

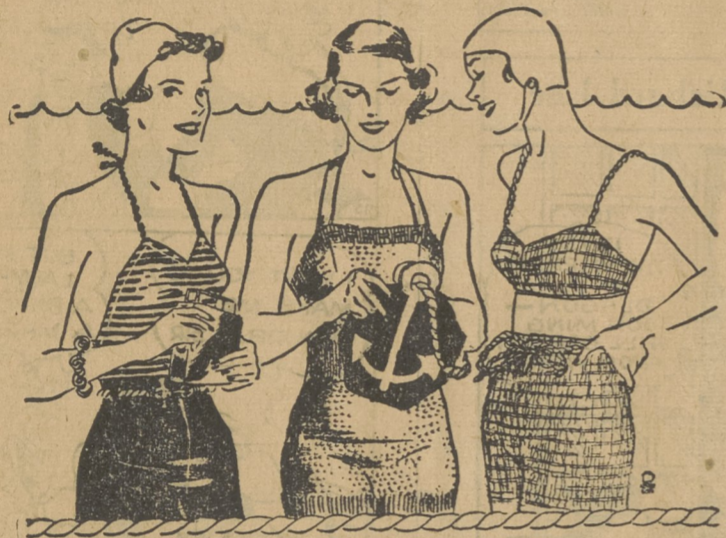
# Store Wide July Clearance!

## SALE STARTS TO-DAY

You've seen sales and sales but never anything like this slashing of prices at the height of the season. We're clearing out stocks early to avoid the rush and that gives you the benefit of buying, at August Sale Prices from the pick of new

clean, fashionable merchandise. We're letting these fresh items go now to build good will. You save dollars and get the choice of the markets at great savings. Only a small part of our smashing bargains can be shown here.

### FINE ALL WOOL SWIM SUITS



**Ladies' BATHING SUITS** ALL WOOL **\$1.64**  
(All Latest Patterns And Styles)  
**Misses' BATHING SUITS** ALL WOOL **\$1.19**

### Ladies' Hose

PURE SILK CHIFFON  
RINGLESS FULL FASHIONED **49c**  
Bias Tape ..... 8c card  
**DRESS PRINTS** 16c A Yard  
**COAT'S THREAD** 400-yd. Spool **8c**

ALL MEN'S AND BOY'S BATHING SUITS GREATLY REDUCED

Children's ANKLETS Sizes 6 to 10 1/2 **8c**

FATHER GEORGE Unbleached **MUSLIN** 11yd. **89c**

EMPIRE—size 81x90

**SHEETS 79c**

### "Our Gang" SUN SLITS

A Photograph Of The Famous Movie "Our Gang" With Every Suit. For Boys or Girls. Sizes 3 to 14.

**59c & 79c**



## Shoes for the Family!



ALL LATEST STYLES IN SUMMER FOOTWEAR

### GIRLS

The dressy shoe for misses. White straps and a variety of this summer's styles.

**\$1.29** and **\$1.59**

### LADIES' MEN'S

One lot includes whites, patents and blue sandals and ties.

**\$1.00** Values up to \$2.95  
Closing out all summer whites, straps, pumps, sandals. All latest styles. **\$1.59**

White dress oxfords in smart, new styles. The perfect thing for cool, comfortable, snappy summer wear.

**\$1.69**  
**\$2.45**  
**\$3.35** Values up to \$5



MEN'S HEAVY WORK HOSE 10c pr.



### WORK SHOES

Strong, sturdily built men's work shoes.

**\$1.79**

### BOY'S

Boys' white oxfords, black and white and brown and white.

**\$1.59**

SIZES 12-6

## MEN! Save Money On These!

Here's A Sensational Chance To Buy New Summer Clothing At The Height Of The Season. We Know What Men Want And We've Got It. Come In After Work. We'll Be Open. You Won't See Prices Like These For Months Yet. Take Advantage Of Our Big July Clearance And Save Dollars!

|  |                                    |
|--|------------------------------------|
| FANCY DRESS Hose ... <b>8c</b>                       | WORK PANTS <b>84c &amp; \$1.19</b> |
| ALL MEN'S 25c DRESS HOSE, white and fancy <b>18c</b> |                                    |

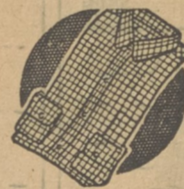
### BUY NOW AND SAVE



CLEARANCE of MEN'S SLACKS AT COST

MEN'S UNDERWEAR SHIRTS **15c**

SHORTS **15c**



Men's Shirts values to \$1.75 **84c**

Striped or Checked SHIRTS \$150 Value **\$1.15**

Blue Chambray Work Shirts **39c**

Polo Shirts, All Colors **44c & 79c**

Boy's Polo Shirts **19c**

Boy's White Duck Longies **59c**

Men's Braveman Work Shirts **69c** only two to a customer

## WOMEN! CANCEL ALL DATES TO INSPECT THESE!

LADIES' RAYON PANTIES **10c**  
RAYON SLIPS ..... **44c**  
COTTON SLIPS ..... **34c**  
ALL-SILK SLIPS AND DANCE SETS ..... **84c**

### FROCKS

Summer Cotton Frocks For Women Values To \$2.95 **\$1.49**  
Another Rack Of Women's Dresses **69c**

MISSES Summer Cotton FROCKS **79c** Prints Sheers Crepes

CHILDREN'S COTTON FROCKS Sizes 3 to 6 **29c**

LADIES VOILE PAJAMAS **39c**



# FRIEDMAN'S DEPT. STORE

108 MAIN ST. OPEN EVENINGS LUZERNE