

# SALE

### clock, and will Continue for Ten Days!

most vigorous and determined effort ever made toward stock reduction. The fact that we are overstocked means money in your pocket. Many small lots! Some incomplete assortments. A few pieces of clothing sharply reduced because keeping stocks fresh and clean is a thing for the home. The entire store participates!

Large stock. Doors Open Promptly at 9:00 A. M. Friday!

## Primary Sale



Men's and Women's  
\$1.00 to \$1.98 50c  
\$.98 to \$2.98 \$1.00  
\$.98 to \$5.00 \$2.00

### Hats Reduced!

7.50 Hats \$4.95  
10.00 Hats \$6.95  
year all fall. Black, gray. All head sizes.

at Half Price

## THE BARGAINS UNDER

### TABLE

50c value  
25c value  
25c & 50c value  
50c value  
numerous to list.

## SHEETS AND CASES

Price Prices!  
79c ea.  
79c ea.  
89c ea.  
89c ea.  
99c ea.  
\$1.19 ea.  
25c ea.  
28c ea.

# Z STORE

BELLEFONTE, PA.

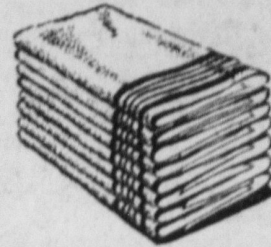
## EXTRA SPECIAL

Another Special Inducement for the  
**First 25 Customers**  
IN OUR STORE ON  
**Friday Morning**  
THEY CAN HAVE

### TWO 81x90 Mohawk Sheets

— for —  
**\$1.00**

FIRST COME FIRST SERVED



### 39c DUNDEE BATH TOWELS

29c each

20 x 42 Inches—Thick heavy and extra-absorbent. Solid colors in blue, green, gold, rose or orchid. Checkered borders.

### SALE OF HEAVY TURKISH BATH TOWELS

19c each

A real man-size towel 22 x 40 inches. Thick, extra-absorbent. Colored. Stripes of green and white, blue and white, gold and white, peach and white, and black and white. Regular 29c value.

## July Clearance of DINNER and DANCE FROCKS

The smartest of this season's styles in the most popular cotton and silk fabrics.

Misses' and women's sizes.

**\$7.95 Gowns for \$4.95**  
**\$10.95 Gowns for \$6.95**  
**\$12.95 Gowns for \$9.95**  
**\$16.50 Gowns for \$12.95**  
**\$19.95 Gowns for \$14.50**



### BE HERE EARLY ON FRIDAY MORNING WHEN THE DOORS OPEN AND CASH IN ON THE "EARLY BIRD" SPECIALS!

### 36-Inch COTTON PRINTS

10c yard

Fast color cotton prints. Nice quality for aprons, dresses, comfort covering and other things.

## SPUN RAYON FROCKS

Fast color prints in a nice fine weave, obviously much better value.

**\$1.59**

Tailored models that are smartened with the latest style touches. Summer shades of Navy, Copen, Aqua and Rose. Sizes 14 to 20 and 38 to 44.

## JULY CLEARANCE Women's and Children's \$1.00 Cotton

### DRESSES

**59c ea. 2 for \$1.00**

Every dress is fast color. Regular \$1.00 value taken from our own stock. Some are slightly soiled. Most all sizes.

## DRESS SKIRTS

SALE PRICED

Separate skirts in woolen fabrics. Plain shades, novelty stripes, plaids and checks. Plain gored, flare and pleated models. Excellent selection of colors and styles.

**\$1.98 Skirts, now - \$1.59**

**\$2.98 Skirts, now - \$2.49**

**\$3.95 Skirts, now - \$2.95**

All sizes from 28 to 36.

JULY CLEARANCE

## Kayser SILK HOSE

Service Weight

**Now 79c pair**

Dark Shades Only

**\$1.00 3-Thread Ringless Chiffon 79c pair**

**\$1.15 Fit-all Top, Semi-Service 89c pair**

All the Popular Shades. All sizes from 8½ to 10½.

Another Crowd Bringer is a Rack of Extra Special Values in  
**MISSES' AND WOMEN'S**

## SILK DRESSES

Your choice for

**\$1.00 each**

These dresses are values from \$3.95 to \$9.95. Limit of 1 to a customer.

## FOUNDATIONS

ON SALE AT GREAT SAVINGS

**\$1.00 Girdles and Corselettes now 79c**  
**\$2.00 Girdles, Corselettes now \$1.59**  
**\$2.98 Girdles, Corselettes now \$2.39**  
**\$3.50 Girdles, Corselettes now \$2.79**  
**\$5.00 Girdles, Corselettes now \$3.95**  
**\$6.50 Girdles, Corselettes now \$5.19**  
**\$7.50 Girdles, Corselettes now \$5.95**

### Brassieres at 20% Reduction

Summer foundations, girdles and corselettes in a variety of styles. Lastex Step-ins—Side-hook Girdles—Corselettes with or without inner belts. Some with Talon closing.



