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JULY Markdown Sale!

LOWEST PRICES EVER....

Wednesday - Thurs - Friday - Saturday Morning
July 6th - July 7th - July 8th - July 9th

- 10 Departments Packed With Exceptional Values!
- Regular Stock Merchandise From Our Top Makers!
- Wide Assortment For Family and Home!
- Lowest Sale Prices Of The Year!

BIG SAVINGS

Ladies' Spring Coats

ALL THESE GARMENTS TAKEN FROM REGULAR SPRING STOCK! PRICED WAY DOWN TO CLEAR SPACE FOR NEW FALL MERCHANDISE!

Fashionably tailored Spring Coats—a choice selection in all wool fabrics... a smart buy even at the regular prices to 29.95 (Sizes 13-17) **18.88** CLEARING



Ladies' All Wool Shorties

It's a chic little coat with a casual air... selling at the most casual price ever offered... Stylishly cut in all wool checks, tweeds, fleeces. Sizes 11-19... Regular 22.95... CLEARING **14**

SALE

Millinery

Hats

A gala collection of better quality hats—all this season's styles in Milan and Brioche Braid in Navy, Black and colors—all at unsurpassed savings! Regular to 14.98... CLEARING

6.95

Hats

From the Island's largest collection of exquisite fashions... A hat for every taste—a price for every budget! Regular 7.95 and 9.95... CLEARING

4.98

Hats

Select your entire wardrobe of summer hats from this outstanding group! A grand selection of dark and pastel colors... Regular to 6.95... CLEARING

2.98



Ladies' Wear — Upper Floor

Better Dresses

EVERY ITEM TAKEN FROM REGULAR STOCK OF SMART NEW FASHIONS AND DRASTICALLY REDUCED FOR THIS SALE!

Perfect fitting... figure-flattering dress creations—including cocktail dresses... designed specially for you by the Nation's top houses of better dresses... Delightfully styled in Crepelette, Taffeta and worsteds... Broken sizes... Regular to 25.00 **12.95** CLEARING

Just in time to complete your summer wardrobe! Selected from our better dress racks representing the ultimate in style and value... You can select from plain or novelty materials... Broken sizes... Regular to 15.95 **9.95** CLEARING



Cottons

Shop early! This is a small group of charming cottons picked specially from our Spring collection. Fashioned of Gingham-glazed cotton or linen with low or buttoned neckline. Sizes 11-18... Regular to 8.95... CLEARING **4**

Housedresses

Famous nationally advertised Housedresses with the look and feel of much more expensive numbers! Scientifically tested for washability and long wear... Sizes 14-50... Regular to 8.98 **2.98** CLEARING

sale

Sweaters

All Nationally advertised sweaters in novelty styles with savings of 50% to 75% on the... Broken sizes... Regular to 6.95 CLEARING

'Famous Make' sweaters in cardigan and pullover styles. Broken sizes—up to 10% off for speed (slightly counteracted). Regular to 6.95 **3.95** CLEARING

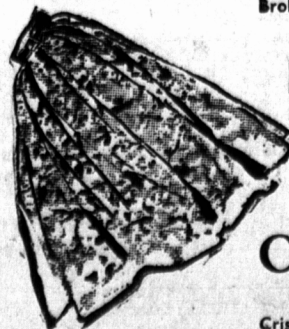
Skirts

Bewitching wardrobe wonder-work! Cut in pleated or plain styles in novelty fabrics, erlen and wools. Broken sizes... Regular to 9.95...

HALF PRICE

Cotton Skirts

Crisp as celery cotton skirts with all the flare that fashion decreed! Styled in prints and plain fabrics. Sizes 14-18. Regular to 6.95... **2.98** CLEARING



Blouses

Here's a bonanza in blouses! Frothy white or cool summer hues. Tailored of Cool Allurasel, Crepe or Nylon. Sizes 12-44. Regular to 7.95 **3.98** CLEARING

Buy several at this unbelievably low price! Choice of Crepe, Nylon or cotton in broken sizes. Reg. **1.98** to 3.98... CLEARING

