



Sale Starts Friday Morning 9 A. M. Sharp

Right in the Face of Rising Prices Comes This Sensational Sale of Men's Clothing, Hats, Furnishings and Shoes — A Surging Flood of Dynamic Bargains! THE DOORS SWING OPEN FRIDAY MORNING AT 9 A. M. SHARP

DeNeffe's \$35,000. SALE

STATEMENT!

In the face of rising prices and right in the heart of the summer season comes this momentous event. You make selections from complete new stocks far below the present market price, so take advantage of this last opportunity to save real money before the rise in prices.

Changing market conditions and an overloaded stock of new seasonal Men's Wear make it necessary for us to unload one-half of this stock of quality Men's Wear in the shortest time possible regardless of cost.

(Signed) C. K. DeNEFFE.

Your last chance to buy quality men's wear at Sale Prices before the rise!

Such well known lines as Society Brand, Braeburn, Charter House, Keller Heuman Thompson and Hyde Park Suits and Overcoats, Knox, Finchley and Byron Hats, Artistic and Grayco Shirts, Gloves, Pajamas, Westminster Hose, Etc., and they all go at Cut Slash Sale Prices.

Opening-Hour-Specials at 9 A.M. Friday

One Group Of **MEN'S SHIRTS**
Values to \$1.50

89^c

Collar attached and neckband styles in plain colors and patterns. All sizes.

One Group Of **MEN'S TIES**
Values to 75c

39^c

Bright new, spic and span patterns.

MEN'S HOSE
Values to 35c Pr.

15^c

Plain white and novelties.

Crosby Square, Bostonian and Lotus Imported English

Shoes for Men

At CUT SLASH PRICES

- One Group Two Tone SPORTS SHOES, Val. to \$5 **\$2.95**
- Crosby Square and Bostonian Shoes for Men, Val. to \$6.50 **\$4.45**
- Lotus & John Winters English Shoes, Val. to \$14 **\$8.95**

Wilson Bros., Monito and Westminster

HOSIERY

- One Group—Values to 50c pair **25c**
- One Group—Values to 75c pair **39c**

Pajamas

- Our Low Sale Price On
- One Group—Values to \$1.50 **95c**
 - Values To \$1.65 **\$1.29**
 - Values To \$2.50 **\$1.59**

Straw Hats

- Toyo Panamas and Milans Values to \$2.00 **95c**
- \$2.50 Bangkoks—On Sale **\$1.95**
- Genuine Panamas—\$5.00 and \$6.00 Values **\$2.95**

PANTS & KNICKERS

- Worsted, Tweeds, Chevots and Serges
- One Group—Values to \$3.50 **\$2.95**
 - One Group—Values to \$5.00 **\$3.95**
 - One Group—Values to \$6.50 **\$4.95**

Sweaters

- \$1.00 Beach Combers and Sweat Shirts **69c**
- \$1.50 Sleeveless Sweaters Now for **95c**
- HOLLYKNIT**
All Wool Pull Overs
\$3.50—Values **\$1.95** \$5.00—Values **\$2.95**

While They Last! One Group Of **MENS SUITS**
Values to \$15.00

\$5.95

Sizes 35 to 39 only

FELT HATS

Greatly Reduced

- One Group Of MEN'S HATS Values to \$5.00 **\$2.95**
- Knox & Finchley HATS for Men Values to \$7.50 **\$4.25**

Not a Shirt Tale...But A Real Shirt Sale!

- One Group Values to \$1.95 **\$1.19**
- One Group Values to \$2.50 **\$1.55**

PRICES SLASHED

ON-SLACKS

- One Group SPORTS PANTS Values to \$5.00 **\$3.95**
- One Group SPORTS PANTS Values to \$6.50 **\$4.95**

ENTIRE STOCK SLASHED

You Have Unrestricted Choice of Any Suit or Overcoat in the House at Figures Far Below the Regular Price

Society Brand, Braeburn, Charter House Hyde Park & Keller Heuman & Thompson

Suits & O'Coats

ONE GROUP OF **Suits & O'Coats** **\$14.85**
Values to \$25.00

ONE GROUP OF **Suits & O'Coats** **\$18.85**
Values to \$30.00

ONE GROUP OF **Suits & O'Coats** **\$23.85**
Values to \$35.00



DeNeffe's, Inc.

GANTNER SWIM SUITS At Sale Prices

1022 WILLAMETTE

TELEPHONE 2124

LUGGAGE Greatly Reduced!

Our Regular Guarantee with Every Purchase at Sale Prices!