

CLOVER DAY

IN OUR 9TH ANNUAL BUYER'S AND MANAGER'S SALE

The Biggest Sale of the Year—and the Biggest Bargain Day of the Month—Combined

A DOUBLE event offering DOUBLE money-saving opportunities—an "ALL-STAR" bargain feature that should attract the largest crowds of the entire month. Come, join in the merry hunt for 4-leaf clover bargains, you'll find them everywhere.

Every item in this "Clover Day" sale is specially priced for this ONE DAY at a genuine, worth-while reduction, and is on sale this ONE DAY ONLY. We reserve the right to limit quantities sold to each customer, and no telephone, mail or C. O. D. orders can be filled.

75c Damask at 54c Yd.

Good mercerized table damask is not only high but extremely scarce. For "Clover Day" we offer this 64-inch damask worth 75c per yard (white 5 bolts last), at 54c per yard. (Second Floor.)

Ribbon Beauty Pins, 23c Set

Shop at the Ribbon Gift Shop "Clover Day"—buy these dainty ribbon pin sets and save money. These ribbon beauty pins with exquisite rose ornaments, each set in box, special, 23c. (Main Floor.)

\$5.00 White Slippers, \$2.69

Women's white canvas strap slippers with turn soles and covered Cuban heels; all sizes; 2 styles to select from—smart and serviceable; \$5.00 shoes, for "Clover Day," \$2.69. (Basement.)

Men's Kerchiefs 3 for 10c

Men's cotton handkerchiefs—large size, well hemstitched, khaki color handkerchiefs—a good "everyday" handkerchief; values up to 20c; on sale "Clover Day" 3 for 10c. (Main Floor.)

Boys' Bathing Suits at 69c

Hurray for "Clover Day"—another big sale of boys' bathing suits—these dandy one-piece black cotton suits with neat white trimmings, sizes 21 to 34—on sale at, each, 69c. (Fifth Floor.)

Mah. Candle Sticks, 29c

You've been wanting some of these mahogany-finish candlesticks. These have just come in and go on sale "Clover Day" at a very special price; beautiful, rich mahogany finish, 7 inches high, for this one day only, 29c. (Fifth Floor.)

75c Silk Gloves, 50c

Women's silk gloves; good quality silk, with double tipped fingers; guaranteed for service; 2-clasp style; sizes 5 1/2 to 7 1/2 only; white or black; regular 75c values for 50c. (Main Floor.)

75c Ribbon at 59c Yd.

This 7-inch fancy check satin and brocade taffeta ribbon will make the prettiest kind of hair bows and neckties; comes in white, pink, blue, red, maize and other combinations; regular 75c value at 59c per yard. (Main Floor.)

Palm Beach Knickers, 98c

Boys' Palm Beach knickerbockers, made of genuine Palm Beach cloth in natural tan shade; well tailored garments for boys of 12 to 17 years; every pair bears the well-known "Palm Beach" label; regular \$1.50 values for 98c. (Second Floor.)

Boys' Silk Shirts, \$1.95

An extraordinary value in boys' smart summer shirts; made of fine quality fiber silk in patterns and colors rivaling the finest silk fabric; attached collar styles; regular \$3.00 values for \$1.95. (Second Floor.)

Boys' Sport Blouses, 59c

Boys' sport collar blouses, made of soft summer fabric in assorted patterns and colorings, with sport collars and short sleeves; full assortment of sizes; big special "Clover Day" value, 59c. (Second Floor.)

Women's White Shoes

Women's white linen lace boots, made of finest quality linen, by the best shoemakers; welt or turn soles; covered Cuban or high Louis heels; broken lots of lines sold up to \$9.00; for "Clover Day," \$4.95. (Main Floor.)

65c to \$1.00 White Goods

A big table full of 36 to 40-inch white waistings, plain and fancy voiles, fine batistes and other white dress fabrics; odd lengths and odd lots of regular 65c to \$1.00 values at 39c per yard. (Second Floor.)

\$1.25 Silk Hose

Women's white silk hose, an excellent quality; full fashioned, with deep little tops and extra reinforced little heels and toes; full assortment of sizes; regular \$1.25 hose, for "Clover Day," 89c per pair. (Main Floor.)

Children's Unions

Boys' and girls' nainsook "waist" union suits, taped and buttoned, with adjustable shoulder straps—practically three garments in one; all sizes from 2 to 12 years; on sale "Clover Day," only at 59c. (Main Floor.)

\$2.50 Work Baskets

"Dolly Varden" workstands—an indispensable thing for the woman who sews; oak stand with two cretonne-lined trays; just 12 of these regular \$2.50 stands, for "Clover Day," \$1.00 each. (Main Floor.)

