

The Real Bargain is Quality Merchandise

Naturally, everyone likes to trade where good values are assured. This is the proper way to regard a spending of one's income. Low price, however, does not always mean a good value. For in any purchase it is the quality of the goods which underlies real and lasting satisfaction. That is why we insist on quality first in every item we offer for sale. Only so, do we feel we are keeping faith with our customers who put implicit confidence in what we offer them.

Our prices are right—you will find that we give you excellent values in every line of merchandise. But quality comes first. That is our most important consideration and yours.

Come to The Store of Service for quality merchandise at right prices.

JULY CLEARANCE SALE OF

DOMESTICS

- Turkish Towels**—Cannons colored jacquard border, heavy bath towels. Size 24x45. July Clearance Sale—Ea. **84c**
- Bath Towels**—All white, medium weight. Size 22x44. Excellent value. July Clearance Sale—Ea. **34c**
- Turkish Hand Towels**—Soft absorbent, all white towels. July Clearance Sale—Ea. **15c**
- Linen Table Scarfs**—Made of a heavy quality pure Irish linen, hemstitched, three sizes, 18x36, 18x45, 18x54. July Clearance Sale—Each. **\$1.00**
- Linen Cloths**—Pure linen, hemstitched, 36-inch breakfast cloth. July Clearance Sale—Ea. **\$1.00**
- Bed Spreads**—Hemmed crocheted spread. An ideal spread for cottage and rooming house use. July Clearance Sale—Ea. **\$1.00**
- Pure Linen Damask**—70-inch silver bleached heavy Irish table damask. July Clearance Sale—Yard **\$1.00**
- Linen Pattern Cloths**—Beautiful circular pattern cloths, 65-inch, fine quality Irish damask. July Clearance Sale—Ea. **\$3.69**
- Table Cloth**—65-inch mercerized damask. Colored border and plain white, scalloped and hemstitched. July Clearance Sale—Ea. **\$1.00**
- Napkins**—15-inch, mercerized damask napkins. An exceptional value. July Clearance Sale—Dozen. **\$1.00**
- Huck Towels**—Part linen colored border towels. Soft absorbent yarn. July Clearance Sale—Ea. **22c**
- Table Damask**—58-inch mercerized damask, assorted patterns. July Clearance Sale—Yard. **48c**

—Basement

JULY CLEARANCES OF YARD GOODS

- SILVER CLOTH**—A new summer wash fabric in plain colors and plaids. July Clearance Sale—Yard. **59c**
- DRESS LINENS**—A fully shrunk, soft Irish linen, in all leading shades. July Clearance Sale—Yard. **84c**
- SILKETTE**—The most popular fabric of the season for summer wash dresses. Stripes and checks, guaranteed fast colors. July Clearance Sale—Yard. **55c**
- FRENCH EPONGE**—Beautiful assortment of new summer shades, with white contrasting ribs. July Clearance Sale—Yard. **79c**
- TISSUE GINGHAMS**—36-in. fine wash dress gingham, in all the wanted checks. July Clearance Sale—Yd. **48c**
- SPIRAL CREPE**—A popular heavy weave silk and wool crepe for skirts, blouses, dresses. White, Lucille green, yellow, grey, tan, big tail blue. July Clearance Sale—Yard. **\$2.19**
- LINGETTE**—Butterfield's genuine Lingette. Plain and self stripes. In 25 different shades. July Clearance Sale—Yard. **49c**

—Main Floor

NOTION BARGAINS

- Infant Hair Nets**—Rolled hair, double mesh. Our standard brand. July Clearance Sale—Ea. **11c**
- Causo Rick Rack Braid**—Plain colors and two-tone effects. July Clearance Sale—Yard. **1c**
- Lingerie Ribbon**—3 1/2" wide—Ea. **10c**
- Omni Sanitary Pantalettes**—Rubberized pant, cotton net top. July Clearance Sale—Ea. **37c**
- Nell Brinkley Bobbed Hair Curler**—Card. **8c**
- Merrick Silkateen Mending Fibs**—6-yard—Ea. **4c**

—Main Floor

Davidson & Leventhal
THE HOUSE OF QUALITY, SERVICE AND SATISFACTION. NEW BRITAIN, CONN.



