

JULY CLEARANCE SALE



Special JULY Clearance DRESSES

Laces! Prints!
Sports and
Dressy Types!

\$4.50

Values to \$7.95!
Pastel Colors!
Sizes . . 14 to 40!

Late styles that you can wear for several months! And a value that you should not miss! An unusual choice selection . . . but we suggest that you come early . . . they'll go quickly!

SALE OF BETTER DRESSES

\$12.50

Values to \$22.50

Plain pastels in prints and sheers. Also plenty of whites. The finest of fabrics are used in these better dresses and the styles are copies of real high priced models. One and two-piece styles!

Summer Hats **\$1.00**

Your choice of all Summer Hats. Values to \$6.50.

Shirley Temple Hats **50c**

Piques, Linens and a few Straws. This is a real buy and you'll have to come early!

Spring Coats Half Price

Colors include navy, gray, blue and tan. Sizes 12 to 44. Regular prices \$18 to \$28.

Tailored Suits Half Price

Only five left but a real buy! Regular \$18 to \$35.

Summer Coats Half Price

Pastel colors of rose, gold and beige. Sizes 12 to 20. Regular \$12.00 values!

House Dresses **\$1.38**

Our regular \$1.95 quality in prints, plaids and checks. Sizes 14 to 44.

White Suits Half Price

Made of fine quality Congo cloth. Regular \$15.00 values!

Linen Suits **\$3.88**

Cleverly styled in plain or action backs. Regular \$7.50 values!

Smocks **\$1.00**

Drastically reduced for a quick clearance. Our regular \$1.95 value!

House Dresses **78c**

This lot taken from our regular Dollar line. Sizes 12 to 44.

Sheer Dresses **\$1.68**

Dimities and Swisses in checks and polka dots. Regular values to \$2.95.

Summer

Union Suits

75c

3 for \$2.00

Short sleeves, ankle length. Elastic rib knit. Ecru color. Sizes 36 to 46. A regular 89c value!

Sale

White Oxfords **\$3.00**

Regular \$3.95



Smooth or buck leather in Wing Tip, Cap Toe and Plain Toe. A few regular \$4.95 values are also included in this lot.

Pure Silk

Pajamas Gowns **\$1.98**

PAJAMAS—Plain pastel and figured crepes.

GOWNS—Tailored and lace trimmed. Regular values to \$2.95.

Slips **\$1.68**

Satins and crepes in white or tea rose. Sizes 32 to 52.



Men! Don't Miss This Suit Sale

The Annual July Event
You've Been Waiting for
Begins Friday!

\$12.50

For Suits That Sold as High
as \$19.50

Single and double breasted suits in business and sport back models, in plain colors, stripes, checks, glen plaids and other patterns. New drape effects that will be the thing for fall. If you need a suit now here's a grand opportunity to get one at Big Savings. If you're going to need a suit for fall, or later, we certainly advise you to get it now. Values like these will be impossible to duplicate later on!

\$17

For Suits that sold for \$27.50

SPORT COATS

\$6.95

Values to \$12.95

Smart all-wool sport plaids with patch pockets and fancy backs. Exceptionally well tailored. A sport coat is most essential to a young man's wardrobe.

All-Wool Blue Flannel Sport Coats formerly selling to \$10.50, drastically reduced for a quick clearance **\$5.00**

RED CROSS WHITE SHOES

\$4.95

Regular \$6.85 Values!

ONLY ONCE A YEAR SUCH SAVINGS AS THESE!

Entire stock, excepting nurses' styles, of Red Cross white footwear reduced for clearance. Included are pumps, straps, dress ties and sport oxfords. Not all sizes in all styles but all sizes in this lot.

White Oxfords **\$2.95**

Regular \$3.95 Values!

Porthole styles and punched patterns. Entire stock of regular \$3.95 values reduced for quick clearance!

KILTIES - APRONS

In whites and white combined with British tan. Medium and low heels. Priced **\$2.95**

White Footwear **\$3.95**

* Former Values to \$6.85!

Ties, Straps, Pumps, Oxfords. In all over white and combinations. Medium and black heels. Styles for street, sport and dress.

UNUSUAL VALUES!

BASEMENT SHOE DEPARTMENT

Odd Lot Women's Shoes

\$1.00

Former Values to \$3.45!

A DRASTIC REDUCTION FOR A QUICK CLEARANCE! Several smart styles in white, brown and black kid. Low, medium and high heels. Not all sizes in each style, but nearly all sizes included in this lot.

Note: Narrow widths may be had in several of these styles!

White Shoes **\$1.98**

Values to \$3.45!

For sports, dress and street wear. Pumps, ties, oxfords and sandals. Medium, high and low heels. White kid, white patent and white gaberdine. Also a few pastels included.

Summer Sandals **\$1.49**

Values to \$2.98!

A host of intriguing styles. Whites and some colors in PATENT, KID, FABRICS. High, medium or low heels. Also white oxfords in buck and smooth leather. A real buy!

Shirt Sale **75c**

3 for \$2.00

Men! Here's an opportunity to stock up on shirts. They are excellent dollar values in plain or fancies, medium, light or dark colors. Starched or soft collars in sizes 14 1/2 to 17. Splendid fabrics and well tailored.

25% Off on All Dress
Pants!



Broken sizes of Essley
and Shirtcraft Shirts
attractively priced!

BUY
3 For **\$2.00**

**25% Off on All
Dress Pants!**

Kaynee Wash Suits **88c**

Former Values to \$1.95
Sizes 4 to 7 Years
Oliver Twist Styles

Golden Rule Stores
ECONOMISTS IN
DISTRIBUTION
THE NAME OUR POLICY