## AT THE HEIGHT OF THEIR USEFULNESS COMES THIS SWEEPING CLEARAWAY OF OUR SUMMER $:-$ STOCKS AT DECIDEDLY LOWERED PRICES! :-:

Think of a store full of fresh and fashionable Summer goods; a store with splendid assortments of precisely the merchandise you need now and will continne to need for the next two months or more -a store where all prices are reduced and many are less than the actual wholesale cost! Think of a store like this and you will have a correct mental picture of our store during the JULY CLEARANCE SALE WHIOH BEGINS ON

## SATURDAY JULY 3rd, AND LAST UNIIL SATURDAY, JULY 17th.

The purpose of this sale is to effect a clearance of Summer stocks while the goods are in demand. If we waited a month or so we could probably sell a great deal of this merchandise at full prices; for it is just the merchandise that you need and have to buy. But we do not care to wait! We KNOW that at the extraordinarily low prices we quote during this sale, our Summer stocks will melt awsy quickly; and that is what we want

Our July Clearance Sale is the most important event of its kind we have ever held if large stocks low prices and quick attentive service mean anything. We begin this great merchandise disposal on Saturday, July 3rd, and continue it until Saturday, July 17th. The earlier you come, the better selection you will have, so COME EARLY.


## Muslin Underwear at Clearaway Prices.

Better supply your needs here and now that are good all the year.

CORSET COVERS-Beautifully made and trimmed. Extra good values at 25 c

CORSET COVERS-Daintily trimmed with finest insertion and edge. Values
woth 50 c. to 98 c . Sale Price
gowns-An unusually good assort ment of regular 50 c . and 7 fc . Gowns of
crepe and long cloth. July clearance Price $\quad 39 \mathrm{c}$

Gowns-Another lot of high grade

SKIRTS - A beautiful assortment of Underskitrs wo
ance Price

Slaughtered Prices on Silk Dresses.
We've had a most successful season with Silk Dresses and on what is left we are going to cut prices so deep that no economical woman can neglect this opportunity of securing a good dress cheap.

Of course the quantity is limited and sizes are not all here-but if you find your size the price will be right.

| All $\$ 25.00$, and $\$ 20.00$ dresses reduced to All $\$ 15.00$, and $\$ 12.50$ dresses reduced to |  | \$12.50 |
| :---: | :---: | :---: |
|  |  | \$ 5.98 |
| All $\$ 5.98$ dresses reduced to .... .............................. $\$ 3.50$ |  |  |
| OOWN GO THE PRICES ON LINGERIE ANO WASH DRESSES |  |  |
| LOT 1 <br> of a beautiful lot of all white, and figured angie dresses that are bodiement of style and ses that sold regularly $\$ 9.98$ and $\$ 12.50$ July Clearance Sale for | LOT 2 | LOT 3 <br> is made up of a lot of pretty ginghams, crepe and lawn dresses also a few all white styles-garments that are worth $\$ 2.98$ to $\$ 2.50-$ especlally big bargains at July Clearance Price |
|  | is made up of lingerie, lawn and voil dresses that sold at $\$ 6.50$ and $\$ 5.98$. |  |
|  |  |  |
|  | $\$ 4.48$ |  |
|  | Extra Values in Porch Dresses, made of |  |
| 6.48 | crepe, ginghams, etc. Sale price. 98 c | \$1.98 |

## EXTRA SPECIAL IADIES GOWNS <br> Quantity Limited to 20 doz nly One to a Custome 15c each

## Shirtwaists

to be Moved Quickly
A beauttral astarertment of ner myle waltats juat reeeved will add to the als.

Crepe dechine Waists $\$ 1.98$ Exrra food waists that wold trom 85.00 to 82.50 reduced tor our Juls clearnace
Sale to only
si.98

Jap Silk Waists 98c


High Grade $\$ 1.00$ Waists 69c Fresh new walsts made of embroidered Voile and okgande, etc. Just received

Waist Bargains at 45c This lot is made up of pretty waists,
some of them $\$ 1.00$ values-odds and some of them $\$ 1.00$ values odds and
ends July Clearance Price only 45 cech


Filmal call on mil lanes' coats ain suits
We have a tew numbers to sutts and Coatas that we want move
once

All 82.500 and $\$ 20.00$ Sutha reflued tor this Sale 59,98
Other Suits $\$ 7.50$
This tracludes all other Sutat cheaper than above Don: This includes
miss this opportunity

Ladies Silk Coats
$\$ 7.50$
Beautiful Coats made of Styligh new silks in latest styles
values ${ }^{-}$tp to $\$ 15.00$-reduced as above
Ladies' beach coats made of newest woolen ma
MISSES' RED SPORT COATS now $\$ 2.98$


White Goods, etc.
big lot of all white fancy crepes and sheer white goods

## 8c yard

Lace Specials
Embroideries

To be sacrified
Embroideritas mumb be clean-


${ }^{9} \mathrm{c}$ per yard
We are overloaded on Laces, so we are going to clean out
a big lot of shadow, cluny tancy torchon and val lace worth up to 10 c . and 15 c , a yd.
Price to Clean Price to clean

2 yards for 5 c

Hosiery
The prettiest and most comprebensive lines of dainty and ductions should prove Interesting.

Extra Quality Silk Hose 25c
$\xrightarrow[\text { anywhere }]{\text { big }}$
Regular 50c Hose Special 39c
omprising a big assortment of silk hose-black, white
and tan
Special \$1.00 Hose for 85c
ANY 81.00 HOSE IN OUR STORE will be sold special this
week for above price
infants' socks -a big lot or socks morther
pair. Sale Price
ADEs' Gatze nose- Special valur at


