

## GoodrichPriceReadjustment

## Endorsed By Users and Dealers Throughout the Country

The decisive reduction of 20 per cent. in the price of Goodrich Silvertown Cords, Goodrich Fabrics and Goodrich Inner Tubes which took effect Monday, May 2nd, received the endorsement of both tire user and dealers.

It was accepted at its full face value as a helpful economic move in tune with the times.

It conforms to present conditions and carries out in a straightforward way constructive merchandizing methods.

Goodrich Tires have earned their reputation and standing with motorists by sheer quality of construction and complete dependability of service.

Quality in a tire rests not only upon the materials of which it is made but also upon the experience and skill of its makers.

Every advancein construction and improvement in making, with many exclusive betterments, is in the Goodrich Tires you buy today.

Your Goodrich Dealer is ready to supply your needs.

## The B. F. Goodrich Rubber Co.

Akron, Ohio

## 

We Have a Special Lot of
Very Handsome \$85
Dresses for Women
To Go on Sale Tomorrow at

at $\$ 10, \$ 15, \$ 19.75 \& \$ 25$

$\frac{\begin{array}{l}\text { marvelous assortment of models-all fash- } \\ \text { ionable styles and colors. }\end{array}}{\text { SNELLENBUROS Second Floor }}$
Charming Little Suit Blouses of Georgette Crepe Peter Pan waists with eyelet collar and
cuffs. Overblouses trimmed with
tucked net and real filet lace.



Blouses and Overblouses of Georgette Crepe \$5.00
 $\$ 2^{\text {to }} \$ 3.95$


Beautiful \$15 Hair Hats
With Softly Draped Crowns of Satin
the Very Latest Departure in
$\$ 10.00$

$\qquad$Six Extraordinary Values in Our May Sale of
Women's Undermuslins


Fashionable New Silk Petticoats




Men's Underwear
\%ro Shirts and Drawers $75 c$ еа.

$\underset{\substack{\text { Men's } \\ \text { Union Suits at } \\ \text { nadras }}}{ }$ 95c
Union Suits at

Men's $\$ 8$ Brand New Saddle-Strap 0xfords

$\$ 5.85$
$\underset{\text { mahogany }}{ }$

Young Men's Saddle Strap $\mathbf{\$ 5 . 0 0}$
Oxfords at, Pair



For the Week-End
$\underset{\text { Hand-rolled vanilla cream }}{\text { Ureal }} \mathbf{0}$ C
Chocolate Cherries $\qquad$ 79 c b
$\frac{\text { rich chocolate. }}{\text { Shoppers' Luncheon }}$ Foun Our Soda
Sandwich, Coffee Found
Sandwich, Coffee and Ice Cream, 25c
Brilliantly New Bugle
Beaded Hand Bags


Extraordinary Sale of
Swagger Watch Bags
S4.95

