

Merchant & Son Must Have Money

BUSINESS OPENED WITH A RUSH

The Store Has Been Crowded All Day Taking Advantage of This Great Money Saving Sale

EVERYTHING POSITIVELY CASH

Free---5 Valuable Prizes Absolutely Free

Every one attending the first and second day will be given a ticket without charge or any obligations to us. Same will be placed in a box and drawings made at hours stated below.

MONDAY, JULY 17th

- 1st Prize 10 a. m. **\$2.50** Back Comb & Barrett to match
- 2nd Prize 12 m. **\$2.50** Ladies' Silk Hose
- 3rd Prize 2 p. m. **\$3.50** Gold Links and Scarf Pin
- 4th Prize 4 p. m. **\$7.50** Ladies' White Pettycoat
- 5th Prize 5:30 p. m. **\$5.00** Choice Ladies' or Gents' Shoes



White Goods Department

Including organdies, dimities, batistes, linons, piques, Indian heads, etc., etc.—

10c Quality — Sale Price	6 1/4c the Yard
15c Quality — Sale Price	10c the Yard
20c Quality — Sale Price	12 1/2c the Yard
25c Quality — Sale Price	18c the Yard
35c Quality — Sale Price	20c the Yard
50c Quality — Sale Price	35c the Yard

19-inch Guaranteed taffeta Silks in all shades of red, blue, pink, brown, green, grays, purple, and etc. Regular 85c quality. **SALE PRICE, Yard 58c**

27-inch India Silks in all shades of red, blue, pink, brown, green, grays, including black and white. Best quality. **SALE PRICE, Yard 36c**

50c Albatross suitable for waistings, wrappers and etc. 36-inch wide in red, pink, blue, purple, cerise, green, Copenhagen, black, white and cream. **SALE PRICE, Yard 38c**

Fancy Goods Department

30 and 35c Ladies' Hose "Black". All sizes Pair **19c**

50 and 60c Ladies' Lisle Hose, Black. All sizes, Pair **38c**

25 and 35c Ladies' High and Low Neck Gauze Vests **19c**

50 to 65c Ladies' High and low Neck Gauze Vests, and pants to match **38c**

Children's Cotton Ribbed Underwear,—

Sizes 16 to 18	Sale Price, Each	10c
Sizes 20 to 24	Sale Price, Each	15c
Sizes 26 to 28	Sale Price, Each	22c
Sizes 30 to 34	Sale Price, Each	28c

Warner's Rust Proof Corsets—Standard Brand—

\$1.00 Quality	Sale Price	75c
\$1.50 Quality	Sale Price	\$1.15
\$2.00 Quality	Sale Price	\$1.35
\$3.00 Quality	Sale Price	\$2.15
\$5.00 Quality	Sale Price	\$3.35

Ladies' Girdles 60c quality. **SALE PRICE, Each 38c**

All Laces, Embroideries, Trimmings, Neckwear, Shell Goods, Ribbons, Hand Bags specially reduced. Marked out in plain figures. Don't overlook this great bargain carnival.

\$25.00 to \$35.00 Ladies' Suits \$10.00

This may seem ridiculously cheap but when you consider that we only have about eight garments remaining from our Fall stock, you may not wonder at this sensational offering.

Dry Goods Department

We have never made our sale so general in reductions. Everything has been bargained and sold cheaper than ever before.

150 Pieces of extra quality, fast colored French gingham, sold regularly, for 12 1-2 and 15c the yard. All desirable patterns. **SALE PRICE, Yard 8 1/2c**

100 Pieces, best quality American prints, in staple shades of navy, gray, black and indigos. Regularly sold for 7 to 8 1-2 cents the yard. **SALE PRICE 5c**

50 Pieces of fancy colored Silkolines in the latest patterns. 36-inch wide. Regularly sold for 15c the yard. **SALE PRICE 10c**

20 Pieces figured lawns, very desirable for fancy summer garments, sold for 12 1-2 and 15c the yard. **SALE PRICE 7 1/2c**

50 Pieces extra fancy organdies, dimities, batiste and lawns selling regularly for 20 to 25c. **SALE PRICE, Yard 12 1/2c**

