

Greater and Greater Each Sale and Now the Greatest of all Sales --- Price and Quality are the Mighty Factors that Will Make this Event Loom Above All Others

**BEN HUR SOAP**  
**10 Bars 35c**  
 in Box  
 Every Housewife Knows This Value.  
 Only 25 Cases to Offer. Be Early!

# SCHAEFFER'S DEPT. STORE

LARGEST DEPARTMENT STORE IN THIS ENTIRE DISTRICT  
 123-125 So. Pacific Ave. Opposite Woolworth's Redondo Beach

**SILK RAYON HOSE**  
**39c Pr.**  
 22 Shades; 60 dozen to offer.  
 Buy a dozen pairs at This Price.

**45x36 PILLOW SLIPS**  
**19c**  
 Regular 39c Value Good Quality

Throws Its Entire \$60,000.00 Stock of Staple Merchandise To the Buying Public In This Gigantic History Making

# July Clearance

**60c Value KOTEX**  
**39c Box**  
 Limit 2  
 1 Dozen Napkins in Box

**LINEN HUCK TOWELING**  
**15c Yd.**  
 Genuine Stevens & Booth Toweling in this lot.  
 Some actually worth 35c yard.

The Die Is Cast--Without Limit--Without Reserve or Thought of Cost or Profit We Go Into This History Making Event Determined to Clean Our Entire Store This Season's Goods and to Make Room for the Merchandise Arriving Every Day  
 NOTHING RESERVED--NO GOODS CARRIED OVER INTO NEXT SEASON

**MILLINERY**  
**\$2.98**  
 New Hats in Large and Small Models--None Excepted--Hats that were \$4.95 to \$8.98--Hairbraids, Straws, Silks, etc.

## SALE CONTINUES BALANCE OF MONTH

Prices Like These Should Clean Up Our Stock in a Short Time!

### MISSES' AND WOMEN'S READY-TO-WEAR

#### READY-TO-WEAR AT NEXT-TO-NOTHING PRICES



Priced to sell regularly at \$22.50 and \$25.00. New models of georgette, flat crepe and printed crepe de chine. The newest things--all the bright colors.

**\$14.98**  
You will have to be here early to get these.

**200 NEW WASH DRESSES**  
Ginghams, prints, latest designs, flare skirts and all--\$1.00.

**Voile and Rayon Dresses \$3.95**      **New Summer Coats \$16.98**

Lovely new frocks of voiles, rayons, in various styles. Reduced from higher priced lines.  
To clean out all spring and summer coats, white, green, brown, tan and blue. Silk lined and splendidly made throughout.

### UNDERWEAR AND HOSIERY

At Lowest Prices in Years--Read!  
**Ipswich "De Luxe"--89c**  
Nationally advertised at \$1.00--28 shades.

**BRILLIANT SILK HOSE--\$1.89**  
Regularly priced \$1.25. --With Jagged heel

**VOILE AND CREPE GOWNS--\$1.00**  
Daintily trimmed; newest cuts.--Regularly priced \$1.25 to \$1.98

**OUR REGULAR 69c TO 98c CREPE GOWNS--39c**  
We want to clean out these cheaper gowns. Crepe in various colors

**CHILDREN'S HOSE**  
Rayon Socks, pr.....29c      Parkerknit Hose, pr.....29c  
7/8 Length Sox, pr.....39c      All 50c Hose, pr.....39c  
We Have Largest Line in the City

We Sell McCall Patterns--Pictorial Review Patterns--Phoenix Silk Hose--Brilliant Silk Hose--Warner Corsets--Annette Underwear

- 20c Work Sox, pr.....9c
- Men's Collars.....15c
- 75c Silk Sox, pr.....49c
- \$1.00 Silk Ties.....39c
- \$2.00 Overalls, pr.....\$1.69
- \$2.75 Khaki Pants.....\$1.98
- \$2.00 Khaki Pants.....\$1.49
- \$1.75 Knit Union Suits.....\$1.00

\$3.50 to \$5.00 Values in  
**HANDBAGS \$2.95**  
Numerous Styles and Shapes All Leathers

22x44 Extra Heavy  
**TURKISH TOWELS 49c**  
DOUBLE THREAD Lay in a Stock at This Price

72x99 and 81x90; Good Quality  
**SHEETS \$1.00**  
Apartment Owners' Opportunity

\$1.00  
**WORK SHIRTS 69c**  
Amoskeag Fast Color Chambray

35c  
**INDIAN HEAD 25c Yd.**  
Genuine Indian Head 36in. White only

36 in. Fast Color Genuine  
**PAMICO SUITING 39c Yd.**  
18 Colors to choose from Come Early

89c and 50c  
**CURTAIN NET 29c Yd.**  
Genuine 6-Point Nets in this lot 3 Shades

Genuine \$2.75  
**MEN'S BELTER DRESS SHIRTS \$1.69--3 for \$5.00**  
The Popular Shirt with the Knit Belt

