

*it starts this morning--one of the great events of the year*

**OUR ANNUAL SPRING  
STORE-WIDE**

# CLEARANCE SALE

Blame it on the backward season! Blame it on the weather! But no matter what you blame it on, we know that we are crowded with seasonable merchandise that must be sold—and we're not unlike other merchants in that respect --- But we are different in the class of merchandise we sell. Every article bears a trustworthy name of a maker you know and have trusted for years. *Everything Guaranteed*

The former prices are lower than this class of goods have been sold for years—and now at the reduced prices you get a double reduction. This gives you an opportunity to save. Don't miss it!



## The Clothing Values of the Year!

Society Brand, Braeburn, Charter House, Kirschbaum, and Hart Schaffner & Marx

# SUITS

Priced so low that it will assure us a quick turnover

Men know what it means to wear these fine clothes and surely will take advantage of the reductions. They present the approved fashions of the university man and offer you more all 'round value and quality than heretofore possible.

One Pant Suits - Two Pant Suits - Single and Double Breasted  
Belted Backs - Patch Pocket Sport Models  
Tans - Greys - Browns - Blues - Tweeds - Flannels - Cheviots

All \$25 and \$30 Suits - All \$35 Suits - All \$40 and \$45 Suits  
**\$21.50**                      **\$20.50**                      **\$33.50**

FAVORED FOR SUMMER WEAR

## LINEN SUITS

Single and Double Breasted—2 and 3 piece Models

All \$14.50      **\$11.25**                      All \$18.50      **\$14.75**  
SUITS - - - SUITS - - -

\$30-\$35-\$40      **\$19.00**  
TUXEDO and TAILCOATS

Including Braeburn and Hart Schaffner & Marx

DON'T FAIL TO SEE THESE!

## MEN'S SUITS

That Sold from \$30 to \$35

**18.50**

Hart Schaffner & Marx, Kirschbaum Makes



Genuine Reptile PUMPS and ONE-STRAPS

Always Sold at \$9 and higher One of the greatest values of the year

**\$4.45**

A GROUP OF WOVEN SANDALS That Sold at \$5 and \$6

**\$2.65**

A GROUP OF WOMEN'S SHOES That Sold Up To \$9

Broken lots, good sizes. Include some Walk-Over, Air Mail. **50c** per foot

Linen Pumps Black and White Oxfords White Oxfords



Beige Oxfords Beige One-Straps Tan Oxfords Low Heels Medium Heels

Shoes That Sold at \$5, \$6, \$7

In offering you these shoes at this low price, our standard of quality is still maintained. Every pair the finest that can be had at their original prices

Specially priced at **\$3.49**

REDUCTIONS ON

## STETSON and SCHOBLE HATS

Not only lower prices, but finer hats than ever before. The season's best styles and shades

\$7 Stetsons .....\$5.45  
\$6 Schoble and Kensington..... 4.45  
\$5 Schoble ..... 3.45  
\$4 Campus ..... 2.85

All \$8 Florsheim SHOES

**\$6.85**

Black and Brown Only

# FROMM'S

114 EAST COLLEGE AVENUE

\$6 and \$7

Flannel Trousers **\$4.79**

Plain Shades, Stripes, All White

\$9.75 Cord Sport Jackets **\$5.95**

Belted Backs; Tan, Blue, Brown

Men's 50c Silk Hose **33c**

White and Colors. Also the New Mesh Hose

Men's \$1.75 Pajamas **\$1.19**

Plain Colors, Fancies, Shp-over and Coat Style

\$2.50 Sleeveless Sweaters **\$1.69**

All the Wanted Shades; with and without Pockets

\$2.50 White Duck Trousers **\$1.69**

All Well Made, Full Cut

All \$1.00 Neckwear **79c**

New Spring Patterns

\$5.50 Sport Slacks **\$3.95**

The New Cords, Grey Flannels

50c Athletic Shirts & Shorts **37c**

White Cotton Ribbed Shirts, Shorts in Plain and Fancy Colors