

Hurry! Buy Here Now! Every Article Must Go!

WOMEN'S ANNUAL

CLEARANCE

Save, and Save Plenty!

On the Very Things You Need Most!

Successful retailing requires at least twice every year a quick, vigorous and complete clearing of all merchandise. Speaking for ourselves, this time has now arrived and we're launching the biggest and best sale of our entire career. Bigger because we have more stock than usual. Better because prices have been cut to an extent hitherto unknown. Buy for the present! Buy for the immediate future! Buy for months to come! This is our advice to thrifty shoppers everywhere.

To the First 25 Customers
In Our Dry Goods Department

FRIDAY MORNING

We Will Sell

2 Mohawk Sheets

for **\$1.00**

Size 81x90. A real inducement to be here early!

Dramatic Sale of

Better Dresses

Not an ordinary clearance . . . but tremendous values in timely merchandise.

Every kind of jacket dress * Every kind of smart print

* Every smart summer fabric *

Lots of Navy, Black, White and Soft Pastel Shades

Many are trimmed with starchy pique—with ruffled organdie—some have clips, flowers! Come early! You can't conceivably imagine so many nice new dresses at such low prices. Sizes 10 to 20—9 to 17—38 to 44—16½ to 26½—a few 46 to 52.

- DRESSES at \$5.95**
Formerly \$7.95 to \$9.95.
- DRESSES at \$7.45**
Formerly \$10.95 to \$12.75.
- DRESSES at \$9.95**
Formerly \$12.75 to \$16.50.
- DRESSES at \$12.95**
Formerly \$16.50 to \$19.75.
- DRESSES at \$14.50**
Formerly \$19.75 to \$25.00.



36-INCH
GLAZED CHINTZ & CRETONNE
at **19c** yd.

Excellent patterns. Values to 39c a yard.

36-INCH
Mulhouse Percalé
at **17c** yd.

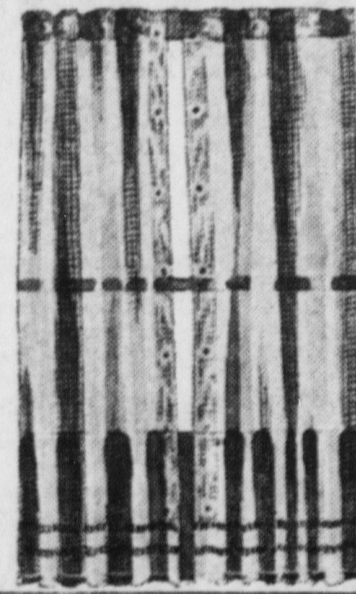
Nice assortment of patterns.

All Sales Final

20% Reduction On CURTAINS

Scranton net curtains. Tailored Organdie; Swiss; Marquisette, and Ninon curtains. Ruffled and Ball Fringe curtains. White and Pastels.

- \$1.00 Curtains - **79c**
- \$1.25 Curtains - **95c**
- \$1.50 Curtains **\$1.19**
- \$2.00 Curtains **\$1.59**
- \$3.00 Curtains **\$2.39**
- \$5.00 Curtains **\$3.95**



MISSES'

Spring Sweaters

A SPECIAL GROUP

at **79c** ea.

Values to \$1.95. Light and dark shades.

- Reg. \$1.95 Sweaters **\$1.59**
NOW
- Reg. \$2.95 Sweaters **\$2.45**
NOW
- Reg. \$3.95 Sweaters **\$2.95**
NOW

All new styles. New summer shades. All sizes from 32 to 40.

GIRLS' COTTON

WASH FROCKS

Reprinted for Clearance. Smartly styled, washable dresses for children of all ages.

- \$1.00 Values **79c**
NOW
- \$1.50 Values **\$1.19**
NOW
- \$2.00 Values **\$1.59**
NOW

1 to 3 years
2 to 6 years
7 to 14 years



Tots' Knitted Sun Suits

59c Quality for **29c**
Sizes 2 to 6 years.

July Clearance of Ladies' **BLOUSES**

Cottons and Silks.

- Regular \$1.00 BLOUSES FOR **79c**
- Regular \$2.00 BLOUSES FOR **\$1.59**
- Regular \$3.00 BLOUSES FOR **\$1.95**

ONE GROUP OF **SILK BLOUSES 79c**
Values to \$2.95, at MOST ALL SIZES.



