

it's the **BIG Sale** with
the **BIG Savings** all over
the **BIG Store!**

Special Purchases!

Clearances!

Shop every department!

6 Tons of new fall goods
arriving daily... you
make the savings
as we make
the room!

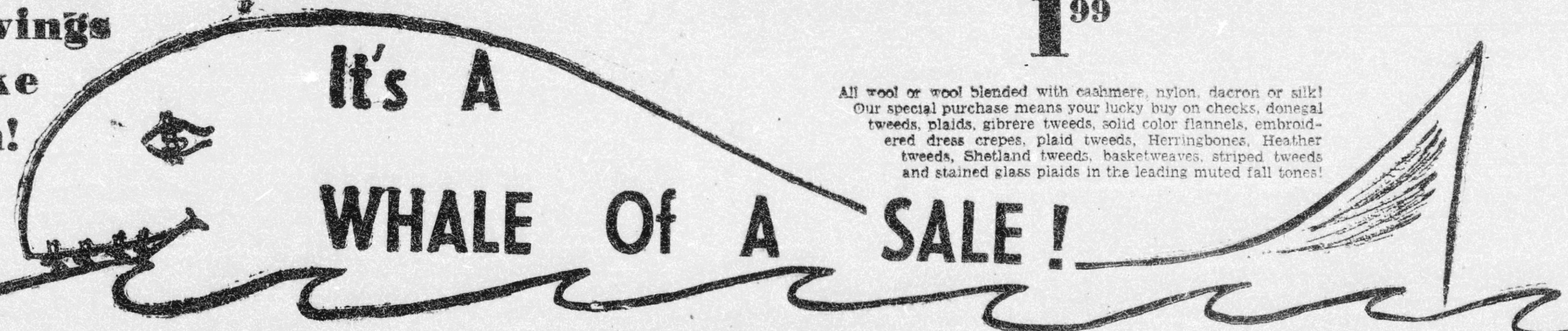
A Whale of A Sale of Transition and Fall Fabrics

<p>Suber'ia Prints Values to 98¢ yd. 68c 100% cotton needs little ironing! New foulard and tiny patterns in Brown, Red, Olive, Gold or Wine tones... grand savings of fabrics for right now! 36 to 38" wide.</p>	<p>Bates Disciplined Prints Values to 1.39 yd. 88c The fabric without a care in the world! Sale priced now our entire selection of dark transitional colors in smart fall prints. 36" wide.</p>	<p>Tussalour Suitings Reg. 2.98 yd. 99c Washable blend of cotton, silk and rayon in checks of Beige and orange, Royal and Olive, Black, Rust and Orange, Beige, Olive and Royal, or Orange Gold and Wine. Limited quantity, so hurry in!</p>	<p>Dacron and Cotton Fabrics Values to 1.98 yd. 99c Drip-Dry fabric needs so little care! Deep-toned transition colors in plaids, checks, stripes and rich solid colors! Whale of a lot of savings on fall fabrics! 45" wide.</p>	<p>Imported Velveteen Values to 2.98 yd. 2⁹⁹ Premium quality twill back, color fast. In Copen, Aquamarine, Sky Blue, Red, Emerald, Parakeet, Blue, Red, Platinum, Purple, Azure, White, Pink, Rust, Navy, Wine, Rose, Cobalt and Dark Green. 36" wide.</p>
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Whale of a Sale of Special Purchase Woolens!

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All wool or wool blended with cashmere, nylon, dacron or silk! Our special purchase means your lucky buy on checks, donegal tweeds, plaids, giberre tweeds, solid color flannels, embroidered dress crepes, plaid tweeds, Herringbones, Heather tweeds, Shetland tweeds, basketweaves, striped tweeds and stained glass plaids in the leading muted fall tones!



Whale of a Sale of Men's Wear

Special Group Men's Summer Suits

Values to 49.98
19⁸⁸

Not all sizes, not all colors, but a whale of a lot of terrific buys, so hurry in!

Swimwear	Bermuda Shorts
Reg. 3.98 ... 3.88	Reg. 3.98 and 4.98
4.95 & 5.95 ... 2.88	2.88

Good selection in sizes 38 to 48, buy now while the swimming season is still here and save!
Stripes, plaids, checks and solid colors. Stock up now at savings! Sizes 28 to 50.

Odd Lot Table Men's Furnishings
1/2 price

Short Sleeve Dress Shirts
Values to 3.98
1.99

Plenty of hot weather left and we have plenty of cool, oxford cloth, Dacron and cotton, or sheer weave shirts! Permanent stay collars, regular or button down. Sizes 14 to 16 1/2.

Whale of a Sale of Hats

All Summer Hats
• STRAWS • MESH • LINEN
• WHITE • PASTELS

Reg. 1.98	2.98	3.98	1.00
Reg. 4.98	5.98	6.98	2.00
Reg. 7.98	8.98	10.98	3.00
Reg. 12.98	14.98	4.00
Reg. 16.98	19.98	24.98	5.00

Millinery — Second Floor

Whale of a Sale of Accessories

All Summer Jewelry
reg. 98c reg. to 1.98
38¢ 3 for 1.00 **58¢**
Plus Tax Plus Tax

All summer styles and colors at final clearance prices! Come in and pick up a whale of jewelry at great savings!

