

NOW! The SALE You Waited for . . .

Starting FRIDAY at 9:00 A.M.

WE DON'T WANT TO TALK "DEPRESSION" BUT SALES WERE NOT UP TO MANUFACTURERS' EXPECTATIONS THIS SEASON—THEY HAD TO UNLOAD AND HERE IS THE ANSWER.

Sale of *NEW DRESSES* ... *Not a Clearance of Old Stock*

A sale that will thrill every woman! It includes the season's newest and smartest dresses . . . at a price that's a real discovery in THRIFT! Come prepared to pamper yourself!



BLOUSES
97c

Regular price \$1.98

Genuine
CAM-O-LAIR

Delightful next to the skin . . . Soft as chamois . . . Cozy and warm . . . 4 styles. Colors — Raspberry, Blue, Green, Beige, Sizes 34 to 42.

- Regular \$15.00 Dresses at **\$8.98** (SIZES UP TO 44)
- Regular \$12.98 Dresses at **\$7.98** (SIZES UP TO 44)
- Regular \$8.98 Dresses at **\$5.98** (SIZES UP TO 44)
- Regular \$5.98 Dresses at **\$3.98** (SIZES UP TO 44)
- Also Regular \$3.98 Dresses at \$2.00*

Mostly sizes 12 to 42 — A few size 44 to 46

Formals . \$3.98 - \$5.98 - \$7.98

Regular Prices \$5.98 to \$12.98

NEW Regular \$1.98 and \$2.98 House Coats - House Dresses - Smocks **\$1.59**

ALL Regular \$1.98 and \$2.98 Wool Skirts **\$1.59**

ALL Regular \$1.98 and \$2.98 Wool Sweaters **\$1.59**

FREE . 1000 54x54-IN. IMPORTED LUNCHEON CLOTHS — a \$1.00 value—One given free with each \$5.00 purchase

Famed CORTICELLI MATCHED SILK HOSE, Special at 79c — 3 pairs for \$2.25
"SLYMFORM" SLIPS — Sizes 34 to 44. Just try to match this value — Special \$1.00

All Sales Final.
No C.O.D.
No Approvals.
No Lay Aways.

ALEXANDER'S

DRESS SHOP

13 South St. Johns Avenue

Telephone Highland Park 2022

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