

# REDUCTION SALE

LOOK FOR THE LAST CALL PRICE TICKETS.

## Big Sale SPECIAL

A Great and Generous Value, impossible of duplication by any other retail store.

Our 15c Linene 36 inch wide, the popular Skirt Goods, limit 10 yds. to a customer, this sale only 10c per yard.

Begins on Monday Morning, August 5th, Lasting Until August 24th.

No Trading Stamps Will Be Given During This Sale.

This is the money stirring event for which all wise Wilmington shoppers have been waiting. Frankly, we are overstocked, greatly overstocked; a backward season has left us with loads of highly desirable merchandise that should have gone weeks ago. Now it positively **MUST** be sold, no matter what the sacrifice of profit, no matter how deep the cut into cost, for early fall shipments are already coming in, and we have no room to store them. In pursuance of this need to make a double quick clearance we have named the final reductions, the Last Call prices on this great store full of splendid merchandise. **THESE ARE THE LOWEST FIGURES FOR DEPENDABLE GOODS EVER HEARD OF IN THE ANNALS OF WILMINGTON RETAILING.** It is a sale no prudent person can possibly afford to miss, the rich economies, are so liberal, so numerous that your saving will be truly enormous, making this stirring event worth not only one but a dozen visits, in fact, you should plan to come every day as long as the sale continues.

## Big Sale SPECIAL

A careful inspection of this "Special" will certainly cause you to invest, and that liberally, too.

12 1/2 & 15c Figured Piques 30-in. wide—Suitable for Children dresses and Ladies Skirts, only 10 yds. to a customer final sale price 7c per yard.

### Final Reductions on Ready-to-Wear.

Price cutting without thought of cost or consideration of profit. These styles are all suitable for Fall wear, yet we will not allow them to linger here, they **MUST** be sold, and these deep price cuts can not help but do the trick.

- Ladies' white lawn Shirt-Waist Suits, worth \$2.00 to \$3.25; final reduction sale only \$1.25.
- \$6.00 to \$9.00 white Linene Suits, Eton and Long Coats; final reduction sale, \$3.25 a suit.
- \$30.00 Ladies' Eton Coat Suits in Panama and gray mixtures \$20.00.
- \$25.00 Ladies' Panama Suits in all shades; final reduction \$17.50.
- \$18.50 Ladies' Chiffon Panama Suits; final reduction sale \$13.50.
- \$15.00 Fancy Mixture Suits; final reduction price \$11.00.

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### EXTRA SPECIALS.

Every thirty minutes will throw out some item at less than cost. Stay with us all day long, it will pay you.

### Final Reductions on Richest Fabrics.

Every yard in our splendid stock has been so economically priced as to prove what we truly believe will be an irresistible attraction for the keenest Wilmington bargain hunters. Some of these will make particularly fine material for the children's Fall school dresses.

- DRESS GOODS.** 50 and 60c English Suitings, 36-in. wide, suitable for outing and children's wear; final reduction price 38c per yard.
- 40c Wool Batiste in all shades, suitable for children's dresses and ladies' wrappers; final reduction sale 26c per yard.
- \$1.25 Suiting, in checks and fancy weaves; final reduction sale 85c per yard.
- 50c Figured Silk Mull, for dresses or evening wear; final reduction price 29c per yard.
- DRESS GOODS.** \$1.25 Panama, in black, navy, gray, plaids and novelties; final reduction sale 90c.
- 50c Satin Stripe Challis, 10 pieces to select from; final reduction sale only 25c per yard.
- 65c black French Serge Batiste, Panama and other fancy weaves; final reduction sale 42c.
- \$1.50 Cream Broadcloth, 54-in. wide; final reduction sale \$1.20.

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### Underwear Reductions.

- Ladies' Ribbed Vests, taped neck and sleeves, worth 12 1/2c; final reduction price, 3 for 25c.
- Ladies' Ribbed Vests, silk tape neck and sleeves, worth 15c; final reduction sale, 11c each.
- 39c Lisle Ribbed Ladies' Vests; final reduction sale 23c each.
- Final reduction sale on Corset Covers, 50c, 75c, \$1.00. A chance of a lifetime. Final reduction sale on Gowns, Skirts, Drawers and Chemise; prices will range about one-third off for this sale.
- Ladies' White lawn Shirt-Waists; final reduction price, \$3.50 and \$4.00 lace trimmed, Batiste Waists \$2.89, \$4.50, and \$5.00, lace trimmed; embroidery front, \$3.50; \$3.00 lace trimmed, fine material, sale price \$2.19.

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## Final Reductions

A series gathered from all over the store, that for sheer value giving will long live in the memory of every wise person who knows the true worth of money wisely spent. These are the absolute apex of bargain giving.

- 15c Colored Madras, 36-in. wide, suitable for Men's Shirts and Children's Dresses; final sale price, 11c.
- 15c light and dark Percales, best goods; final sale price 12c.
- 25c Sheer White French Lawn; final reduction sale, 16c.
- 15c fine white Persian Lawn; final reduction price 12c.
- 40-in. White India Linen, 20c value, this sale 14c.
- 15c Linen Crash Toweling; final reduction sale 10c.

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### Hosiery Reductions.