Summer Gloves
Values to 1.98
58¢

Entire stock of summer colors in stretch nylon or cotton string, double woven nylon or cotton.

Summer Handbags
Reg. 2.98 **1.00**
Reg. 4.98 **2.00**
Reg. 5.98 **3.00**
Reg. 7.98 **4.00**

Limited number so hurry in! All straws, plastics, summer fabrics and styles.
Street Floor

Whale of a Sale of Children's Wear

Summer Dresses
Reg. 2.98 to 14.95
1.00 to 5.00

Final Clearance of summer styles and colors! Cotton, nylon in broken sizes.

Blouses
Reg. 2.98 and 3.98
1.00 to 1.50

Pretten and chubby sizes, summer styles and colors. Sleeveless in solid colors and prints. Cotton and blends.

2 pc. Play Suits
Reg. 1.69 and 1.79
79c

Cotton seersucker in sleeveless styles, pastel colors. Sizes 3 to 6x.

Special Group Odds and Ends
Values to 3.98
50c
Youth Center — Second Floor

Whale of a Sale of Summer Fashions

• Junior, Misses, Women's and Half Sizes

Drip-dry Cottons, Linens, Voiles, Bembergs, Dacrons, Arnel and Cotton Silks. One and two piece styles. Sun-backs, Jacket Dresses, Shirts, Waists. Solid Colors, Stripes, Plaids, Checks, Prints, Black, Brown, Navy, Pastel Colors.

Final Clearance! Style Shop Dresses

Reg. 8.98	6.00
Reg. 10.98 & 12.98	8.00
Reg. 14.98	10.00
Reg. 17.98	12.00
Reg. 19.98 to 24.98	15.00

Budget Shop Dresses

Values to 6.98	3.00
Values to 8.98	4.00
Values to 10.98	6.00

Second Floor



Whale of a Sale of Sportswear

Final Clearance of Blouses

Reg. 1.98	5.98	7.98	10.98
1.00	2.00	4.00	5.00

Cottons! Nyons! Blends! White, pastel colors, even a few dark colors! Summer styles and fabrics at less than half price. Sizes 30 to 38.

1 pc. Play Suits
2.00

Blue or Rust in wash 'n wear cotton. Sizes 10 to 16.

2 pc. Play Suits
Reg. 5.98
3.00

Wear as a play suit, dress or skirt with other blouses. Drip-dry cotton in blue, red, navy. Sizes 10 to 16.

Slim Pants
Reg. 7.98
4.00

Soft dove skin in mint or yellow, broken sizes.

Odd lot Sport Tops
Reg. 3.95 to 5.98
2.00

Broken sizes in drip-dry cotton.

Sports Wear — Second Floor

Whale of a Sale of Shoes

Final Clearance of Ladies', Men's

Children's Shoes

Ladies' Dress Shoes

Foot Flair, Natural Bridge, Fashion Lane.
Values to 13.98
3.99

Ladies' Casual Shoes

Fortunet and Sweetbrist
Values to 9.98
3.99

Men's Shoes

Natural Bridge and Torenberg.
Values to 14.98
7.99

Valley and Confetti Shoes

Values to 18.98
5.99

Ladies' Kedettes and Summerettes

Values to 5.98
2.99

Children's Shoes

Patent, White, Beige, Combinations.
Reg. 4.98 to 7.98
2.99 and 3.99

Ladies' and Men's shoes — Street Floor
Children's Shoes—Youth Center — Second Floor

Special Group Boy's Furnishings
Values to 1.98
50c

Boy's Sport Shirts
Values to 2.98
99c
Short sleeve shirts in checks, plaids and handsome Ivy prints. A whale of a sale of shirts for back to school!

Ladies' Briefs
Reg. 96c
77c
Tailored or fancy styles with lace and fluted trim. White nylon in sizes 5 to 10.
Lingerie — Second Floor

It's Whale of a Good Idea to Use your charge account during the Whale Of A Sale!

Hudson-Belk

Ladies' Slips
Reg. 3.98
2.77
White nylon with lace and ruffle trim. A whale of a buy on lovely lingerie! Sizes 32 to 38.
Lingerie — Second Floor

Sale! Typewriters
3 Royal Portables
Reg. 135⁰⁰ **99.99**
3 Royal Portables
Reg. 76⁶⁰ **59.99**
4 Montanas
Reg. 62⁸⁸ **49.99**
Notions — Street Floor

Clearance Notions
Ebonettes Rubber Gloves
Reg. 87c 88c 1.49
49c 66c 88c
Travel Klothes Covers
Reg. 5.95 **3.99**
Crinoline Skirt Covers
Reg. 98c ... **59c**
2 for 99c
Notions — Street Floor