50 Pieces of fancy silk mixed and mercerized waistings, not a piece sold less than 35c the yard. **SALE PRICE 19c**

Muslin Underwear Department

In this stock we have some of the prettiest selections ever in our store. Beautifully trimmed in laces and exquisite embroideries in all qualities and priced ridiculously cheap. Consisting of Gowns, Chemise, Pettycoats, Pants, Corset Covers, etc., etc. **TAKE ADVANTAGE.**

50 and 60c Garments	SALE PRICE	35c
75c Garments	SALE PRICE	55c
\$1.00 Garments	SALE PRICE	65c
\$1.50 Garments	SALE PRICE	\$1.10
\$2.00 Garments	SALE PRICE	\$1.35
\$2.50 Garments	SALE PRICE	\$1.85
\$3.00 Garments	SALE PRICE	\$2.30
\$4.00 Garments	SALE PRICE	\$2.95
\$5.00 Garments	SALE PRICE	\$3.85
\$7.50 Garments	SALE PRICE	\$5.45

A Great Sale of Ladies' Gent's and Misses' Shoes

Now is your chance to stock up for a while. Our mammoth Shoe Department will be put at your disposal. Take advantage. Not a restriction in the entire department.

\$4.00 to \$4.50 LADIES' OXFORDS — SALE PRICE \$2.65

This includes practically our entire stock of Ladies' Fine low Shoes, in patent leather, gun metal and kid. Strap, button or lace in all the late styles of the season. **SALE PRICE \$2.65.**

\$4.00 to \$4.50 MEN'S FINE DRESS SHOES — \$2.95

Men's fine Dress Shoes in all leathers, gun metal, box calf, patent and valoure in all the very latest styles. Can you beat it? — **SALE PRICE \$2.95**

Boys' and Young Men's Short Pants Suits

\$3.50 Boys Short Pant Suits	\$2.65
\$4.00 Boys Short Pant Suits	\$2.95
\$5.00 Boys Short Pant Suits	\$3.50
\$6.00 Boys Short Pant Suits	\$3.95

Boys' Knee Pant Suits, with straight pants, Ages 6 to 14 years. To close out clean

ONE-HALF PRICE

Men's Clothing Dep't---Note Prices

We have held the reputation of carrying nothing but the very best makes of Men's Clothing. Garments that were guaranteed to hold their shape and color and would stand up to all expectations.

We have made an especially large cut. Our determination to give you something a little better and cheaper than it was ever your opportunity to buy.

\$15.00 to \$16.50 Men's Suits.	SALE PRICE	\$9.50
\$18.00 to \$20.00 Men's Suits.	SALE PRICE	\$11.90
\$23.50 to \$25.00 Men's Suits.	SALE PRICE	\$16.50
\$27.50 to \$30.00 Men's Suits.	SALE PRICE	\$19.80
\$35.00 Men's Suits.	SALE PRICE	\$25.50

This is positively the biggest cut we or any one else will ever make again. So we say—**Take Advantage.**

Men's Furnishing Goods Department

\$1.00 and \$1.25 Monarch Dress Shirts	Each	50c
\$1.50 and \$2.00 Cluett Dress Shirts	Each	\$1.15
\$2.50 Men's Blue Flannel Work Shirts		\$1.95
Arrow brand Collars	Each	10c
Men's Cotton Work Gloves	Pair	5c
50 and 60c Men's lightweight Underwear	Garment	35c
25 and 35c Men's black and tan Hose.	Pair	19c
35c Loggers' heavy wool Sock, Gray, brown and navy.	Pair	19c
50 to 75c Crown Suspenders	Pair	35c
50c Men's Suspenders, webs a little light.	Pair	20c

All Trunks, Suit Cases, and etc., **REDUCED.**

Shoes at One-Half Original Price

We have established a great bargain counter of Ladies', Misses' and Children's Shoes in all styles and including the best shoes in our mammoth department. Great many of them are from broken lots that we want to clean out completely. Look up bargain counter.

HALF PRICE

In conclusion we want to say to those who may not understand this reckless price-cutting event and would possibly take it to be exaggerated that our determination is to turn our stock into cash at an early date as we have urgent need for it and in order to accomplish our ambition, we are making the general public this most liberal offer of high grade merchandise at a price you will never again be able to obtain.

Hoping to see you all again on Monday, we are yours

MERCHANT & SON