

OSGOOD'S ANNUAL MAY SALE

---which features store-wide price concessions

On Selected Spring and Summer Apparel

A few exceptions have been made---but very few---and all other

Good Looking
NEW HATS

are reduced

25%

We are determined our May Sale will be an event deserving of every woman's patronage and the full values we offer, are unmistakable. These hats include every mode in our stocks excepting some styled for sports and other exclusive Summer needs.

- \$ 5.00 Hats reduced to \$ 3.75
- \$ 7.50 Hats reduced to \$ 5.63
- \$10.00 Hats reduced to \$ 7.50
- \$12.50 Hats reduced to \$ 9.37
- \$15.00 Hats reduced to \$11.25
- \$17.50 Hats reduced to \$13.13
- \$20.00 Hats reduced to \$15.00
- \$22.50 Hats reduced to \$16.87
- \$25.00 Hats reduced to \$18.75
- \$27.50 Hats reduced to \$20.63
- \$30.00 Hats reduced to \$22.50



Beginning Tomorrow

Thursday, May the Sixth

Suits of the Season will be reduced 20%

EVERY Suit in our attractive assortments (excepting a few in summer silk fabrics) will help to make this our most important annual selling event. There are suits of tricotine, serge, velours, in pretty checked designs, and in Poirer twills. There are Suits in Eton, ripple back and plain tailored models. There are Suits lavishly or moderately trimmed. The best of fabrics, lining and trimmings—and the smartest styles received in many a season are these we now bid you to select at this decided price reduction of twenty per cent. The actual savings are listed:

\$35.00 Suits will be priced	\$28.00	\$75.00 Suits will be priced	\$60.00
\$40.00 Suits will be priced	\$32.00	\$80.00 Suits will be priced	\$64.00
\$45.00 Suits will be priced	\$36.00	\$85.00 Suits will be priced	\$68.00
\$50.00 Suits will be priced	\$40.00	\$90.00 Suits will be priced	\$72.00
\$55.00 Suits will be priced	\$44.00	\$95.00 Suits will be priced	\$76.00
\$60.00 Suits will be priced	\$48.00	\$100.00 Suits will be priced	\$80.00
\$65.00 Suits will be priced	\$52.00	\$110.00 Suits will be priced	\$88.00
\$70.00 Suits will be priced	\$56.00	\$125.00 Suits will be priced	\$100.00

Each Suit is one of our regular stock-- each up to the well known Osgood's Standard

Who wouldn't want a Coat or Wrap at the substantial saving of 20%

This very season and through the Summer; into the Fall and again NEXT SEASON, the thrifty woman will be mighty glad to wear one of the attractive Coats or Wraps we are glad to offer in this important sale. Every desirable mode is included—they are all from our regular stocks which are quite familiar to most women hereabouts—and no finer values could possibly be obtained anywhere. Just read how much you save:

\$20.00 Coats will be priced	\$16.00	\$60.00 Coats will be priced	\$48.00
\$25.00 Coats will be priced	\$20.00	\$65.00 Coats will be priced	\$52.00
\$30.00 Coats will be priced	\$24.00	\$70.00 Coats will be priced	\$56.00
\$35.00 Coats will be priced	\$28.00	\$75.00 Coats will be priced	\$60.00
\$40.00 Coats will be priced	\$32.00	\$80.00 Coats will be priced	\$64.00
\$45.00 Coats will be priced	\$36.00	\$85.00 Coats will be priced	\$68.00
\$50.00 Coats will be priced	\$40.00	\$90.00 Coats will be priced	\$72.00
\$55.00 Coats will be priced	\$44.00	\$100.00 Coats will be priced	\$80.00

Here are Frocks of fine quality, for Spring and Summer which you may choose at exactly 20% Less than formerly



Every frock is now reduced with the exception of sports styles and washable models. Ever so many of the offerings in silks, satins and light weight wool materials are desirable for Summer.

\$20.00 Frocks at \$16.00	\$60.00 Frocks at \$48.00
\$25.00 Frocks at \$20.00	\$65.00 Frocks at \$52.00
\$30.00 Frocks at \$24.00	\$70.00 Frocks at \$56.00
\$35.00 Frocks at \$27.00	\$75.00 Frocks at \$60.00
\$40.00 Frocks at \$32.00	\$80.00 Frocks at \$64.00
\$45.00 Frocks at \$36.00	\$85.00 Frocks at \$68.00
\$50.00 Frocks at \$40.00	\$90.00 Frocks at \$72.00
\$55.00 Frocks at \$44.00	\$100.00 Frocks at \$80.00

Frocks for the graduate \$15.00 up

Special offering of selected models in white georgette, organdie and voile. Suitable for graduation exercises and for Summer wearing as well. Junior misses sizes.

**A May Sale Feature
New Voile Frocks at \$10**

Dainty, crisp and brand new are these specially selected Frocks we offer at the surprising price of \$10. Made of excellent Voiles in light and dark colors; prettily trimmed; most attractive styles. They won't last long.

Later in the season frocks of this same quality should cost \$12 or \$15

Genuine "Nevershrink" Wash Skirts Featured at the special price of \$5.95

This, we predict, will be a quick and interesting disposal of advance models for Summer needs. The Skirts are made of fine cotton gabardine GUARANTEED NOT TO SHRINK in several clever styles. Later they would probably be priced about \$7.00.

Other skirts in regular stocks reduced 20%

\$10.00 Skirts at	\$8.00	\$25.00 Skirts at	\$20.00
\$12.50 Skirts at	\$10.00	\$27.50 Skirts at	\$22.00
\$15.00 Skirts at	\$12.00	\$30.00 Skirts at	\$24.00
\$17.50 Skirts at	\$14.00	\$32.50 Skirts at	\$26.00
\$20.00 Skirts at	\$16.00	\$35.00 Skirts at	\$28.00
\$22.50 Skirts at	\$18.00	\$40.00 Skirts at	\$32.00

These are scores of handsome models in wool plaids, dark silks, serges and novelty fabrics. Light color Summer silks are not included.



Every single blouse in stock will be lowered 20%

We haven't made a reservation or exception. All the beautiful creations for Spring and Summer needs are here. Many have arrived only in the past few days. The materials are fine silk tricotee, georgette, crepe and tailored silk stripe waists. Also some fine models in dainty wash fabrics.

\$ 5.00 Blouses priced at \$ 4.00	\$17.50 Blouses priced at \$14.00
\$ 6.00 Blouses priced at \$ 4.80	\$20.00 Blouses priced at \$16.00
\$ 7.50 Blouses priced at \$ 6.00	\$22.50 Blouses priced at \$18.00
\$10.00 Blouses priced at \$ 8.00	\$25.00 Blouses priced at \$20.00
\$12.50 Blouses priced at \$10.00	\$27.50 Blouses priced at \$22.00
\$15.00 Blouses priced at \$12.00	\$30.00 Blouses priced at \$24.00

**Dainty Voile Waists
specially priced at \$2.95**

Made of a very good quality Voile in plain white. Many have attractive cuffs and collars in contrasting colors. Others have dainty lace and embroidery insertion. Such Waists as these are worth at least \$3.50.

**Most Desirable Blouses
in georgette at \$4.95**

In white, flesh and several brilliant colors which are so popular for summer. Much better value than you would expect at this special price—better because each Blouse is fresh and new and just received.

**Sweaters also are reduced 20%
in the May Sale**

\$6. to \$15. Values now \$4.80 to \$12.

**Osgood's
for
Quality**