

We know no half-way measures in making our intentions clear—we go all the way forward to the utmost limit of our resources. We are concentrating all our efforts, energies, activities, on making this the greatest July Clearance Sale in the history of the store.

ELDREDGE-REYNOLDS CO.

(formerly Benson & Thorne)

Men's Shop announces this important fact--

Their Fourth Annual July Clearance Sale Starts Thursday, July First, 9 A. M.

Offering to the Men and Young Men of This Vicinity

At a **25%** Reduction

Our Entire Stock of Men's Clothing
(Nothing Reserved)

INCLUDING MEN'S AND YOUNG MEN'S

Three-Piece Light Weight Summer Suits

Materials are the finest procurable in market today—cheviots, flannels, vicunas, cassimeres, worsteds—(finished and unfinished)

Palm Beach Suits Cool Cloth Suits

Tropical Worsteds Suits

--Suits of Absolute, Worth-While Value
--Suits of Superb Styling

--Suits Hand Tailored Throughout
--Suits of Cold Water Shrunken Fabrics

Featuring Sam W. Peck—Stein-Bloch and many other reputable makers of high grade custom tailored men's clothing.

This July Clearance Sale is just another case of this store and its "Helpful Service" standing for your interests—your needs and

Always giving full measure in **VALUE—STYLE—QUALITY—SERVICE** every day in the year



This July Clearance Sale is different from other Annual Sales in that—instead of offerings certain groups of merchandise at certain reductions
You now have entire Store's stock to choose from—you choose your own merchandise at your own price—and make your own reduction.

A 25% Discount on Entire Stock of Men's Furnishings

As Listed Below—Nothing Reserved but Contract Goods

Athletic Underwear - - - - \$2.00 to \$5.00
Knit Underwear - - - - \$2.50 to \$5.50
Pajamas and Night Robes - - \$2.25 to \$5.50
Shirts of Woven Madras and White Mercerized Oxfords, Collars Attached - \$4.00 to \$5.00
Shirts of Printed and Woven Madras—
Professional Men's Shirts - - \$3.00 to \$6.50
Professional Men's Shirts - - \$3.00 to \$5.00

Shirts—of Fibre, Cords and Crepe—
Knit Neckwear - - - - \$5.00 to \$10.00
Plain and Fancy Silk Neckwear - \$1.95 to \$6.00
"Delpark" Wash Neckwear - - 50c to \$2.00
Men's Silk Handkerchiefs - - - \$1.00
Men's Garters—Standard Makes - 50c to \$1.00

Entire Stock of Silk Shirts—A wonderful special—of values—fabrics—patterns—\$13.50 to \$18, for this sale - \$13 (LESS 25%)

Men's Silk and Hot Weather Caps—\$2.00 to \$3.00—Special - - - - \$1.65 (LESS 25%)

EXTRA SPECIAL VALUES IN Broken Lines of All-Over Madras Shirts

From the best known makers

SPECIAL FOR THIS SALE...\$4.35
Less 25% 1.08
NET PRICE\$3.27
MEN'S SHOP—MAIN FLOOR

This July Clearance Sale in the Boy's Shop spells but one word to parents, and that is, **ECONOMY**
Buy for now and early fall school wear

Entire Stock of Boys' Clothing & Furnishings at 25% Discount on

(In boys' clothing we feature Sam-Peck suits)

CLOTHING

(For Boys from 7 to 17 years)
BOYS' SUITS, with extra knickers - - - \$10 to \$50
PALM BEACH SUITS—
PLAY SUITS, for Camp or Travel - - - \$4.75 to \$11.45
PLAY SUITS, for Camp or Travel - - - \$3.50 to \$7.50
WASH SUITS—One or two-piece - - - \$2.25 to \$12.50
ODD KNICKERS, in Wash or Wool - - - \$2.25 to \$7.50

BOYS' FURNISHINGS

(For Boys from 6 to 16 years)
Hosiery - - - 35c to \$3.50
Boys' Underwear - \$1.25 to \$4.50
Boys' Underwaists - 75c to \$1.75
Boys' Supporters - 25c to \$1.50
Fancy Top Sox - 50c to \$1.65
Pajamas - - - \$2.25 to \$4.50
Boys' Blouses - \$1.25 to \$10.50
Boys' Shirts - \$1.25 to \$15.00
Boys' Coveralls - \$1.50 up
Boys' Unionalls - \$2.25 up
Boys' Neckwear - 50c to \$2.95

HEADWEAR

(For Boys from 2 to 16 years)
Hats, Caps, Wash Hats
In Straw, Silk, Galatea, Cool Cloth, Palm Beach and light weight wool.
85c to \$6.95

Extra Special Offerings in Value, Timeliness, Savings
You can save 50% to 60% on your Boys' Fall Apparel
By buying at last Fall's wholesale prices NOW
Boys' Mackinaws—\$3.50 to \$18.00
Boys' O'Coats—\$6.75 to \$35.00
Boys' Sweaters—\$4.85 to \$15.00
With an added reduction of 25%