- Infant's Cotton Hose, worth 20c a pair; final reduction 12c.
- 50c Ladies' plain Hose, black and white; final sale, 33c.
- 50c Ladies' plain Lisle Hose, pink, blue, gray, tan; final reduction sale only 39c a pair.
- 25c Ladies' tan lace Hose; final reduction sale 15c up.
- Extra heavy boy's school Hose, worth 18c, final reduction sale, 12c a pair.
- Ladies' black odd size Hose; final reduction sale 25c a pair.
- Children's black Ribbed School Hose, 10c a pair.
- Bathing Caps; final reduction price 15c, 25c, and 50c each.
- Final reduction prices on Gents' and Ladies' Bathing Suits and Bathing Suits.

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## Big Sale SPECIAL

- \$1.25 and \$1.00 R. & G. Corsets and other makes, odd sizes, final reduction sale 50c a pair.
- 75 and 50c Odd Corsets and tapo Girdles 39c each.
- 5c Air Cel Wash Cloth Reduction Sale 3c.
- 35c Turkish Bath Towel, final reduction, 25c.
- 25c Turkish Bath Towel, final reduction 20c.

### BARGAIN GEMS FROM THE ALWAYS BUSY STORE.

These values are so rich that we especially desire all our store friends, old and new, to have a share. We make no profit on them, on some we actually lose money; but we believe the resultant advertising of such unusual value-giving will more than make up for our monetary loss, spreading wider the reputation of this progressive Wilmington shopping establishment.

- 50c Wash Silks in neat designs, final reduction 25c.
- 27-inch Light Foulard Silks for Suits worth \$1.00, final reduction price 79c.
- Our entire stock of Silks marked down for final reduction.
- 36-inch Black Habutia Silk, worth 85c, final reduction price 69c.
- 27-inch Japanese Habutia Wash Silk 50c, final reduction price 43c.
- 27-inch heavy Oriental Silk, waterproof Silk worth 85c, final price 69c.
- 36-inch White Japanese Habutia Silk, 65c goods, final reduction price 50c per yard.
- 36-inch extra heavy Habutia Silk, our \$1.00 seller final reduction price 85c per yard.
- 27-inch Black Oriental Waterproof Silk, worth 75c, final reduction price 58c per yard.
- 36-inch "Moneyworth" Silk guaranteed to wear, worth \$1.50 per yard, final reduction price \$1.15.

## Big Sale SPECIAL

- 65 and 75c All-over Embroidery, final reduction sale, 50c.
- 40 and 50c Swiss and Nainsook Embroidery, final reduction sale 25c.
- 5 and 10c Torchon Edge and Inserting final reduction sale 3c.
- Plat Val Lace 3 and 4 inches wide, worth 10 and 15c, final reduction sale 6c a yard.

### Carpet Reductions.

- Carpets bought now will be laid this Fall if wanted.
- \$1.50 Axminster and Moquet Carpets, parlor designs, \$1.20 per yard.
- \$1.25 Velvet Carpets, room, Hall and Stairs, \$1.10 per yard.
- \$1.15 Velvet Carpets, Room, Hall and Stairs, 95c per yard.
- \$1.15 Body Brussels Carpet, large assortment, 95c per yard.
- \$1.00 Tapestry Brussel Carpet, final reduction, 80c per yard.
- \$1.00 Velvet Carpet for parlor, special, 75c per yard.
- The above prices include laying and paper lining. All Mattings laid free—large assortment to select from.
- Hodges Fibre Carpet sewed and laid, paper lining. Final reduction Sale—30, 55, 65 per yard.
- Painted Japanese Porch Screens—\$1.25, \$1.50, \$2.00.
- Special low prices on Wall Paper—10, 12 1/2, 15c a roll.

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### Pyramid Specials.

Through the entire Store don't fail to see them. Look for last call price tag.

### Linen Reductions

- 65c Linen Table Damask, final reduction sale, 45c yard.
- 50c Linen Table Damask, final reduction sale, 38c.
- 75 and 85c Linen Table Damask, fine quality, final reduction sale, 62c a yard.
- \$1.00 fine Bleached Table Linen, final reduction sale, 85c.
- \$1.25 extra heavy Bleached Table Linen, final reduction sale, 95c.
- \$1.75 fine heavy Bleached Table Linen, final reduction sale \$1.25.
- \$1.00, \$1.25 and \$1.50 fine Bleached Damask Towels, final reduction sale only 79c each.
- 35c Bleached Huck Towels—all white and red borders, final reduction sale 23c each.
- 15c extra large cotton Huck Towels, final reduction sale 9c.
- \$1.25 Linen Sheetting, 90-inches wide, used for bed linen or for costumes, final reduction sale price, 95c per yard.
- Linen Hemstitched Napkins, worth \$1.50 per doz., final reduction sale, 8c each.
- Linen Hemstitched Napkins, large size, final reduction sale, 21c each.
- Linen Hemstitched Napkins, extra quality, final reduction sale, 15c each.

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## Big Sale SPECIAL

- \$1.25 White Spread, final reduction price 89c.
- \$1.00 White Spread final reduction price, 70c.
- \$2.00 White Spread, extra heavy, reduced to \$1.65.
- Reduced prices on Sheets and Pillow Cases.

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## Final Reductions

We Shall Have Plenty of Extra Help to Wait on You During This Big Sale. We Shall Run Two Wagons, Giving Prompt Delivery NO TRADING STAMPS THIS SALE.

The C. W. Polvogt Co.

## Big Sale SPECIAL

- Gents fine Madras Shirts, worth \$1.00, final reduction sale, 79c.
- Gents' White Bosom Shirts, final reduction sale, 45c each.
- Gents' Washable four-in-hand Ties, fast colors.
- 15c Gents' Half Hose, final reduction price 11c a pair.

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