July Clearance Sale

EXTRA SPECIAL CHILDREN'S HATS

Made of Pongee and Pongette, in many pretty styles; white and tan shades. Value to \$1.25. **69c**

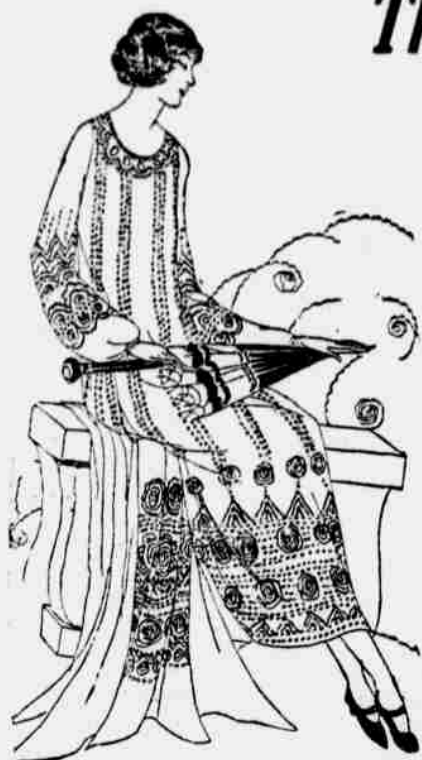
EXTRA SPECIAL SILK TUXEDO SWEATERS

Fashioned of quality silks, in plain and contrasting shades. Value \$4.95 and \$5.95 for **\$2.95**



Three Exceptional Dress Values

FOR SATURDAY ONLY



VALUE NO. 1
200 Tricosham Dresses
AT **\$3.50**

All wanted shades; in all sizes to 50.

VALUE NO. 2
Summer Frocks
AT **\$8.44**

of Real Irish Linens, imported hand made voile, imported Burmese Broadcloth, in all shades and sizes to 46; values to \$12.75.

VALUE NO. 3
PRINTED SILK Crepe Dresses
AT **\$10.00**

Beautifully designed in the season's newest printed and solid colors; sizes 16 to 44; regular value to \$16.75.

HOSIERY AND UNDERWEAR

AT CLEARANCE PRICES

- Men's Night Shirts**—All first quality in full cut sizes. **94c**
- Men's "Cheney" Silk Neckwear**—A wonderful assortment of the newest patterns. **75c**
- Children's 1/2 Length Sox**—Odd sizes of values to 50c. Specially. **17c**
- Phoenix Bobbed Hosiery**—Black, nude, white, grey, beige, green, blue and red. **\$1.00**
- Women's Munsingwear Athletic Suits**—In fine coat nainsook or batiste. **\$1.15**
- Men's Nainsook Athletic Suits**—A first quality nainsook suit, regular 50c value. Specially priced for Saturday. **59c**

—Main Floor

EXTRA SPECIAL

VAL RUFFLINGS

White and Ecu. 4 row rufflings, for dress trimmings and collar and cuff sets.

July Clearance Sale

44c Yard

—Main Floor

HOME FURNISHING NEEDS

AT JULY CLEARANCE PRICES

- Congoleum Runners**—Size 18x108 inches. Special Saturday. **95c**
- Boston Bag**—Black and tan. Sizes 14 and 15 inches. Made of genuine cowhide, 2 handles. Special for Sat. **\$1.39**
- Traveling Bag**—Made of genuine cowhide. Strong canvas lining, brass lock and snaps, reinforced corners, 18-inch size. Special for Saturday. **\$4.50**
- Voile Ruffle Curtains**—Hemstitched, fine grade material. Complete with tie-backs. Saturday. **\$1.00**
- Light Weight Portiers** for shore cottage or city home. Colors, brown, blue and green. Special for Saturday. **\$1.98**
- Skrim Curtain Material**—First quality, wide tape edges, hemstitched. Special for Saturday—Yard. **25c**
- 3-Piece Berry Bowl Set**—Sizes 7 1/2, 8 1/2 and 10 inches. Clear crystal glass, first quality. Colonial pattern. Special Saturday. **59c**
- Light Cut Glass Flower Vases**—3 shapes, 10 inches high. Special Saturday. **45c**
- 31-Piece Syracuse China Breakfast Set**—Several selected patterns. Special for Saturday. **\$4.95**
- Ice Tea Glasses**—12 oz. capacity, assorted decorations. Saturday. **3 for 50c**