Pajamas, and Quality Foundation Garments!

Rayon crepe

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39c

47c

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sizes.



\$1.00 SHEER **GOWNS**
79c ea.

Cool, summery gowns of plain and printed batiste, voile and crinkled crepe. Lace trimmed and tailored styles. White and pastel shades.

20% Reduction ON ALL

CORSETS and BRASSIERES
During This Sale!

- \$1.00 Garments **79c**
- \$2.00 Garments, **\$1.59**
- \$3.00 Garments, **\$2.39**
- \$5.00 Garments, **\$3.95**
- \$6.50 Garments, **\$5.19**
- \$7.50 Garments, **\$5.95**
- 50c Brassieres - **39c**
- 59c Brassieres - **48c**
- \$1.00 Brassieres - **79c**



July Clearance Sale of Silk Hosiery!

Women's

3-Thread Hose

Chiffon - Full Fashioned and Medium Weight!
SERVICE WEIGHT

at **53c** pr.

or **2 Pairs for \$1.00**

All the new summer shades. All sizes.

\$1.00 Women's Hose
Kayser Quality
at **79c** pr.

Three-thread chiffon; four-thread "fit-all" top. Chiffon hose, newest shades. Sizes from 8½ to 10½.

Take Advantage of This Annual Event and Share These Substantial Savings in Quality Hosiery. Buy Several Pairs at These Low Prices!



Special for This July Sale!

"Lucky Circle"

at **67c** pr.

Four-thread ringless chiffon hose with a heel within a heel for better service. Medium service weight—all full fashioned. The season's most popular shades. All sizes.

We Carry a Complete Line of **Children's Hosiery**

All shades and sizes in the season's most wanted styles.

JULY CLEARANCE OF WOMEN'S BETTER

Cotton Frocks

Carefully selected styles from Kay Dunhill, Joyce Hubrite, Mayflower, Betty Hartford and other reliable manufacturers. Guaranteed washable, smart little dresses to freshen up your summer wardrobe. All the popular colors and styles.

- \$1.95 Dresses \$1.59**
FOR
- \$2.95 Dresses \$2.39**
FOR
- \$3.95 Dresses \$2.95**
FOR
- \$5.95 Dresses \$3.95**
FOR

Junior sizes 9 to 15, Misses' sizes 10 to 20; Women's sizes 38 to 44; Extra sizes 46 to 50.

ANOTHER SPECIAL RACK OF MISSES' AND WOMEN'S

Silk Dresses
at **\$2.95**

Values to \$5.95

Cool rayon sheers, silk rayon prints, navy sheer crepe, sharkskin and Bemberg. Light and dark patterns in a variety of nice styles. Sizes from 14 to 20 and 38 to 50.



Z STORE

BELLEFONTE, PENNA.

be had During this Gigantic Selling Event! The Items List- sit to Our Store Will Convince You That "Quality" Is the Big Regular Stocks . . . All Good Seasonable Merchandise . . . ounters and Make Room for New Fall and Winter Styles!

TO CLOSE OUT!
One Lot Women's

House Coats

Regular \$2.00 Value

at **\$1.39**

One Lot Women's

House Coats

Broken Sizes at

at **\$1.95**

Regular \$3.00 value.

Man Tailored

Sport Jackets

Reduced for this Clearance Sale! Smart plaids, stripes, and tweed mixtures; all wool, and the season's most popular shades.

\$3.95 Jackets \$2.95
Reduced to

\$5.95 Jackets \$3.95
Reduced to

\$7.95 Jackets \$4.95
Reduced to

July Clearance of

Fabric Gloves

Including "Gone With the Wind" styles. White and colors. All sizes.

\$1.00 Gloves 79c
Per Pair

\$1.25 Gloves 95c
Per Pair

\$1.50 Gloves \$1.19
Per Pair

July Clearance of Turkish

Towels

16x28 Solid Color Sculptured Towels

6 for \$1.00

20x40 nice heavy quality

Turkish towels. Plaids in a nice assortment of colors

5 for \$1.00

Regular 29c grade.



ONE ODD LOT OF WOMEN'S

Washable Gloves

15c pr.

Stringknit in white and maize—silk gloves with deep cuffs of organdie, in white and colors. Regular 59c and \$1.00 values.

Be Here When The Door Opens at 9:00 A. M.
And Share in the Many Bargains! First Come, First Served!