

BEGINS TOMORROW!

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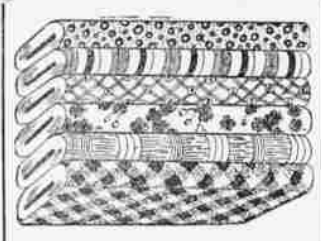
S & H Stamps
Spell Added Savings
For Thrifty Shoppers!

Department
Stores

SUMMER Fashion FESTIVAL!

This Is a Festival of VALUES, Too!

The new Summer fashions in this event are important! BUT this "Festival" is wider in scope... you'll find outstanding values in EVERY DEPARTMENT! Just check over the bargains we've listed here (you'll find many more at the store), and you'll find savings on needs for the entire family and the home. Come in EARLY... It will be a real Festival of SUMMER FASHIONS and IMPORTANT VALUES FOR YOU!



Guaranteed Fast Color
(BASEMENT)

"80-Square" PRINTS

15^c YARD

Just Unpacked! Hundreds of Yards! We Saved, and Pass the Savings on to You!

You'll find these are the kind of prints that suggest making clever summer frocks... NOW! Florals, plaids... patterns you want!

Remember "80 Square" Means EXTRA FINE

PURE SILK PANTIES
MAIN FLOOR:
44^c

Lace Trimmed!
Creepe de Chine in band front styles trimmed with corded lace. Small, medium and large.

SLIPS
44^c

Women with an eye to value will be quick to grab these! 48 inches long. California top. You'll want a new slip under your sheer summer dress!

FULL FASHIONED HOSIERY
BARGAIN BASEMENT
44^c PAIR

In The Smartest Shades for Summer!

Imagine it! At this low price Pure Silk is a bargain! Full Fashioned makes these hose compelling values! Get in on these values EARLY!



81x99 INCH SHEETS
"Druid." A brand you can always depend on to give you complete satisfaction! Snowy white!
84^c

PILLOW CASES
42x36-inch "Druid" cases that will last a long time.
22^c

TOWELS
MAIN FLOOR AND BASEMENT

Colored Borders!
Soft, large size, thirsty towels with colorful borders. A dynamic value at this low price!
16^c

WASH CLOTHS TO MATCH
You'll want a half dozen or more of these 12x12-in. cloths with colored borders.
4^c

RAYON UNDIES
BASEMENT
39^c

Cuff and brief cuff panties with a nice selection of lace and glove silk trims in band front styles.

Cuff and brief cuff panties with a nice selection of lace and glove silk trims in band front styles. This quality at this price suggests "laying in" a supply for all summer.

BARGAIN BASEMENT
SHEER GOODS For Summer
You can just about name your choice in this big summery assortment! 35 to 36 inches wide. All fast color!

VOILE BATISTE
LAWN DIMITY
FLOCK DOT ORGANDIE
NOVELTY SHEERS
15^c YD.

Think of What You Can Make With
BROADCLOTH
BARGAIN BASEMENT
Just what you want: a wide range of color, fast colors and it's 35 to 36 inches wide. Fill your wants and SAVE!
19^c YARD

SEERSUCKER
C-o-n-l seersucker in fast color checks, plaids, geometrics and stripes. Gay colors. 35 to 36 in. wide.
29^c YD.

Hand Made With
Hand Embroidery Trimming
BABY DRESSES
MAIN FLOOR
59^c

Finely woven batiste is the material in these adorable dresses and all are generously smocked. Sizes 6 mo., 1 and 2 years.

COOL GINGHAM
MAIN FLOOR
15^c YD.

Gingham frocks are SMART, and this selection includes the smartest plaids and checks. Fast-color combinations. 32 in.

MAIN FLOOR
INFANTS' QUILTED BIBBS
Tailored with collar and lace trimmed styles.
10c

INFANTS' SILK BOOTEES
Hand embroidered silk crepe de chine. Silk ribbon ties.
19c

INFANTS' RUBBER PANTS
Natural, flesh and white pure gum rubber. French legs.
10c

INFANTS' CRIB SHEETS
27x36 inch good gum rubber sheets for baby's crib.
15c

DRESS SOCKS
MAIN FLOOR
Snappy patterns in rayon and acetate.
17c

SPORT "SLAX"
\$1.19

Fast color! Well made! Choose black on white, tan on cream white or nub effects. 29 to 42.

Eyelet Batiste
49^c YD.

WASH TIES
Seersucker in gay summery patterns and colors!
19^c

Silk and Rayon Crepes.
49c

Colored Borders
HANDK'FS
8^c

Men! You'll like these extra large kerchiefs. Fine quality. Large size.



BOYS' UNDERWEAR
Swiss rib shirts. Percalé shorts. A low price. Each... 19c

SHIRTS and SHORTS
Swiss rib shirts and fast color broadcloth shorts. Each... 25c

SALE OF Wash Frocks

Crisp Summery Dresses With a World of STYLE—A Real Value-Group of BATISTES-PIQUES- Pepperel Fabrics and Other Summer Favorites

Sizes 14 to 20;
36 to 44 Some
Styles 46 to 52

98^c

MAIN FLOOR AND BASEMENT
Even this low price is not the most important point about this thrilling collection of new summer frocks. The styling, which features the popular nautical influence, the sun back, the rope trims, the colored buttons and the clever sleeves and neck-treatments... These are IMPORTANT. These plus the materials make VALUES!

Here Are Smart Summer Styles In Popular

Sheer Fabrics



You'll find: Flock Dots... Batistes... Hanky Lawns... Eyelets... Organdies... Tissue Gingham

\$1.88



Sizes 14 to 20;
36 to 44 Some
Styles 46 to 52.

Also Seersucker and Prints

We've captured the very essence of summer in these exciting new frocks. The materials are crispy, cool, and are gayly finished with a variety of trims including bows, ruffles, belts with colorful buckles and ornaments. And every one is styled to the latest whisper of feminine fashion. Make a date to see them immediately! You'll want more than one!

For GIRLS and TOTS

BASEMENT AND MAIN FLOOR
GIRLS' FROCKS, 4 to 14: A wonderful selection of batiste and pique frocks that will enthrall you with adorable styling and trims; ruffles, too. You'll want several... 59c

GIRLS' PLAY SUITS: For 7 to 14's who want the sun's rays with dashing style. A clever halter top combination in a variety of popular patterns, 39c

TOTS' FROCKS: Toddlers of 1-2-3 can be decked out cunningly in smart little pique voiles, dotted swiss and novelty prints. Cleverly styled and expertly finished, 59c

TOT'S PLAYSUITS: Boys and girls 2 to 6 will be comfortable in these suspender "longies." The "Jimmy Jumper" combines a sun suit with detachable blouse. Fast color. 59c

Choice 39c and 59c



FAST COLOR



MAIN FLOOR
Girls' Summer

FROCKS

In Lovely Sheers... Printed Batistes... Piques...

98^c

Sizes Are 7 to 14

Batiste and pique are used with a great deal of charm in these younger miss frocks. One look at the sleeve and neckline treatment, the clever trims, the dandy workmanship and you will realize that these are real bargains at the price.



WASH SUITS
For Summer Playtime!

39^c

Variety of styles including double breasted, sailor collars, Byron collars! Attractive summer color combinations in sizes 3 to 8.

HATS

Brims and Berets

25^c

Cool, summery whites, and pastels for summer wear! You'll want several at this price!

M. M. DEPT. STORE