

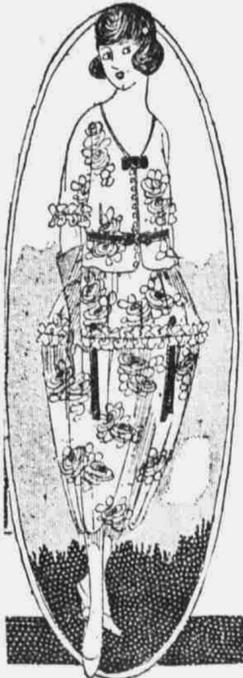
Sensational Money-Saving Features Follow Each Other in Quick Succession in This Great Price-Lowering Event

# GOLDSMITH'S BUYERS AND MANAGERS MILLION-DOLLAR SALE

Thursday is Ready-to-Wear Day, Upstairs and Down, Involving Thousands of Smart Garments

## The Greatest Values Ever Offered in Memphis

An Underselling Event That Will Save the Women of This City Thousands of Dollars on the Choicest Summer Apparel.



### Women's \$10 Voile Dresses \$5

A stirring sale tomorrow, involving an immense assortment of fresh, new, attractive voile frocks, purchased far below actual value and offered in this sale at prices that will save you many dollars. You'll be tempted to buy two or three, for seldom if ever, are dresses of these styles and materials offered for less than \$10.00.

There are scores of different styles, attractively made of handsome printed and figured voiles in rich color combinations, short sleeves, novel little collars and cuffs of embroidered organdies, voiles and piques, and some of them have sashes and ribbon belts; the most attractive dresses ever sold for less than \$10.00; for the Buyers and Managers Million Dollar sale Thursday, \$5.00. (Goldsmith's Third Floor.)

### Women's \$19.75 Voile Dresses \$10.69

A most wonderful array of crisp, smart voile dresses, offered for Thursday's special selling at \$10.69—dresses that sell regularly at \$19.75—it's a rare opportunity and hundreds of women will be quick to see the advantages offered.

Many new and becoming styles of fresh, crisp voiles in beautiful floral and printed effects, also a few gingham in the collection; every desired color combination is represented, with trimmings of dainty white collars, cuffs and vestees; very unusual values, for the Buyers and Managers Million Dollar sale at \$10.69. (Goldsmith's Third Floor.)

### \$25 Voile and Organdie Dresses in This Sale \$14.75

The dresses offered at this price are exceedingly attractive. They are delightfully fashioned of printed and figured voiles, and dainty colored organdies, with unique trimming touches; you'll be astonished that these dresses could possibly be bought for the price we are offering them for Thursday—dresses sold ordinarily at \$25.00; for the Buyers and Managers Million Dollar sale at \$14.75. (Goldsmith's Third Floor.)

### Girls' Pretty \$5 Voile Dresses for \$2.98

You'll like these little voile frocks—they are so cool and summery looking; made in charming effects of good grade voiles in beautiful floral and figured designs in such wanted shades as pink, orchid, tan, light blue, green and rose; sizes for girls of 6 to 14 years; dresses worth \$5.00; in the Million Dollar sale at \$2.98. (Third Floor.)



Thursday's Sensational Offer!

### \$7.50, \$8.75 and \$9.75 Waists at \$5

A sensational Five Dollar sale of beautiful summer waists and blouses, involving hundreds of up-to-the-minute styles in georgette, tricolette and tub silk blouses at savings of dollars and dollars.

There are dainty lace trimmed georgette blouses in white, flesh and pastel colorings—dependable quality tricolette blouses in jade, salmon, turquoise, rose, navy, etc., with attractive designs embroidered in colors—and serviceable tub silk blouses in neat stripe effects; these are garments sold at \$7.50, \$8.75 and \$9.75; in this sale Thursday at \$5.00. (Third Floor.)

### \$3.50 Voile Waists at \$1.98

A special table of white voile blouses, attractively styled of fine sheer French voile, with trimmings of laces, tucks and embroidery; long sleeve styles; values to \$3.50; for the Buyers and Managers Million Dollar sale, \$1.98. (Third Floor.)

### Women's \$35 Silk Dresses \$17.45

Think of buying beautiful new silk dresses for \$17.45. It's almost unbelievable, but our buyer was fortunate in securing them at an underprice, so we are giving you the advantage of the saving. Under ordinary circumstances we would have to sell them for \$35.00, but for Thursday, choice \$17.45.

