

# YOU'LL SAVE IN EVERY DEPARTMENT E.O.M.

Off with the old! On with the new! That's the battle cry in every department of this big store-on-one-floor in this big July E. O. M. Sale! All remaining stock of summer merchandise must go out—regardless of original prices! Brand new AUTUMN fashions are arriving daily. There's not room for both, so deep price-cuts will move out the summer goods—right at the time you need it most! Read every item in this closely packed page—and then come EARLY tomorrow morning! Doors open at 10:00 A. M.

## First Quality Strydfree Lingerie

- First Quality Strydfree Lingerie . . . 69c**  
Durable rayon panties, briefs, stepins, with reinforced stride, plain fronts, elastic backs, tailored hems. Tearose in sizes 34 to 46.
- Plain Knitted Rayon Underwear . . . 29c**  
Briefs, panties and stepins. Elastic run at waist, tailored hems. Some lace trimmed. Tearose. Sizes 34 to 42.
- Knitted Rayon Slips . . . 69c**  
Bodice tape shoulder straps, two seams, and panel front. Seconds. Tearose. Sizes 34 to 42.
- Seconds of Better Lingerie . . . 39c**  
Knitted briefs, panties and stepins with taped fronts, elastic backs, tailored hems. Tearose. Sizes 34 to 42.
- Rayon Crepe or Taffeta Slips . . . 50c**  
Bodice adjustable shoulder straps in four-gore styles. Rayon crepe slips have narrow satin stripes. Black and Navy. Small sizes.
- Women's Rayon Gowns . . . 88c**  
Seconds and discontinued styles in rayon satin stripe or knitted rayon gowns. V or square necklines, tailored or lace trimmed. Sizes 16 to 17.
- Loomcraft Broadcloth Slips . . . 50c**  
Built-up shoulders with hemstitched finish at top. Straight cut styles in tearose and white, sizes 34 to 44.
- Clearance! Better Foundations . . . \$1**  
Limited quantity of better foundations, girdles, and lace corsets; regular \$2 to \$5 values.

## 200 Better Dresses

- Lovely sheer cotton dresses reduced from \$2.00. Polka dots, prints or paisleys that will take you smartly through the Summer. Sizes 14 to 44 in the group. **\$1**
- "Real Silk" House Coats . . . \$1.00**  
Zipper or wraparound styles in navy blue only. Size 14 only.
- Clearance of Better Dresses**  
Regular \$4.98 and \$5.98, now **\$2.99**
- Regular \$3.00 and \$3.98, now \$2.29**  
Cotton chambrays, broadcloths, spun rayons and french crepes. Sizes 12 to 44 in the group.
- Sheer Cotton Dresses . . . 39c**  
With lovely lace trimmings in broken sizes and colors.

## 50c \$1.00

- Regular 88c and \$1.00 Cocoa-nut Color Straws, and White Straw hats now greatly reduced.
- Clearance of Better Summer straw or fabric hats reduced from \$2.00 and \$2.49.

## 49c PR.

- Irregulars of full-fashioned pure silk, or stockings with pure silk leg, cotton reinforced foot. Some have rayon reinforced top and foot. Broken sizes and colors.
- Full-Fashioned Rayon Stockings . . . 29c**  
Third grading rayon stockings with cotton reinforcements. Sizes 8 1/2 to 10 1/2 in assorted colors. 29c or 4 for \$1.
- Buster Brown Anklets . . . 10c pr.**  
Seconds of Buster Brown anklets. In broken sizes and colors.
- Seamed Back Rayon Hose . . . 25c**  
Women's rayon stockings with seam sewn in, cotton reinforced. Excellent for everyday wear. First quality.

## Women's Gloves

- Women's Gloves . . . 25c**  
Women's rayon fabric or nylon gloves in broken sizes and colors.
- Simulated Leather Handbags . . . 50c**  
Handbags reduced to 1/2 price. Large assortment of styles in black and brown.
- Crisp White Neckwear . . . 29c**  
Perfect touches for any costume. Round, V or square necklines in lovely lace, organdy or pique.
- Clearance of Better Jewelry . . . 15c**  
Large assortment of pins, clips, bracelets and necklaces, now at this very low price. Plus 10% tax.
- Overnite Cases . . . \$3.29**  
Of striped canvas in brown or gray. Sturdily built with a wood frame, durable rayon lining.

**\$1.00 PAIR**

Made to Sell for \$2 and \$3

Smart, sturdy children's and misses' shoes greatly reduced. White straps and ties, some in brown and white. A to D, sizes 8 1/2 to 3 in the group.

