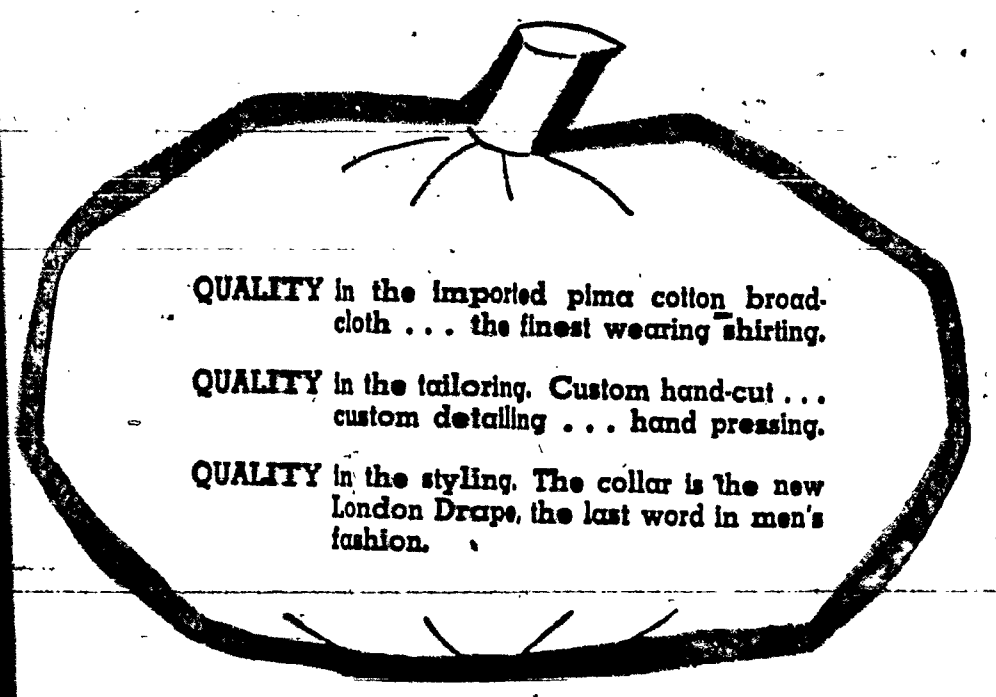
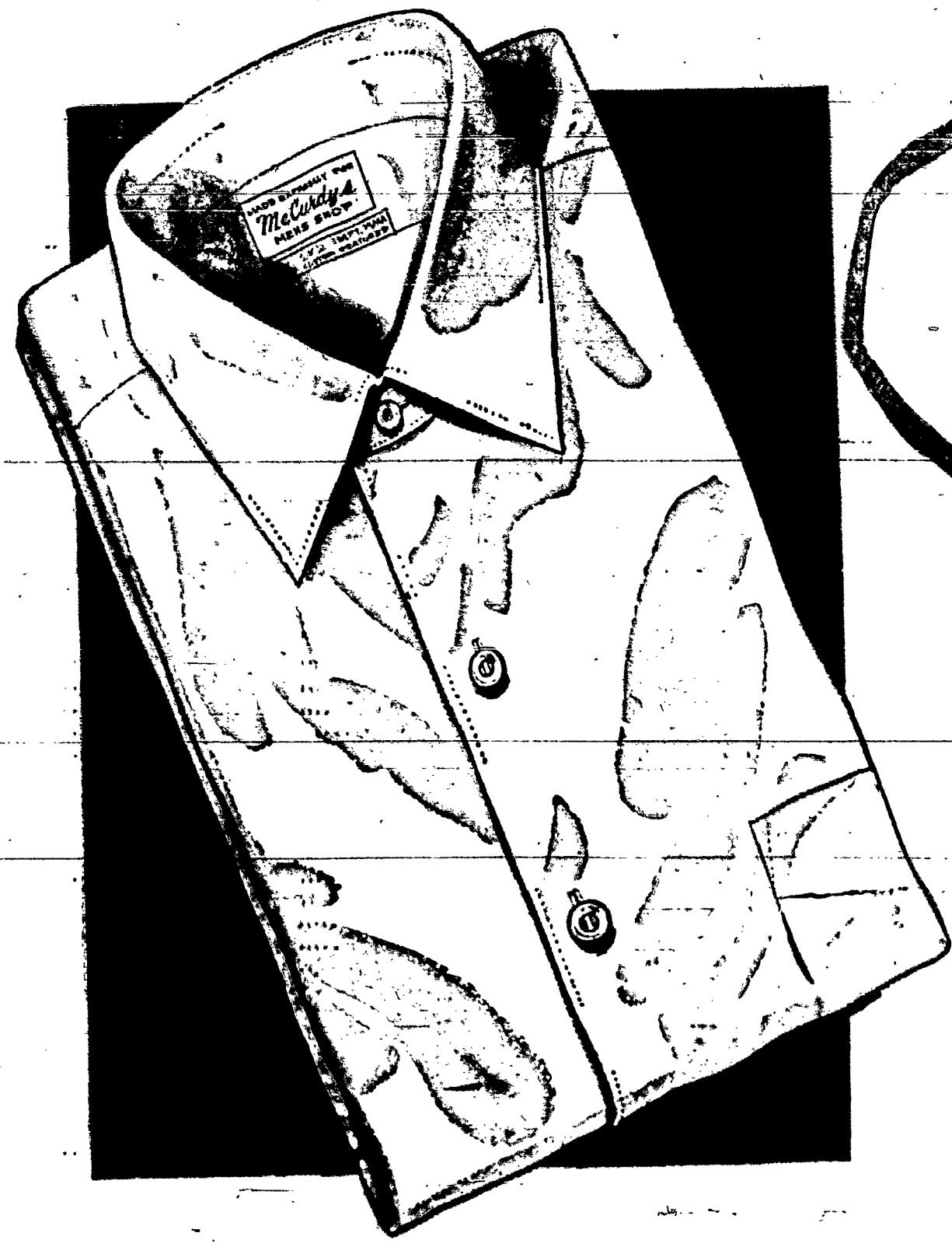




