

This morning we start making the deepest price cuts,
biggest savings this community has ever seen.

WE ARE FORCED TO SELL

our entire stock of high grade merchandise at a sacrifice in order to raise cash so that we may be in a better position to serve our trade this coming season.

To successfully accomplish this---costs and former prices have been forgotten--prices marked so low, that you will simply want to **BUY---BUY---BUY**

You will find Society Brand, Braeburn, Hart Schaffner & Marx and Charter House Clothes, Arrow and Ide Shirts, Faultless Pajamas and Underwear, Superba and Beau Brummel Neckwear, Phoenix and Monito Hose, Florsheim, Walk-Over, Crawford, and Friendly Five Shoes for Men, Walk-Over, Red Cross, Modern Miss Shoes for Women at the lowest prices they have been sold in years. SEE THE MERCHANDISE AND THESE PRICE REDUCTIONS WILL LOOK EVEN BIGGER

A GROUP OF
WOMEN'S OXFORDS
THAT SOLD UP TO \$10

Modern Miss
Stetson Ties
Red Cross

\$1 per
ft.

Low Heels
Medium Heels
Crepe Soles
Leather Soles

PERFECT FITTING
SHIRTS
Value \$1.50
Tan—Blue—White
3 for \$2.49

All-year-'round weight .. SUITS ..



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

There are suits of fine worsteds, flannels and cheviots—New patterns and weaves of the season's best colors—Sizes to fit you.

\$35 Values **\$26.50** \$25 Values **\$19.75** \$40 to \$50 Values **\$31.50**

During this sale, all alterations with the exception of cuffs or narrowing or widening waist, will be charged to you at cost.

Walk-Over and Crawford
Sport Shoes **\$5.25** Black and White
Brown and White
That Sold at \$7.50

Better hurry over!
Florsheim Shoes
Save on these fine shoes now at these low prices.
All \$8 Styles
Black **\$6.55**
Brown

All Style
FRIENDLY FIVE SHOES
Black—Brown
All White
Black and White—Brown and White **\$3.85**

A GROUP OF MEN'S
OXFORDS
\$3.25
Crawfords—Eatons
Black and Brown—Values to \$8.50

\$8.50 Genuine Reptile
PUMPS AND ONE STRAPS \$3.95

Men's 3 pc.
LINEN SUITS
That Sold at \$18
Cool and Comfortable
Particularly impressive at this new price.
\$10.75

\$5.50 White Flannel TROUSERS **\$3.45**

\$1.50 White Duck PANTS **95c**

Up to \$6.00 Gabardine and Linen KNICKERS **\$3.95**

Sleeveless SWEATERS **\$1.95**
Our Regular \$3.00 Grades

Men's 50c White Sport HOSE
3 pr. for **\$1**

\$6.50 Extra Trousers **\$3.95**
\$5.00 Sweater Sets **\$3.95**
B. V. D. Union Suits **89c**
\$1.00 Golf Hose **59c**
Up to \$2.00 Boys' Knickers **59c**

A Group of Women's
Linen Pumps, Oxfords And Kid One-Straps
\$2.19 There are indeed notable values offered at prices for quick selling.
Regular \$5 Values



Growing Girls' SHOES
Values \$5 and \$6
Kid and Patent One-Straps Pumps **\$1** per ft.

Smart SUMMER SHOES
For Women ONE-STRAPS PUMPS SANDALS OXFORDS
\$2.95
Values \$5 and \$6 All White Black and White Brown and White

A Group of Women's Florsheim Walk-Over Red Cross SHOES
\$5.25
Values to \$10 One Straps Pumps Black—Brown

Quality Up! Prices Down!
Stetson & Schoble Hats

All \$7 Stetson Hats **\$4.95**
All \$6 Stetson Hats **3.95**
All \$4 and \$5 Stetson Hats **2.95**

\$1.75 FAULTLESS PAJAMAS 89c
Slip-Over and Coat Styles in Plain and Fancy Broadcloths

FROMM'S

opposite front campus