—Third Floor

BATHING NEEDS

AT JULY CLEARANCE PRICE

- Ladies' Bathing Suits**—Fashioned of fine worsteds, in plain and contrasting colors. Reg. \$3.95. For Saturday only. **\$2.95**
- Misses' Bathing Suits**—Made of real fine material, handsomely fashioned like the grown-ups. Reg. \$3.95. For Saturday only. **\$2.95**
- Kiddie Bathing Suits**—Made in button front and one-piece models in countless numbers of shades. Our regular \$1.95 and \$2.95. For Saturday. **\$1.69 and \$1.95**
- U. S. Rubber Bathing Shoes**—In all wanted shades, in plain and strap model. For Sat. only. **\$1.15**
- Bathing Caps**—A huge assortment of styles and shades to select from. Priced from **29c to \$1.59**
- Bathing Belts**—25c, 29c.
- Bathing Garters**—25c, 49c.

—Second Floor

WOMEN'S UNDERTHINGS

IN A CLEARANCE EVENT

- Philippine Gowns and Chemise**—Many styles to select from, all hand made. Value \$1.95. **\$1.39**
- Satin Slips**—In white, flesh, navy, tan, grey, black. Value \$1.59. **\$1.39**
- Voile Undergarments**—Consist of gowns, chemises, and 2-piece sets in the season's newest shades, value \$1.49. **94c**
- Tusser Silk Slips**—Beautifully made and neatly hemstitched. In white only. Value \$1.95. **\$1.59**
- Bloomers**—Fashioned of silk mull, batiste and society voile, in all colors. Value \$1.25. **94c**

—Second Floor

STARTLING BARGAINS

For **SATURDAY ONLY**

MEN'S FULL FASHIONED SILK HOSE
Irregular of a \$1.50 quality in all colors. **4c**

MEN'S PURE WORSTED BATHING SUITS
A first quality wool suit in navy, brown, black, and grey. Plain or in fancy striped numbers. **\$2.79**

MEN'S OXFORD SHIRTS
A first quality Oxford shirt collar attached styles, in white, blue, tan. **\$1.19**

CHILDREN'S 1/4 FANCY SOX
All first quality in many shades, all with fancy roll tops. **45c**

WOMEN'S FINE COTTON VEISTS
Regular 50c quality. Band or bodice style in full cut sizes, 36-44. **33c**

RADIUM SILK
An excellent washable silk radium for summer wash dresses, in a full line of popular shades. July Clearance Sale—Yard. **\$1.50**

SILK FLAT CREPE
40-inch pure dye crepe for pleated skirts and dresses. A soft draping fabric in white and colors. July Clearance Sale—Yd. **\$1.89**

NEW SUMMER PRINTS
Our complete assortment of the newest silk and cotton prints—including the popular black and white. Values to \$1.69 yard. July Clearance Sale—Yd. **97c**

KRINKLED BED SETS
Spread and sham to match, made of a soft brown washable krinkled muslin. Gold, rose, blue stripes. July Clearance Sale—Ea. **\$3.79**

BED SHEETS
Full bed size, 81x90, heavy quality bleached sheeting. July Clearance Sale—Ea. **\$1.00**

GREY DOUBLE BLANKETS
With fancy borders. Size 72x80. Special for Saturday. **\$2.95**

7-PC. CUT GLASS WATER SETS
Optic pattern, with daisy decorations. Special for Sat. **\$1.25**

