

Price's

ANNOUNCING THE EVENT
ALL SALEM AWAITS!

CLEARANCE SALE

Doors
Open
10:00 A.M.
Today!

Once again Price's brings you Salem's most outstanding values . . . in our great mid-year Clearance event, starting this morning. Big savings can be yours on practically everything in our store, except contract goods. Come early to get your share of these tremendous reductions!

DRESSES

2 groups . . .
Values to \$22.95

\$10⁰⁰

Values to \$35.00

\$20⁰⁰

FORMALS—A large selection of our fine formals—all greatly reduced.

SUMMER SUITS

Sorry we can't mention the brand but you'll recognize them at a glance.
Formerly sold at \$25.00 to close out

\$14⁹⁵

COLOGNES

Special for this event we offer you two groups of our Lucien LeLong cologne. Solid Cologne—regular \$2.00 value. Several fragrances. 2 for \$2.00 plus tax. Liquid Cologne—Indiscret, regular \$4.95 now \$2.95 plus tax.

4⁹⁵ 6⁹⁵ 8⁹⁵

DRESS SHOES

DeLiso Debs—Rice O'Neill—Selby—a selection of our better dress shoes. Values from \$14.95 to \$21.50.

Joyce Playshoes—all to go at \$4.95 and \$6.95

Raffia Sandals—\$9.95 values go at \$7.95

\$29⁹⁵

COATS

A selected group of our famous labels to close out quickly.

HANDBAGS—Some of our finer handbags from our selected stock are greatly reduced.

SUITS AND COATS—Our better suits and coats are all reduced. Now is the time to get one of these at a great saving.

BLOUSES

From our regular stock—all colors and sizes. Will close out several hundred blouses. All to go at **1/2 Price**

PLAY CLOTHES—Our regular Poplin playclothes are all drastically reduced.

MILLINERY—The hat you have wanted since spring, now in 3 groups . . . \$5.00—\$10.00—\$15.00

HOSIERY

From our regular line—these are all perfect hose. Values to \$2.50.

Now 1³⁵ 3 Pr. for 3⁷⁵

LINGERIE—Slips \$5.95, Gowns \$7.95, Negligees \$14.95. Values up to \$25.00

SWIM SUITS—Our famous line of swim suits. Values from \$8.75 to \$19.95 go at \$5.95 and \$8.95

Now \$30⁰⁰

DRESSES

A good selection of our better dresses. Values to \$55.00

DRESSES—One group of odds and ends. \$5.00

Many of our better coats—suits—dresses—and costumes—not mentioned in these price groups are greatly reduced for this event.

No Refunds
No Exchanges
All Sales
Final

Price's

135 N. Liberty