## Spun Rayon Slack Suits

- Spun Rayon Slack Suits . . . \$1.89**  
Regular \$2.29 spun rayon slack suits, with full-length jackets, zipper closing slacks. In broken sizes.
- Irreg. of Spun Rayon Slack Suits, \$1.49**  
Values up to \$3.98. Practical for play, work or gardening.
- Slack Suits . . . \$3.49**  
Regularly \$3.98. Full length torso jackets with patch pockets, zipper closing slacks. Broken sizes.
- Irregulars of Blouses . . . \$1.44**  
Beautiful doekin and multifilament crepe blouses that regularly sold for \$2.25. Sizes 32 to 44.
- Spun Rayon Slacks . . . \$1.00 and \$1.69**  
Reduced from \$3.00 and \$3.98. Full cut slacks with zipper closing. Irregulars. Broken sizes.
- Cotton Flannel Jackets . . . \$1.00**  
Bright plaid cotton flannel jackets. Perfect to slip on during cool evenings. Sizes 12 to 18.
- Women's and Misses' Bathing Suits**  
Manufacturer's Sample Bathing Suits, Broken Sizes . . . 59c  
Regular \$2.00 Bathing Suits in bright colors, broken sizes . . . \$1.49  
Regular \$3.00 Dressmaker Bathing Suits, broken sizes . . . \$1.99  
Reg. \$3.98 Dressmaker and Lastex Bathing Suits, broken sizes \$2.98
- Swimming Accessories**  
Bathing Caps . . . 10c to 20c  
Regular 25c Caps reduced to . . . 20c  
Regular 19c caps reduced to . . . 14c  
Regular 15c caps reduced to . . . 10c
- Women's Skirts, Reduced . . . \$1.00**  
Regular \$2 and \$2.25 quality, broken sizes.

## 75 Better Dresses

- A large assortment of better dresses in pique, spun rayon, french crepes or rayon bemberrgs greatly reduced. Some are seconds. Juniors, misses' and women's sizes. **\$2**
- 75 Better Dresses . . . \$1.00**  
Charming cottons, spun rayons and prints in juniors', misses' and women's sizes.

## 14 Pastel Summer Toppers

- 14 Pastel summer toppers, regularly \$3.98, now **\$1.00**
- 6 Summer toppers, regularly \$8.98, now **\$2.00**
- 4 Summer coats, regularly \$12.95, now **\$7.95**

## "BEL-VIEW"

- Nurses' White Oxfords**  
543 pairs of all-white nurses' oxfords with leather soles, rubber heels. Sizes 4 1/2 to 9. AA to E widths. **\$1.89**

## "AMERICAN GIRL" White Arch Shoes

- Choose from our entire stock of regular \$5.00 American Girl white arch shoes. Pumps, oxfords and ties in the group. Not all sizes in each style, but all sizes in the group. Sizes 4 1/2 to 10. **\$3.69**

## "Corliss" Summer Shoes

- 810 pairs of Corliss shoes. White, brown and white, blue and white pumps and oxfords. Corliss Tarsal Arch shoes, white only. Sizes 4 1/2 to 9, AAA to C widths. **\$2.50**

## "Betty Shaw" White Shoes

- Regularly \$5.95. 181 pairs of Betty Shaw shoes in white or brown and white. Not all sizes in each style, but there are all sizes in the lot. Sizes 4 1/2 to 9. **\$3.69**

## 61 Men's Blue Topcoats and Overcoats

- 61 Men's Blue Topcoats and Overcoats . . . \$9.88**  
Just 40 good looking, cool hot weather suits; in broken sizes and colors—blues, tans, greys and stripes; sizes 36 to 44 in the lot. Offered at a bargain price for clearance.
- Men's Wash Pants . . . 79c**  
2 Pairs for \$1.50 if you wish. Sanforized shrunk; just 48.
- 18 Men's Slack Suits . . . \$1**  
Sizes small and large only.
- 14 Men's Bush Coats . . . \$1**  
Belted style; sizes small and medium only.

**\$1.99-\$2.99-\$3.99**

You'll SAVE one-third to one-half on these lovely one-of-a-kind bedspreads! Twin and full sizes in salesmen's samples, discontinued styles, seconds, and some soiled. Novelty colors, solid colors, two-tones, etc. A fine assortment.

- Cotton Crinkle Bedspreads . . . Ea. \$1**  
80x105-inch all-cotton crinkle stripe spreads in blue, green, rose, gold or orchid; scalloped edges.
- Cotton Jacquard Bedspreads, Ea. \$1.89**  
Discontinued styles of 86x105-inch spreads in lovely jacquard-woven designs. Good colors.
- 81x90-Inch SHEETS . . . Ea. 88c**  
First quality "Times Square" sheets; fine count; bleached pure white; deep hem. Limit of 4 to a customer.
- Mismatched Gift Pillowcases . . . Ea. 29c**  
Fancy hemstitched cases in bleached muslin with "His," "Hers," etc. in embroidery. Also colored borders.
- Muslin Pillowcases . . . Ea. 22c**  
42x36-inch bleached pillowcases with deep hems; torn to size; limit 8 to a customer.
- Solid Color Blankets . . . Ea. \$1.69**  
"Pepperell" 70x84-inch cotton and-rayon blankets in solid colors of blue, green, rose, peach; irregulars.

