



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.

| CLEARANCE ON SPORTSWEAR | |
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| 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 | Plain, 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. |

| CLEARANCE ON SUMMER DRESSES | |
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| 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 |
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| Regular 88c and \$1.00 Cocoanut Color Straws, and White Straw hats now greatly reduced. | |

| CLEARANCE ON RAYON STOCKINGS | |
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| 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. |

| CLEARANCE ON RAYON STOCKINGS | |
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| 49c PR. | Full-Fashioned Rayon Stockings . . . 29c Third grading rayon stockings with cotton reinforcements. Sizes 8½ to 10½ in assorted colors. 29c or 4 for \$1. |

| CLEARANCE ON RAYON STOCKINGS | |
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| 49c PR. | Buster Brown Anklets 10c pr. Seconds of Buster Brown ankle socks. In broken sizes and colors. |

| CLEARANCE ON RAYON STOCKINGS | |
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| 49c PR. | Seamed Back Rayon Hose 25c Women's rayon stockings with seam sewn in, cotton reinforced. Excellent for everyday wear. First quality. |

| CLEARANCE ON RAYON STOCKINGS | |
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| 49c PR. | Women's Gloves 25c Women's rayon fabric or nylon gloves in broken sizes and colors. |

| CLEARANCE ON RAYON STOCKINGS | |
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| 49c PR. | Simulated Leather Handbags 50c Handbags reduced to ½ price. Large assortment of styles in black and brown. |

| CLEARANCE ON RAYON STOCKINGS | |
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| 49c PR. | Crisp White Neckwear 29c Perfect touches for any costume. Round, V or square necklines in lovely lace, organdy or pique. |

| CLEARANCE ON RAYON STOCKINGS | |
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| 49c PR. | Clearance of Better Jewelry 15c Large assortment of pins, clips, bracelets and necklaces, now at this very low price. Plus 10% tax. |

| CLEARANCE ON RAYON STOCKINGS | |
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| 49c PR. | Overnite Cases \$3.29 Of striped canvas in brown or gray. Sturdily built with a wood frame, durable rayon lining. |

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