

\$20 000 000 STOCK REDUCTION SALE

As we have already announced through the Evening Observer, we find ourselves with about \$20,000.00 more goods on hand than we should have at this time of the year. This surplus must be moved this month and while we realize that it is a herculean undertaking, we are determined that it SHALL MOVE. Former prices have been lost sight of--Profits have lost their attraction and in many instances original cost has been entirely forgotten. The all important object is to MOVE THIS STOCK AT ANY COST. We take time by the forelock--such far-reaching sales are seldom approached in July and August. We give you merchandise buying opportunities during this month--the height of the season for summer goods--such as has never been equalled. Read every item in this ad "If you see it in our ad it's so."



Ladies Skirts Less

No department in our store can boast of better values. Our skirts are from the best manufacturers in the country. They are made right, they fit right, and above all priced exceedingly low. Our June prices cannot do more than pay for the material.

\$1.50 and 1.75 skirts for \$1.18. In this lot of skirts you will find some very desirable garments for wear and general service.

\$2.25 skirts for \$1.88 in invisible check chevoit.

\$4 black flannel skirts 2.85, trimmed in silk bands and buttons. \$6 skirts, 4.75; 6.75 skirts, 5.50; 13.50 skirts, 10.80; Call and see them.

Ladies Suits

\$10.00 Ladies suits, 5.00; 12.00 ladies suits, 9.00; 14.00 ladies suits, 10.00; 18.00 ladies suits, 15.00; 15.00 ladies suits 12.50; and so on through the line.



Ladies Shirt Waists 50 Cent Waists All Colors For 25 Cents

\$1.25 waists, 98c in white and colors, everyone of them special values at regular price, 98c

75c shirt waists for 49c All Colors

\$2 waists, 1.68 For popular priced waists these are unexcelled for style and finish, \$1.68

All \$3.00 WAISTS, during sale, \$2.48. We especially call the attention of those who are particular about their dress to these waists. We have a goodly assortment in all the most popular summer materials. The make up and style has taxed the ingenuity of the most expert shirt waist designers.

COMPLETE OUTFIT FOR MEN \$13.10

About 50 of these outfits of high-grade goods, including everything necessary for a complete outfit.

- \$ 8.50 coat
- 3.00 pants
- 2.50 shoes
- 1.50 hat
- .75 shirt
- .35 suspenders
- .35 tie
- 1.5 collar
- 1.5 socks
- .75 suit on "new"

for
\$13.10

\$ 1800 total

Men's Trousers.

We are determined to reduce our immense stock of men's pants, and promise you a surprise in prices that will enable you to get them at much less than you have ever bought them.



MILLINERY VALUES WITHOUT PRECEDENT.

During this monster June sale every ladies', Misses and Child's hat in our millinery department, which is still full, choicest hat offerings of the season at price reductions you will appreciate.

Newest in Fans. New Hair Combs. Silk Flowers.



Fancy Silk and Silk Suit Patterns Much Less

Here is an opportunity for economical buying that is absolutely unparalleled. We own these silks at prices which the average buyer would consider better than right. Profits are forgotten--they must go.

- \$1.50 and 1.25 suit patterns, 98 cents
- 1.00 suit patterns, 78 cents
- 1.25 Grenadiers, 98 cents
- 1.00 Brocaded silks, 78 cents



MADE FOR US BY PETERS SHOE CO. ST. LOUIS.

Special Shoe Values.

See our bargain shoe tables. We have placed on them some of our best values; they are all made by the Peters Shoe Co., and there is no better shoe made for the money. We note a few here--many other equally good bargains:

- \$ 3.00 Ladies' Shoes \$2.48
- \$1.75 Men's Shoes \$1.18
- \$2.25 " " \$1.88
- \$1.50 " " \$1.18

Extraordinary Shirt Values

About fifteen dozen mens shirts, soft and stiff fronts, priced 75c, 85c, \$1.00, and 1.25 for your choice, 59c

Two-in-one working shirt for 29C

All Summer Neck Wear for 2C

Boys Suits

At most economical prices. The assortment is the best in the city. Many of our friends express surprise at the large stock of boys suits on our tables. There is good reason for this too, but we like to suit as well as fit the little man, and we can't do it with any less.

Wool suits during sale as low as \$1.50

Ladies Wrappers

- At next-to-nothing prices
- 75c to \$1.00 wrappers.....59c
- \$1.25 to 1.50 "98c
- 1.75 to 2.00 wrappers.....1.28

These wrappers are all full size and neatly made. They are ideal garments for the kitchen these hot days



Extra Special Dress Goods Offer
About three hundred and fifty yards of
65c all wool dress goods, all colors,

59c

The Fair
THE PLACE TO SAVE MONEY

STANDARD PRINTS
5C
DURING THIS SALE.

THIS SALE EXTRAORDINARY CONTINUES UNTIL JUNE 30