98c Vanity Purses

Women's vanity purses, made of genuine leather; back-strap style, with mirror inside; these come in black and colors; they are highly desirable and worth 98c; on sale for "Clover Day," only, 59c. (Main Floor.)

Up to \$12.50 Sweaters

Women's fiber silk and wool sweaters in all bright, new summer colorings; coat styles, with belt, smart collar and pockets; colors include salmon, rose, Copenhagen, green and other shades; sweaters sold regularly at \$10.75 and \$12.50; for "Clover Day," \$7.98. (Third Floor.)

\$5 Banded Hats

These shouldn't be one of those hats left by closing time Friday—they are such wonderful values. Smart banded hats of Panama, Lizee and Milan straws in white and popular colorings; regular \$5.00 hats; Clover Day, \$1.45. (Third Floor.)

39c Percale, a Yard

"Clover Day" savings are always acceptable—look at this price. Yard-wide percale in neat and attractive dress and shirting styles; regular 25c and 39c material in mill lengths of 2 to 5 yards each; for this sale, 23c per yard. (Second Floor.)

40-In., \$2.50
Georgette
at **\$1.88**
Per Yd.

You wouldn't believe it, but this georgette crepe costs more at the mill today than we are offering it to you for; fine quality, 40 inches wide; comes in white, ivory, flesh and pink; 1,000 yards of this \$2.50 georgette crepe on sale for "Clover Day" at \$1.88 per yard. (Second Floor.)

36-Inch Bleached Domestic, 19c

Good quality bleached domestic, yard wide, soft finish; actual 36c value; mill cuts of 10 yards each; as long as 500 yards last (limit 10 yards to a customer); at, per yard, 19c. (Basement.)

Ball Columbia Cotton, 5c

"Columbia" croquet cotton in white and colors, on sale "Clover Day" at an extraordinarily low price; we are going to discontinue this brand and offer our stock, as long as it lasts, at 5c per ball. (Main Floor.)

Smart \$9.75 Gingham Street Frocks **\$3.98**

When women stop to consider that an ordinary gingham house dress can hardly be made for less than \$3.98, they will buy these dresses in a hurry.

Very neat street styles, made of excellent quality gingham in attractive pink, blue and tan checks and plaids, with pretty vestees, cuffs and smart pockets and button trimmings; all sizes from 36 to 46; not one of these dresses worth less than \$9.75; for "Clover Day," \$3.98. (Third Floor.)

Knickerbocker Spray, \$1.49

For "shampoo and bath there's nothing like" Knickerbocker's bath spray; easily attached to any faucet; made of best quality red rubber and worth \$2.00; for this sale only, \$1.49. (Fourth Floor.)

14-Qt. Granite Dishpan, 79c

Maybe you need a new dishpan—perhaps you want one of these fine granite pans for preserving—they're dandy—it's mottled blue and gray; \$1.25 value for 79c. (Fourth Floor.)

There's no wear-out to these nickel-plated teaspoons—always bright—nickel-silver all the way through; plain style; regular size, worth \$1.50 per dozen; for this sale, 98c per dozen. (Fourth Floor.)

1.50 Set Tea Spoons, 98c

There's no wear-out to these nickel-plated teaspoons—always bright—nickel-silver all the way through; plain style; regular size, worth \$1.50 per dozen; for this sale, 98c per dozen. (Fourth Floor.)

Devonshire Cloth **39c**

Wise mothers will supply their immediate needs and will look to the future—Devonshire cloth is sure to go higher. "Clover Day" we offer choice of a big line of patterns and colorings, worth 50c per yard, at only 39c per yard. (Second Floor.)

Bolt Longcloth **\$1.98**

This is our well-known No. 1400 English longcloth; it is 36 inches wide and comes in bolts of 10 yards; the regular price is \$3.00 per bolt, but for "Clover Day" we offer it at \$1.98 per bolt. Not over 2 bolts to a customer. (Second Floor.)

Women's Bathing Suits **\$1.25**

A big bargain in bathing suits for women who wear sizes 36 to 46 bust; black cotton jersey suits, attractively trimmed in white braid; you know what they are worth; "get in the swim"—buy them "Clover Day" at \$1.25. (Third Floor.)

Silk Petticoats **\$2.69**

Women's silk petticoats, made of good quality taffeta silk in all solid colors and changeable effects, also black; included in the lot are a few tub silk petticoats; just 40 all told; regular \$2.98 values for \$2.69. (Third Floor.)

