

Annual July Clearance in Effect Saturday, July 4th --- Everything Will Be On Sale

This Will Be the Cleanest Clearance Ever Effected Any Store--Nothing Reserved

All 10c Items—3 for Price of two.

Everything On Sale

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FISHER SALES July the Clearance Month

Fisher sales are genuine. When we advertise the price is cut it is so, this you know. July the Clearance Month, which means Wonderful Savings to you in this Our Biggest July Clearance.



No Approvals, No Returns

All merchandise will be on sale at Sacrifice Sale Prices, regardless of cost as we do not carry over reasonable stocks, therefore there will be no approvals and no returns except for exchange which will be cheerfully made.

A REAL Merchandise EVENT—ANNUAL—A REAL Merchandise Event

JULY CLEARANCE SALE

25c Sox, solid and fancy, per pair 17c

25c Sox, soiled, pair 10c

35c and 39c Sox
Fancy Sox 20c
Five Pairs 95c
50c Sox 35c
3 Pairs \$1.00

Effective Saturday, July 4th and Continuing for Twenty-nine Days Through Saturday, August 1st

Coats

Every Coat Must Go—No Restrictions—No Reservations

You must attend this sale and see how ruthlessly we have reduced prices is to appreciate the dynamic force of our clearance policy. Don't judge the coats by the prices, but remember we are determined to make a quick disposal, and that every coat comes from our own skillfully selected stocks—and that there is nothing cheap about these coats but the prices. Tailored and dressy coats are included, in the most approved fabrics and colors.

94c, \$2.94, \$6.74, \$8.74, \$11.74, \$18.74 and on

Every HAT in This Sale

10c
25c
50c
95c

No Left Overs Here. We do not carry over Seasonable Merchandise

GROUP 0
Will consist of slightly soiled numbers in small hats, Misses', Ladies', and children's
10c, 25c and 50c—Basement Department

GROUP ONE
In this range you will get small and medium hats in all colors in value to three-fifty
Sale 95c to \$1.74

GROUP TWO
Made up of Smart Trimmed Hats in all colors and sizes in value to Five Ninety-Five.
Sale Price \$2.74

GROUP THREE
The Unusual You Will Find in this line up. Pretty colors, small medium and large hats. Values to Ten Dollars
Sale Price \$3.74 and \$4.74

Dresses

The Most Charming Dresses

Regular and Extra Sizes

Only once in a great while is it possible to secure a frock of magnificence at such a low price. The great majority are replicas of models that come from that far famed fashion mart—Paris. Much of their charm lies in the simplicity of the styling, the quality of the fabrics and the superb attention to those little details that distinguish the better dresses.

50c 94c, \$1.64, \$2.74, 3.74, 4.74 and on

Clearance Sale OF NEW WHITE HATS

Felts, Felt and Kid Combinations, in small, medium and large Hats—
Sale \$1.95, \$2.95, \$3.95 and on

All Children's Leghorns and Milans in this sale, bonnet and droop effects—
Sale 1-3 Off

\$1.50 Value Aluminum Ware. Guaranteed 25 Years Sale—
75c

3900 Tea Cups and Saucers Sale—
49c Set

Clearance Sale All Corsets, Corselettes, Brassieres and Rubber Goods in This Sale

\$1.50 value Corsets 88c
\$1.50 value Corselettes 88c
\$2.00 value Corselettes \$1.39
\$2.50 Value Corsets \$1.69
All Madam X Corsets \$3.95
All Stout Figure Corsets 1-2 Price. None guaranteed.

CLEARANCE SALE All Silk Underwear in This Sale

Value to \$7.50 Silk Crepe Gowns \$3.79
\$1.95 Silk Vests, Sale \$1.39
\$2.95 Silk Knickers \$2.39

CLEARANCE SALE All Musing and Knit Underwear

50c Knit Teddies 35c, 3 for \$1.00
\$1.00 Knit Union Suit 79c
\$1.50 Knit Union Suits \$1.29

CLEARANCE SALE All Muslin Underwear, Gowns, Teddies, Step-ins Including Hand Drawn Garments

\$1.00 Value Gowns 88c
\$1.69 Hand Drawn Gowns \$1.19
\$2.50 Hand Drawn Gowns \$1.69

CLEARANCE Of All Sanitary Sundries

None Sold to Dealers or Their Connections

30c Woodbury's Soap 19c 3 cakes 50c
\$1.00 Opportunity Box of Soap, 9 cakes including one of Woodbury's, 65c
25c Talcum Powders 19c; 3 for 50c
30c Frostilla 23c
50c Pepsodent Tooth Paste 35c
Three for \$1.00
50c Dr. West Tooth Brushes 35c

CLEARANCE Small Wares

All 10c Items, 3 for price of 2.

Gold Safety Pins, card 6 2-3c
10c Buttons, pearl and fancy 6 2-3c
Coats' Thread 4c
25c Fancy Sox 17c
35c Fancy Sox 20c
50c Fancy Sox 35c
10c Needles, paper 6 2-3c
69c Pound Paper, per pound 48c
50c Paper, per pound 35c
10c Envelopes 6 2-3c

CLEARANCE Of All Sundries

65c Kotex Box sale 45c
65c Femonap 45c
\$1.00 Sanitary Belts 79c
50c Sanitary Belts 39c
35c Sanitary Belts 19c
\$1.50 Sanitary Aprons \$1.09

CLEARANCE of Wonderful Hosiery Values

75c Vegetable Silk Hosiery, black, white and all colors 39c
\$1.50 Out Size Hose 79c
\$2.00 Value Out Size Hose, white \$1.29
\$1.39 Value Pure Thread Silk Hose, all colors 85c
\$1.75 value Pure Silk Full Fashioned Chiffon Hose, all colors \$1.39
\$1.85 Pointex Heel, all colors \$1.45
\$1.95 Pointex Heel, all colors \$1.69
\$2.50 Pointex Heel, all colors, two-tones \$1.89
\$2.50 Brilliant Heel which is a beautiful Pointex, Sale \$1.69

All Merchandise on Sale and No Merchandise Guaranteed on Sale Any Specified Length of Time. Be Here and Share in All the Good Things