

## AGGRESSIVE CAMPAIGN FOR LOWER PRICES

## AND WHAT A SAVING FOR THE BRIDE

 THE NEWLY WEDS OR THE GIFT SEEKER Furniture, House Furnishings, Jewelry, Silverware, Apparel, AccessoriesWomen's Sport Coats, $\$ 21.95$
Short coats that sold for $\$ 35.00$ and $\$ 37.50$. The fabrics are polo cloth, velours, tweeds and mixtures in a wide range of colorings. Made with detachable leather belts. Popular styles for sport wear and general utility wear.
$\$ 17.50$ and $\$ 20.00$ Silk Poplin Dresses $\$ 9.95$
Made of Susquehanna silk poplin. Chic and clever dresses for women and misses at a fraction of their former prices. They embody such style features as Tuxedo and vestee effects and
all the wanted shades. Sizes 14 to 42 .

Blouses at a Discount of $33 \frac{1}{3} \%$
Blouses of the better kind. This discount covers our entire stock of high grade georgette blouses that sold for $\$ 10$ and up to $\$ 35$. Lace trimmed, em broidered and beaded models, all offered at a dis count of one-third.

## Women's Sweaters at Half

Every sweater, silk, fibre, cotton or wool, coat styles, slip overs, some in filet crochet or loose knit. Every wanted coloring, and many styles to select $50 \%$
from. All go at a uniform discount of ...... Any Cape in the house, discount of

50\%
Sumther millinery for the
coming season, discount of .....................20\%
331 \% Discount On All Solid Gold Jewelry
Iiffany rings set with various stones, dinner rings with sets of cameo, pearl and precious stones, bracelets, baby pins, lavalieres, chains, waldemars, brooches, bar pins, ear rings, hat pins, lockets,
charms, crosses, w rist watches, tie pins, cuff links, all charms, crosses,w rist watches, tie pins, cuff links, all

Silk Dresses At Less Than Half $\$ 25.00$ taffeta dresses in $\$ 10.95$ navy, copen and brown $\$ 30.00$ taffeta and satin dresses in desirable styles $\$ 12.95$ The Newest in Summer Dresses at 20\% Off Styles so varied-effects so charming, that it's a simple matter to find dresses particularly suited for every individual taste or purpose. All are marked on a fair profit basis and are now offered at a $20 \%$ reduction.

All Suits Discount of $\mathbf{5 0 \%}$
Your unrestricted choice of our entire stock of women's suits at half their original pricings. Serges, tricotine, velours and other fabrics. Staple blues and black included. All go at half.

## All Glove Silk Underwear $\frac{1}{3}$ Off

 Globe, Deisherknit, Princess May and Veritex Underwear, Pollyanna Athletic $20 \%$
## Sample Purses, 25\% Off

Genuine leather flat strap purses with top and side strap. Black and colors, silk lined, mirror equipped. Specially priced $\$ 1.50$ to $\$ 10.00$,
less a discount of ....................25\% BUY THAT GIFT NOW
$33 \frac{1}{3} \%$ Discount On All Silver Hollow Wares Sheffield and quadruple plate, vases, pitchers, candelabra, trays, baskets, compotes, tea sets, coffee pots, cups and many otrier articles suitable for gift giving. Prices range from 98c to
closing out discount of one-third. What an opporclosing out discount of one-third. What an opportunity to buy that gift.


All Spring Hats at discount of $50 \%$ You have seen our big and varied assortments, no need to tell of them. Buy the hat you have longed for, at a saving of one-half. tions.

