first over the top," leading all of the twelve districts of the nation.

**LANDS AT CAMP MERRITT**

G. H. May has received a message from his brother, Sergeant Bruce C. May, stating that he had arrived safely at Camp Merritt. Young May has been in the service in France for the past two years. He is a nephew of W. C. Cooper, of this city.

Shoes for the family.—R. E. Punch & Co.

**MOTORS BACK TO OLD HOME**

Thomas E. Lykins, of Mansfield, Ill., passed through here returning to his home after a very pleasant visit to relatives and friends in Morgan county. Mr. Lykins is a son of the late W. B. Lykins, and grandson of Judge William Lykins, both of Morgan county. Mr. Lykins was accompanied by his sister, Mrs. A. K. McGuire and brother, John C. Lykins, and will visit Mrs. Asa Pieratt and returning home from here he hopes to stop over in Lexington and visit his uncle, Joe Lykins. Mr. Lykins had time to tell us of things political and agricultural. There is quite a Kentucky settlement in and around Mansfield. When Mr. Lykins first went to Mansfield he found the

town and county largely Republican but of latter days he has seen them go Democratic, at one time electing an ex-Confederate, a Kentuckian, John Will Bodkin, to office. The political tide is becoming very much Democratic in Illinois he said. Crops in and around Mansfield are fine, corn will make from 50 to 60 bushels to the acre and wheat and oats made a very fine yield. He said he and his two boys farmed together on rented lands and that their earnings netted from \$3,500 to \$4,000 annually. They motored through from Mansfield and have had a most delightful trip. Best wishes go with the party to the Kentucky settlement in Illinois.

Read Advocate Classified ads.

**FACTORY FOR WINCHESTER**

A factory for the making of men's clothing has been secured for Winchester. Option on one of the large buildings has been secured and steps have been taken to install an up-to-date equipment. The company will have on its payroll about 200 women in addition to quite a number of men. The location of this plant in Winchester is due in the main to the unrelenting efforts of the large retail clothier, Vic Bloomfield.

**LADIES' FALL SHOES** in the newest styles.—R. E. Punch & Co.

Solid greens, solid browns and blues, caps to match, in double breasted waist line suits. See them.—The Walsh Co.

# MOTHERS!

We have what you have been looking for

## BOYS' SUITS



In Norfolks, English Norfolks, single and and Double Breasted Knicker Suits in new Greys, Green and Browns, ages six to eighteen years. Buy an

### XTRAGOOD SUIT

and let the needle rest - - - Rips and tears are unheard of

Boys' School Suits, Hats and Caps at



THE PRICE YOU WANT THEM



Strongest line of Misses' and Boys' School Shoes and Stockings in this city

# R. E. PUNCH & CO

2 - BIG STORES - 2  
MT. STERLING, KENTUCKY

# LUCKY STRIKE CIGARETTE

GET a package today. Notice the flavor—the wholesome taste of Kentucky Burley tobacco.

Why do so many "regular men" buy Lucky Strike cigarettes? They buy them for the special flavor of the toasted Burley tobacco.

There's the big reason—it's toasted, and real Burley. Make Lucky Strike your cigarette.



Guaranteed by The American Tobacco Co.