**CREME OIL SOAP 5c Bar**  
Limit 12 Bars

### Women's Wear

SPECIALY PRICED  
Handkerchiefs and Novelties Reduced  
Boxed Handkerchiefs.....HALF PRICE

**\$3.50 and \$4.50 SILK SPORT SCARFS**--Extra long, some with fringe. Beautiful Patterns.....\$2.98

**BATHING SUITS REDUCED**  
One Lot All Wool Bathing Suits for...\$2.98 Men and Women

Genuine Cut Thin Blown  
**Tumblers 9c ea.**

**SEE OUR BIG WINDOW DISPLAY!**

32-pc. Set White  
**Dinnerware \$3.98**  
Odd Lot Dishes **15c ea.**  
Including Sugar Bowls, Gravy Boats, Pitchers, Plates, and Other Pieces

### Bedding

PRICED WAY BELOW REGULAR  
72x90 Pequot Sheets.....\$1.39  
81x90 Pequot Sheets.....\$1.49  
81x90 Good Quality Sheets.....\$1.00

42x36 Regular Size  
**PEQUOT PILLOW CASES--35c**  
Reg. 50c Value--Limit 6

**80x105 SILK RAYON BED SPREADS--\$5.98**  
These Spreads are worth from \$7.50 to \$10  
\$3.98--81x108 Krinkle Spreads.....\$2.98  
\$5.50--66x84 Nashua Part Wool Blankets.....\$4.98  
\$1.39--17x24 Pillows, Good Tick.....\$1.00  
50c Fine Quality Pillow Tubing.....39c

### Towels and Toweling

50c Value Turkish Towels.....39c  
39c Value Turkish Towels.....29c  
98c Linen Huck Towels.....49c  
35c Linen Crash Toweling, yard.....15c

Store Open Evenings Till 9 This Week

69c  
**PRINTED VOILES 49c Yd.**  
Big range of New Patterns, including Polka Dot and Field Flower Designs

25c Bleached 36 in.  
**HOPE MUSLIN 15c Yd.**  
Free From Dressing Limit 10 Yards

\$15.00 Boys' Short Pants  
**SUITS \$4.98**  
All Wool Stamped \$15.00 at Factory

Values Up to \$2.00 in  
**ALUMINUMWARE \$1.00**  
Tea Kettles, Percolators, Double Boilers, Large Pails, Roasters, Large Kettles and Pans, etc.

\$1.00 Value, 45x45 Japanese  
**LUNCHEON SETS 59c**  
Fast Color Easy to Wash

Genuine Nashua Heavy  
**BLANKETS \$3.49**  
These Blankets Are Regularly Priced at \$5.00

Men's  
**KHAKI PANTS \$1.98**  
The Heavy Grade Regular Price \$2.75

\$3.50-\$4.50 Values; Part Wool  
**BATHING SUITS \$2.98**  
Now is the opportune time to Get Your Bathing Suit

25c Fast Color 36 in.  
**PERCALES AND CHALLIES 15c Yd.**

Push Your Way Through for These Unusual Specials!

### Yard Goods at Give-Away Prices

#### PETER PAN AND SOISETTE PRINTS 49c Yd.

Absolutely the finest English Print made--100 New Pieces to choose from. Get your new print dress now. Just the thing for beach wear.

**GENUINE LINGETTE Per Yard--49c**  
Every yard stamped. Regularly priced to 75c. Fine for Underwear of all kinds. Lay in a supply now.

- \$1.98 Brocaded Silk--\$1.69 yard
- \$1.50 Baronet Satin--\$1.29 yard
- \$1.95 Silk Voiles--\$1.69 yard
- \$1.00 Shantung Pongee--79c yard
- 50c Colored Satin--29c yard
- 29c Lingerie Crepe--19c yard
- 39c and 50c Curtain Nets--29c yard
- 25c Curtain Scrim--14c yard
- 40c English Prints--29c yard
- \$1.98 Fancy Silk Crepes--\$1.69 yard
- \$1.00 Silk Pongee--59c yard
- 35c Gingham, 32 in.--15c yard
- \$1.50 Fancy Voiles--98c yard
- 50c A. C. A. Ticking--29c yard
- 50c Oil Cloth--yard
- 25c Cretonnes--yard
- \$1.50 Damask Draperies--98c yard
- 50c Pamico Suiting--39c yard
- Rayon Drapery Gauze--69c yard



JUST A FEW OF THE MANY

**MEN'S FURNISHINGS AT UNTOLD SAVINGS--SAVE!**  
**GENUINE \$1.50 B V D's \$1.19**  
Every Man Knows This Value Lay in your summer needs at this price.

# Schaeffer's Department Store

123-125 So. Pacific Ave. Opposite Woolworth's Redondo Beach

- \$4.50 Trousers.....\$2.98
- 29c Work Sox, pr.....19c
- Athletic Union Suits.....69c
- \$1.50 Dress Shirt.....\$1.29
- \$2.50 Dress Shirts.....\$1.98
- Men's \$2.50 Caps.....\$1.98
- \$2.50 Pajamas.....\$1.98
- 35c Garters.....19c