## 1/3 TO 1/2 OFF

Mostly one-of-a-kind sheets, pillowcases, towels, bedspreads, blankets, napkins, lunch cloths, etc. Radically reduced to clear.

- Hand-Blocked Lunch Cloths . . . Ea. 89c**  
Hand-block printed cloths in a variety of pretty patterns and colors; 52x52.
- Cannon Wash Cloths . . . Ea. 3c**  
Seconds of various qualities and colors and sizes.
- Boot-Mill Towels . . . 5 for \$1**  
Slight seconds of 18x36-inch boot-mill towels; hemstitched; all white.
- "Excello" Sugar Sacks . . . Ea. 10c**  
Famous "Excello" sugar sacks; washed and mangled ready to use; limit of 20 to a customer.
- Printed Sateen Lunch Cloths . . . \$1**  
Printed sateen, 52x52-inch cloths in pretty patterns and colors; slight seconds.
- Imported Lace Dollies . . . Ea. 10c**  
12x18-inch hand-made hard twist Tuscan lace dollies in ecru color; several designs.
- Printed Cotton Napkins . . . Ea. 5c**  
Odds and ends of 12x12-inch heavy cotton crash napkins; seconds; printed border.

## SAVE 1/3 TO 1/2

Bolt ends and remnants from our own stock—reduced to clear. Percales, sateens, muslins, sheetings, tubings, outings, towelings, white goods.

- New Broadcloths, Poplins . . . Yd. 25c**  
Remnants of printed pajama stripe broadcloths and fine printed poplins; in new patterns and colors; 1 to 10-yard lengths.
- Bleached Muslin Remnants . . . Yd. 11c**  
Good grade, pure bleached muslin, 36 inches wide; remnants for many home uses.
- Printed Spun Rayons . . . Yd. 25c**  
1 To 10-yard lengths of printed spun rayons and cotton flake; lovely prints in cool, dressy fabrics; 36-inch.
- Pillow Tubing Remnants . . . Yd. 29c**  
36 And 42-inch tubing; fully bleached; 64x64 thread count; no sizing or filling; 4 to 20-yard lengths.
- Printed Rayon French Crepe . . . Yd. 49c**  
Washable rayon French crepe in a variety of colorful printed designs; 39 inches wide; good remnant lengths.
- Clearance! Sheer Cottons . . . Yd. 28c**  
Includes printed muslins and lovely volles; all fast colors and washable.
- A. A. A. Unbleached Muslin . . . Yd. 17c**  
36-Inch heavy unbleached muslin in full bolts.
- "Seersucker" Seersucker . . . Yd. 48c**  
Full bolts of cool, permanent finish seersucker in pin and narrow stripes; 36-inch; fast colors.
- Clearance! Rayon Fabrics . . . Yd. 29c**  
Odd lots reduced for clearance. Plain and novelty patterns in all-rayon and rayon-and-cotton, broken color assortment.
- Clearance! Cotton Fabrics . . . Yd. 19c**  
Novelty weaves, printed seersucker, printed flares, dotted Swiss, striped shirtings—reduced for clearance.
- "Hope" Muslin . . . Yd. 15c**  
Genuine "Hope" bleached muslin in full bolt pieces; limit of 10 yards to a customer.

## 88c

Just 300 of these better quality white shirts; reduced to clear because soiled; broken sizes 14 to 17. Broken sleeve lengths.

- Men's Cotton Short Socks . . . Pair 5c**  
600 Pairs cotton short socks for clearance; lastex top; plain colors and fancy weaves; firsts and seconds; sizes 10 and 10 1/2 only.
- Men's Knit Undershirts . . . 5 for \$1**  
Combed and carded yarns; tubular shaped; seconds, sizes 36 and 38 only.
- Men's Rayon Ties . . . 4 for \$1**  
Odds and ends in summer in light and medium dark colors; some hand-tailored.

## 79c

Just 300 boys' better sports shirts reduced for clearance; short sleeve; sports collar; plain colors; broken sizes, 6 to 18.

- 600 Boys' Short Socks . . . 5c Pair**  
In plain colors of jockey and and hello only; seconds; mostly sizes 9 1/2 to 11 1/2.

## \$1.29

Better quality wash slacks that are Sanforized shrunk. Just 150 at this clearance price; several patterns and colors; sizes 29 to 42 waists but not in each style.

