

EVERY WOMAN FOR HERSELF!

Bargains galore and no holds barred. It's the time of the year when women bares her fangs and proves that Kipling was right when he said the female of the species is more deadly than the male. And what an education to see the customers, each intent on nothing but grabbing the real bargain from under the nose of the women who spotted it first. The terrifying technique gives place to milder methods in the men's departments. That shows we're the weaker sex. Sonny, they'll be fine - when you've grown a bit. There are some very cheap dressing gowns, but at breakfast, or in the bath, remove the bowler.

You'd think that chinaware would show them down a little. Not a bit of it. They were piles of the stuff waiting for keen buyers, at rock bottom prices, and by thunder, were those buyers keen:

Shopping in pairs, women can work wonders.

When they're satisfied at last, they can't wait to get it all home. That's where it pays to have a husband in the background.