IMPORTED GRASS RUGS
Heavyweight, size 36x72. Special. **89c**

REBELS GETTING THE UPPER HAND

A. P. Learns of Their Success Around Sao Paulo

An official bulletin, issued by the Rio Janeiro government at midnight, was received by La Nación. It states: "Our troops continue executing important manoeuvres on the entire front, aiming to provoke a decisive action. Our left wing has captured the police barracks situated in Verzeiro street, taking 20 prisoners. Our right wing has also progressed capturing a number of machine guns and a great quantity of munitions. The commercial association at Santos and the mining congress there voted motions to support the federal government. According to reports received from other states complete calm prevails. I think a political compromise is reached, the Brazilian warfare, which has now been waged for nearly two weeks between the Sao Paulo revolutionists and the federal troops, seems to be long drawn out. This is indicated by information filtering past the censor which is corroborated by

statements from various voyagers arriving recently from Rio Janeiro, Santos and even Sao Paulo. It is pointed out that the rebels have at their command the resources of the wealthiest city in the country where large manufactures are centered, including arms and munition factories which are now reported working day and night. The De Facto government in power is said to have the support of practically the entire population of more than 500,000 and to be functioning in an orderly manner. While the insurrection seems to have begun as a military revolt, emphasis is placed on the prevalence of secessionist sentiment in Sao Paulo where the objection is often voiced that the city and state are paying more than 50 per cent of the national taxation which provides funds for the federal government. It is declared that this district does not receive proportional benefit.

Most of the information thus far available seems to indicate that the federal bombardment of Sao Paulo aroused local patriotism and united the population in support of the provisional government and defense of the city. It is pointed out that, from a military standpoint, the terrain above Sao Paulo, which is hilly, thickly wooded and with relatively few roads, makes for the prolongation of fighting. Military operations are difficult for the attacking army which will need greatly superior forces to do more than besiege the city.

LABOR SAVING VILLAGE
East Honthly, England, July 15.—Because of the lack of servants a village of labor saving cottages has been built near here by the wife of the vicar of Barnes, Middlesex. The village has its own power station and everything in the cottages is done by electricity.

"A NO. 1," FAMOUS HOBBO, IS INJURED IN BOSTON
Limped Into Hospital in Hub City and Doctors Find Ankle is Fractured.
Boston, July 15.—Leon J. Livingston, nomad extraordinary known by his signature of "A No. 1," is in Boston City hospital with a fractured ankle, mourning the loss of a "little yellow" dog that he lost in Albany a week ago. He limped into City hospital last night and applied for treatment for an injured leg and doctors discovered that he had a fractured ankle. He arrived in Boston two days ago with his latest partner, Paddy Slim, after an adventure in the hop fields of up-

per New York state. "A No. 1," whose signature has been found on thousands of hitching posts all over the country, is reputed to be wealthy. He is the author of two volumes of tramp reminiscences and is a college graduate. **"Tin Whistle" Tournament At Shuttle Meadow Club**
On Saturday a "tin whistle" golf tournament will be staged at the Shuttle Meadow club. Three points will be given for holes made in par, five points for "birdies" and ten points for "eagles." The regular club handicaps will be used. The player scoring the highest number of points will be declared the winner. C. H. Baldwin yesterday defeated R. S. Howe 3 and 2 to play in the final match of the second 16 of the vice-president's cup.

GUIDES PILOT CARAVANS
Motor Service Across Desert Cuts Journey to Four Days
Reirut, July 15.—London to Baghdad as a reality has definitely replaced former Emperor William's dream of Berlin to Baghdad. A journey from Haifa, Palestine, across the desert to Baghdad, which two years ago took about two weeks, is now made in four days, thanks to the operation of a cross desert motor service between the two points. Guides for the gasoline driven caravans are taken on at Beersheva or Damascus, and the trip across the trackless desert in high-powered motors is made with the aid of desert dwellers trained from childhood to pick their way across the sands. Winter is the commonest season for burglary.