Manufacturer's close-out of odd pairs of lined drapes. One to four of a kind. 39x2 1/2 lined rust rayon damask or 24x2 1/2 lined twill spun rayon drapes. Also many odd pairs of unlined printed cotton drapes in the group. **\$1.99**

## Remnants at Less Than 1/2 of Full Bolt Prices

**29c Yd.-39c Yd.**

It's easy to make matching drapes, slipcovers and couchcovers from these 36 and 50-inch wide remnants. 1 to 3-yard lengths in natural or colored backgrounds from a large drapery manufacturer.

## HALF-PRICE

You'll find curtains in this group to fit every room in the house! Mostly one of a kind, soiled, damaged or odd pieces. In a wide assortment of styles, colors and sizes.

## Knitted Furniture Slipcovers

- \$1.99 For Chairs**
- \$3.99 For Sofas**

Just 37 slipcovers in 14 different patterns and colors. Designed for Wing, T Club and Club chairs, for regular or oversize sofas. Mostly one of a kind in the group.

- 14 Pair Drapes . . . \$1.00 Pr.**  
Lined and unlined split width drapes. One and two of a kind in the group.
- Lace Curtains . . . 79c Pr.**  
60-Inch width to the pair, 78 inches long. Heavy rough weave with a bordered lace pattern in ecru.

## Clearance! Rugs, Furniture

- 17-9x12 Wool and fibre rugs, as is . . . \$9.95
- 8-6x9 Gold Seal Rugs; tile design; seconds; were \$3.50 . . . \$1.98
- 8-7.6x9 Gold Seal Rugs; tile design; seconds; were \$4.50 . . . \$2.50
- 4-9x9 Gold Seal Rugs; tile design; seconds; were \$5.50 . . . \$2.95
- 4-9x10.6 Gold Seal Rugs; tile design; seconds; were \$6.50 . . . \$3.95
- 2-9x15 Gold Seal Rugs; tile design; seconds; were \$8.95 . . . \$4.95
- 18-9x12 Jute rug pads; were \$3.50 . . . \$2.25
- 51-18x30 Oval chenille rugs; washable; were 79c . . . 39c
- 99-18x27 Axminster carpet samples; bound edges . . . 2 for \$1
- 1-9x12.6 plain beige seamed velvet rug; as is . . . \$19.95
- 1-9x12 Borderless felt base rug; as is . . . \$1.98
- 83-25x31 Handsome pictures; many scenes; were \$2.95 . . . \$1.98
- 9-9x12 Velvet rugs; all-jute face . . . \$23.95
- 42-Metal porch tables; red, blue, green . . . \$1.69
- 2-4-Foot solid oak gliders . . . \$3.95
- 30-Oak frame steamer chairs . . . \$1.00
- 20-4.6x6 Armstrong felt base rugs; border 3 sides . . . 69c
- 1-9x12 Taupe Twistweave carpet; as is; was \$57.00 . . . \$29.75
- 1-9x10.6 Leaf pattern velvet; jute face; as is, was \$29.75 . . . \$13.95
- 1-9x9 Taupe Twistweave; as is; was \$43.50 . . . \$23.95

## Odds and Ends Slightly Soiled Offered at Half Price

- INFANTS' SHIRTS**
- INFANTS' BLANKETS**
- INFANTS' TRAINING PANTIES**
- INFANTS' FLANNELETTE GOWNS**
- INFANTS' KNIT GOWNS**
- INFANTS' GAUZE DIAPERS**
- INFANTS' DRESSES**
- INFANTS' WATERPROOF PANTS**
- INFANTS' CHENILLE CRIB SPREADS**

## Tots' Cotton or Seersucker Sun Suits, 29c

- Little Boys' Cotton Knit Polo Shirts, Irregulars, 29c**
- Toddler's Sheer Cotton Dresses, 39c**
- 79c Toddler's Chambray Play Togs, 39c**
- 79c Toddler's Krawll All Bib Toys, 39c**
- 69c Tots' Cotton Percal Pajamas, 39c**
- 79c Tots' Percal Sun Suits, 39c**
- Tots' Percal Longies with Blouse, 39c**
- Little Boys' & Girls' Sun & Fun Togs, 66c**

## 39c to \$1.59

(This Is One-Third to One-Half Off)

- Girls' Cotton Skirts**
- Girls' One-Piece Play Suits**
- Girls' 2-Piece Play Suits**
- Girls' Bathing Suits**
- Girls' Dimity Pinafores**
- Girls' Denim Shorts**
- Girls' Sheer Dresses**
- Girls' Spun Rayon Slacks**
- Girls' Denim Slacks**
- Girls' Straw Hats**
- Girls' Cotton Blouses**
- Girls' Chubbie Play Suits**