FRIDAY, AUGUST 17, 1917.



Such a Ruthless Slaughter of such high grade merchandise has never before been known in this section of the State. This sale will go down in history as the greatest value giving event ever witnessed by mortal man.

## This Great Earthquake Sale Commences

August 18th

Doors Open Saturday Morning Promptly at 9 O'clock And Lasting for 15 Days

Hundreds of sales have been held in this country. You may have seen and attended them all, but when you attend this one, memories of all others will sink into utter insignificance. This is by far the Greatest Dry Goods Bargains Upheaval held in this section of the country. This sale will go down in history as the Greatest Value Giving Event

ever witnessed by Mortal Men. People will come from miles around to attend. This is an opportunity of a life time. This sale will be a renovating machine to skeptics. It will paralyze competition. You will see a vast Sea of Humanity, pouring in and out the doors, with a broad and beaming smile on every face. It will baffle the skeptical world. Don't forget the place and date-and attend.

Take a "Peep" at these Prices. Thousands More in this Earthquake Sale as Good and Better:

\$1.00 to \$1.25 Ladies' Waists

\$1.50 Men's Palm Beach Pants

A large and complete assortment of