Felt Base Linoleum **39c**

A lucky pickup for housewives for kitchen, bathroom or breakfast room; genuine "felt base" linoleum; slightly and durable; regular 70c value; on sale at 39c per square yard. (Fourth Floor.)

\$4 Axminster Rugs **\$1.98**

Now that you are taking up your large rugs for the summer, you need a few small ones to scatter here and there; good quality Axminster rugs, size 27x54 inches; pretty patterns; regular \$4.00 values, for "Clover Day" only, \$1.98. (Fourth Floor.)

Men's \$2.50 Hats **\$1.65**

Men will surely "be in clover" Friday—a wonderfully lucky day for them; genuine Leghorn hats with Alpine, telescope and pencil roll edges, with fancy pug-nose bands; good quality and cheap at \$2.50; for "Clover Day" only, \$1.65. (Main Floor.)

Marquette Curtains **\$1.69**

Even if you don't need them now—if it is necessary to lay them away until fall—it will pay you to buy these marquette curtains; good quality material; hemstitched borders; white or ecru; regular \$2.25 values; per pair, \$1.69. (Fourth Floor.)

Curtain Nets at— **1/2**

Lucky the woman who takes advantage of this big "Clover Day" sale of remnants of curtain nets—lots of choice pieces—lots of different styles, and values up to \$1.20 per yard; for this one day, just half price. (Fourth Floor.)

50c Ruffling at 10c a Yd.

Maline, net and chiffon ruffings in widths up to 2 inches; just the thing to freshen up summer frocks; odd lots of 50c and 30c materials for "Clover Day," 10c per yard. (Main Floor.)

Handkerchiefs at 2c Each

Women's lawn handkerchiefs with colored pique edges at a price that will bring hundreds of women to the BIG STORE, "Clover Day"; on sale at 2c each. Not over one dozen to a customer. (Main Floor.)

50c All-Overs at 10c a Yd.

15-inch shadow lace all-overs, net all-overs and embroidered all-overs, suitable for making vests; former price, 25c to 30c per yard; special for "Clover Day," 10c per yard. (Main Floor.)

Trimnings at 5c a Yd.

Special lot of dress trimmings, including silk embroidered bands, soutache, wide bands and cotton ball trimmings; good styles and widths; odds and ends of up to 50c values on sale "Clover Day" at 5c per yard. (Main Floor.)

65c Confiners at 50c Pair

Bust confiners, made of good quality rayon; hook front; elastic back and boned under arm; pink only; all sizes, 32 to 44; regular \$60 value, for "Clover Day," 50c. (Third Floor.)

\$1.20 Tumblers at 69c Doz.

Save near half on table tumblers by buying them "Clover Day"; 10-ounce plain blown tumblers, worth \$1.20 per dozen; on sale for this one day only at 69c per dozen. (Fourth Floor.)

Set Dinner Plates for 79c

Here's a chance to replenish your stock of every-day dinnerware—5-inch white American china dinner plates; nice quality, set of 4, sold regularly at \$1.25; a limited number on sale for "Clover Day" at 79c. (Basement.)

\$1.25 Envelope Chemise, 89c

Women's pretty lingerie envelope chemise; very dainty and desirable garments, trimmed in neat ecru flannel; a limited number on sale for "Clover Day" at 89c. (Basement.)

Petticoats at 50c Each

Women's gingham petticoats, made of good quality black and white gingham; neatly finished; 500 of these regular 98c petticoats on sale for "Clover Day" at 50c each. (Basement.)

Boys' Summer Unions, 75c

Boys' light weight knit union suits with short wane sleeves; very comfortable for summer wear; sizes for boys of 6 to 14 years; regular \$1.25 values for 75c. (Basement.)

\$1.98 House Dresses, \$1.25

Special "Clover Day" offering of women's house dresses, made of excellent quality gingham in neat, desirable colorings; sizes 36 to 48; regular \$1.98 values for "Clover Day," each, \$1.25. (Not over two to a customer.) (Basement.)

For a Man Going Camping or Fishing

Going camping or fishing? Then you can use some of these items, and if bought "Clover Day" the price is just one-half. Sewing kits, metal mirrors, shoe brushes, checker sets, toilet kits, writing pads, etc., in khaki cases, priced from 25c to \$5.00; all on sale now at half price. (Main Floor.)

THE BEST PLACE TO SHOP, AFTER ALL

Goldsmith's

MEMPHIS GREATEST STORE

Another 10% Cut On Table Linen Remnants

Remnants of table linens are always eagerly sought for. They'll be more attractive than ever "Clover Day" at this extreme discount; a big lot of them already marked down to remnant prices, but for this one day only an additional discount of 10% will be allowed. (Second Floor.)