The smartest summer effects are shown, including the popular two-piece sport dresses, draped styles, some of them with rows of ruffles and others show puffs; materials include plain, beaded and flowered georgettes, foulards, taffetas, crepe de chine and tricolette combinations, etc.; you'll not be able to buy the same dresses for less than \$35.00; special for the Buyers and Managers Million Dollar sale, \$17.45. (Goldsmith's Third Floor.)

### Superb \$65 Spring Suits for \$23.45

Ruthless price reductions have been made on these high-class suits—in fact former prices are absolutely disregarded and you can buy the smartest of fashionable spring suits at this remarkably low price.

Some of the season's smartest models are included in this sale—fashioned of fine wool serges, tricelines, poiret twills and novelty materials; full silk lined; sizes for women and misses; actual \$65.00 suits, for the Buyers and Managers Million Dollar sale, \$23.45. (Goldsmith's Third Floor.)



### Girls' \$10 Gingham Dresses for \$4.49

They are made up in the most popular spring and summer styles of fine zephyr gingham in scores of plaids, stripes, checks and plain color effects; sizes for girls of 6 to 16 years; little dresses that have been selling all along at \$10.00; now \$4.49. (Third Floor.)

### Misses' and Juniors' \$24.75 Dresses at \$9.75

Adorable little models of tissue gingham, zephyr gingham, poplins, linen combinations and other favorite materials in every wanted spring and summer shade, with very attractive trimming touches; sizes 14 to 16; dresses that sold regularly up to \$24.75; Thursday at \$9.75. (Goldsmith's—Third Floor.)

## Our Low Basement Prices Lowered Again for Thursday

Emphasizing Again the Value-Giving Supremacy of Goldsmith's Underprice Basement Apparel Shops

We're Coming Like a House Afire With

### Women's — and — Misses' \$12.50 Voile Dresses — at — \$6.88



Memphis Never Witnessed Such Bargains As

### These Lovely New \$4 Summer Waists — at — \$2.88.

Unmatchable values in new summer wash frocks—dresses made to sell for \$12.50 and cheap at that, sacrificed for the Buyers and Managers Million Dollar sale, at \$6.88.

Lovely dresses of fine figured and printed voiles in dark and medium colors, with trimmings of white collars, cuffs and vestees; don't fail to see them for they are wonderful bargains at \$6.88. (Goldsmith's Basement.)

### Women's and Misses' \$30 Summer Silk Dresses \$12.88

Scores of Delightfully Smart Styles

Tremendous reductions have been made on these beautiful summer silk frocks—but we are determined to bring prices down to lower levels, hence these sensational values. Hundreds and hundreds of handsome dresses are in the collection—models for street, afternoon and sports wear.

In the assemblage will be found such adorable styles as bouffant, tulleed, tiered, draped, puffed and ruffled effects of plain, beaded and flowered georgette crepe, combinations of crepe de chine and georgette crepe, foulards, taffetas, tricolettes and satins; dresses that can not be duplicated for less than \$30.00; for the Buyers and Managers Million Dollar sale, possible \$12.88. (Goldsmith's Basement.)

### Women's and Misses' \$35 New Spring Suits \$19.88

High-Class Garments in the Most Wanted Styles

If you're going to need a suit any time soon, this sale will mean a lot to you, for the values offered for Thursday are just about the most remarkable you've read of in a long time. We have planned for this special occasion an offering of suits that will prove very interesting to everyone who is planning the purchase of a suit.

The materials are fine wool tricelines, French serges, American poplins and poiret twills in plain tailored, embroidered and braid trimmed effects; all are beautifully silk lined and come in sizes for women and misses; suits that have been selling all along for \$35.00; in the Buyers and Managers Million Dollar sale Thursday, at \$19.88. (Goldsmith's Basement.)

Choose your blouses for the entire summer in this sale Thursday, for an opportunity such as this is surely a rare happening, and no woman can afford to overlook it.

Dainty blouses of batiste, voile, organdie, pongee and novelty combinations; tailored effects and lace and fancy stitchings form effective trimmings; regular \$4.00 values; for the Buyers and Managers Million Dollar sale, \$2.88. (Goldsmith's Basement.)