

FINAL! Every Summer Coat, Suit & Dress Regardless of Cost

NOW **7⁵⁰** BUYS A FULL LINED COAT worth to \$14.00, or a SUIT worth up to \$12.98. All sizes to 42.

NOW **11⁰⁰** BUYS A COAT THAT SOLD to \$18.00, or a DRESS worth up to \$15.00, or a COSTUME that sold for \$14.98.

NOW **15⁰⁰** 24 of the finest EARLY FALL and SUMMER COATS Complete range of sizes. Values to \$24.00.

NOW **19⁰⁰** 22 ENSEMBLE SUITS Values to \$40.00 go now at \$19.00. All sizes.

NOW **22⁰⁰** 18 EARLY FALL and SUMMER COATS Values to \$35.00. \$30.00 SUITS go now at \$22.00.

NOW **4⁹⁸** 120 FINE FIBRE SILK DRESSES Values to \$7.00. Complete assortment, styles, shades and sizes.

NOW **12⁹⁸** FOR COATS, SUITS and DRESSES Worth up to \$20.00. Odd lots.

NOW **25⁰⁰** 44 COATS Sold up to \$50.00. Now \$25.00. All Ladies' SUITS sold up to \$40.00. Now \$25.00.

OUT THEY GO! Every Summer Hat in Stock!

HATS that sold for ...\$9.00
HATS that sold for ...\$8.00
HATS that sold for ...\$7.00
HATS that sold for ...\$6.00
HATS that sold for ...\$5.00

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Not ordinary left-over HATS but mainly late arrivals, representing the choicest models of the season, at GIVE AWAY PRICES : : :

Final! All Wash Dresses

Every Wash Dress in stock—including BROADCLOTHS, ORGANDIES, VOILES, DOTTED SWISSES, RATINES—all

Now Offered at 40 Per Cent. Reductions

REGULAR \$3.98 REGULAR \$2.98 REGULAR \$6.98

Now **2.38** Now **1.78** Now **4.18**

AUGUST CLEARANCE SALE!

WATCH THIS STORE IN AUGUST. "EXTRA VALUES WILL GET EXTRA VOLUME." FOLLOWING OUR USUAL CUSTOM OF NEVER CARRYING MERCHANDISE FROM ONE SEASON INTO THE NEXT, WE OFFER FOR IMMEDIATE CLEARANCE OUR ENTIRE SUMMER STOCKS AT REDUCTIONS OF 30 TO 60 PER CENT. OFF. OUR AIM IS TO

CLOSE OUT EVERY DOLLAR'S WORTH OF SUMMER GOODS IN THE HOUSE. IT IS NO LONGER A QUESTION OF PRICE—AND TALK ABOUT BARGAINS—IN SOME INSTANCES THE MERCHANDISE HAS BEEN PRICED AT NEXT TO NOTHING.

Clearance! All Sweater Wear!

100% SILK and WOOL "JAZZ" SWEATERS
Sold up to \$4.50. Now \$3.48.

87 WOOL SWEATERS
In Peter Pan and Novelty styles, \$2.48.

ENGLISH JERSEY KNIT SUITS
Values to \$22.00. Now \$15.98

SILK & WOOL KNIT SUITS
Values to \$18.00. \$12.98.

250 Boys' Wash Suits

Ages 3 to 8 years. Values to \$2.80.

Finest quality Linens, all shades and combinations.

1.49

Sailor, Peter Pan and Middy Styles.

WISE MOTHERS will buy both immediate and future needs for Sonny, at these low prices.

SALE 300 Waists 98c

Values to \$2.00. Voiles, Broadcloths, Ratines. All sizes and Super Values.

EXTRA SPECIAL! English Broadcloth Waists

OVER 100 DIFFERENT STYLES.

3.48

VALUES TO \$4.50.

Ideal for early Fall wear with your New Suits.

FINAL! All White and Summery SKIRTS

ONE HALF OFF!

MEN! In This Sale we Strike

the Highest Point in Clothes -- ECONOMY!

MEN'S SUITS TOP COATS and RAGLANS

Actual 30.00 and 35.00 Values

\$20

EVERY GARMENT

well tailored in the very best styles. Men! This is an opportunity YOU cannot afford to miss.

MEN! HERE'S A THRILLER! A real reminder of the "Good Old Days!" And all because of this Store's determination never to carry merchandise from one season to another.

SIZES FOR—

- STOUT MEN.
- TALL MEN.
- SHORT MEN.
- REGULAR SIZE MEN.

London. New York and Paris Association of Fashion, Limited