SPECIAL VALUES—COOL

## COTTON FROCKS

Remarkable values featured in this annual event. Voiles, Spun Rayons, Bemberg Sheers, Check Gingham, Dimple, Swiss and Sheer Seersucker. Cottons with that quality look... here is value.

**\$1.95 Dresses for - \$1.59**

**\$2.95 Dresses for - \$2.39**

**\$3.95 Dresses for - \$2.95**

**\$5.95 Dresses for - \$3.95**

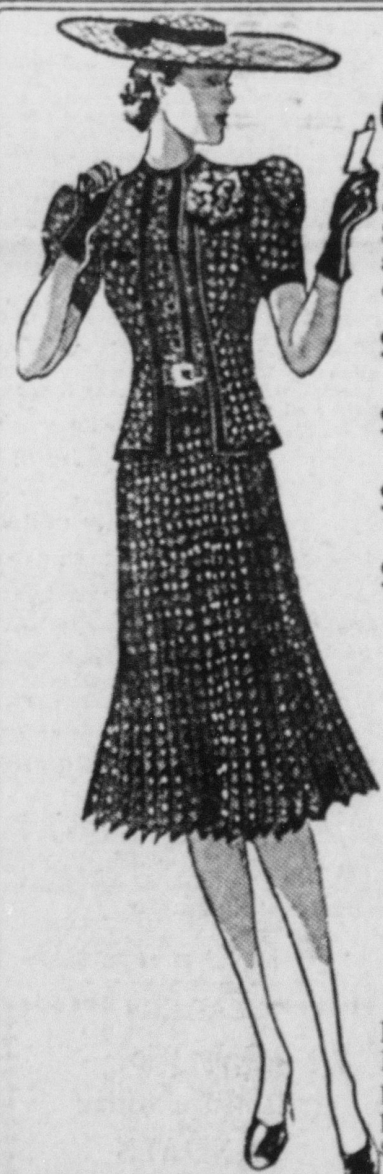
All Sizes 9 to 17—12 to 20—38 to 44 and 46 to 52.

Clearance of Our Best Selling Spring and

### Summer Dresses

**\$3.95**

Rayon Romaine Crepes, Rayon Prints, Bemberg Sheers, Rayon Sheers—1 and 2-piece dresses. A nice assortment of cool, practical dresses in misses' and women's sizes. Regular \$5.75 to \$9.95 values.



JULY CLEARANCE

## Spring and Summer SWEATERS

**79c**  
**\$1 Values**

Cotton Chenille in all the wanted colors. Sizes from 34 to 40.

**\$1.98 & \$2.98 Values**  
**\$1.59**

All-wool Slippers in the Season's Best Styles and Colors.

Mothers! Cash in On These Rare Savings!

### Warm Weather Boys' Specials!

### WASH SUITS - - 79c ea.

Regularly \$1.00

Cotton Shantungs, Poplins, Seersucker, and Linen-Belted and Button-on styles. Sizes 1 to 3 Bobby Suits, 3 to 7 Boys' Suits.



**Striped Polo Shirts - - 44c**  
Cotton Knits

**Suspenders and Elastic Back Shorts - - 44c**  
Fast Colors. Sizes 2 to 8 Years.

**\$1.00 Two-Piece Cotton Knit Suits - - 79c**  
Light and dark colors. Sizes 1 to 3 and to 7 years.

JULY CLEARANCE

**\$1.00**

## Silk Slips

**59c ea.**

Lady Eleanor silk slip in 4-gore or straight styles, some with panels. In white and tearose. Some are slightly soiled. Some are broken lots. Most all sizes. Priced for quick clearance.

WOMEN'S 50c

## Cotton Slips

**43c**

4-Way Guaranteed:

Guaranteed Fabric! Guaranteed Fit! Guaranteed Washability! Guaranteed Wearability!  
"Fruit of the loom" Bodice and built-up shoulders. All sizes. White only.



Our Lowest Sale Price This Season On

## BETTER COATS

For Misses, Women and Little Women!

Coats that were made to sell for \$10.95

**\$6.95**

Coats that were made to sell at \$16.50-\$19.95

**\$10.95**

Coats that were made to sell at \$19.95-\$25.00

**\$12.95**

Coats that were made to sell at \$29.95-\$35.00

**\$17.95**

### Children's Coats at Half Price

Featuring wool fabrics from famous mills. Colors are navy, black, white & a few light shades. Sizes from 12 to 20, 38 to 44 and 29½ to 49½.