55<sup>th</sup>  
AUTUMN

S  
A  
L  
E

save 20% to 40% on McCurdy quality merchandise  
our greatest store-wide celebration in 55 years!

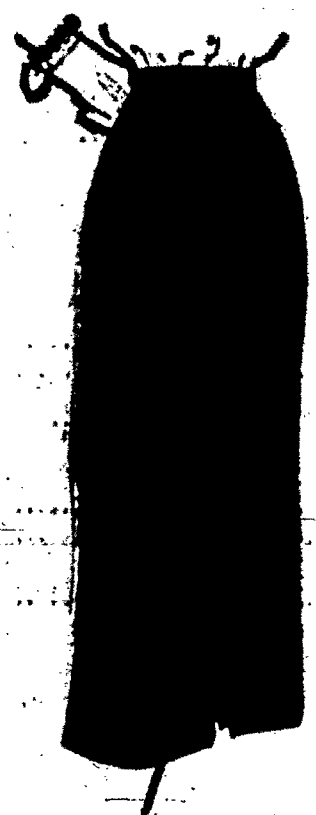


QUALITY in the imported pima cotton broadcloth . . . the finest wearing shirting.  
QUALITY in the tailoring. Custom hand-cut . . . custom detailing . . . hand pressing.  
QUALITY in the styling. The collar is the new London Drapes, the last word in men's fashion.

**YOU SAVE 3.50**  
on men's white shirts of  
**2x2 PIMA COTTON**  
**ENGLISH BROADCLOTH**  
**5.00** regular 8.50 value

You've seen really expensive luxury shirts, made from the same quality 2x2 pima cotton broadcloth woven in England, selling for 8.50 and UP. Leave it to McCurdy's to bring them to you at the price of ordinary shirts! Broadcloth luxuriously silky to the touch . . . with a luster that is part and parcel of the cotton itself. Made with the new London Drapes collar; stainless steel (not plastic) collar stays; French fronts; French or regular cuffs; glowing 22-ligne ocean pearl buttons. PLUS the hand details and one-piece seamless sleeves you expect only in deluxe shirts. Size 14 to 17; sleeves 22 to 35. Stock up NOW . . . for yourself, for gifts . . . at a saving of 3.50 each.

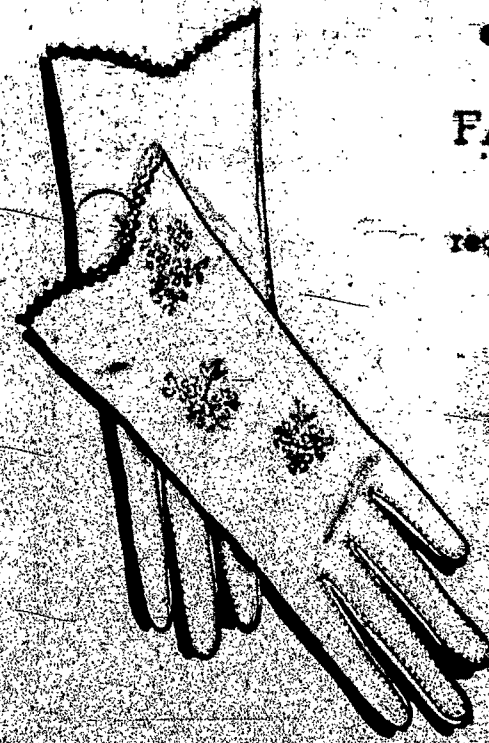
McCurdy's Men's Shop, Street Floor and Northgate



new! pure wool  
**JUNIOR**  
**SKIRTS**  
In the styles you want!  
**5.29**

Sketched, just one of a wonderful collection of the slim skirts Juniors love! All pure wool with new details. Wanted dark tones. 7 to 15.

McCurdy's Junior Sportswear, Second Floor and Northgate



double-woven  
cotton  
**FAMOUS-MAKE**  
**GLOVES**  
regularly 3.00 and 4.00  
**2.19**

Fine fashion detailing on these smooth-fitting, famous name gloves! Shortie, mid-arm and elbow lengths in white, black, beige and other fashion shades.

McCurdy's Gloves, Street Floor and Northgate



just arrived!  
**SMART**  
**NEW-SEASON**  
**DRESSES**  
In misses' and women's sizes  
**9.00**

regularly 10.95 to 12.95

Choose ¾ sleeve winter cottons, Riviera prints, rayon crepes, silk-and-acetates, pure wool jumpers; striped menswear, non-allergic wool-and-acetates. Slim, or flare skirt styles — some 2-piece costumes! Sizes 10 to 20, 12½ to 24½. Hurry in for these hit-of-the-season dresses!

McCurdy's Daytime Dresses, Third Floor and Northgate