

Now Comes the Long Looked Forward to Even Our Annual Summer Clearance Sale and Merchandise Fair

12¹/₂ Gingham 9¹/₂

Here's a sale of our well-known best quality Dress Gingham that will stir the greatest enthusiasm. All are fast colors in light and dark colors, checks, stripes and plaids. Full 27 inches wide and regularly sold at 12¹/₂ cents. During this sale, per yard **9¹/₂**

COMMENCING SATURDAY, JULY 11 FOR 12 DAYS ONLY

We regard our advertisements as we do our word spoken in the store—they must be absolutely true. We have surrounded ourselves with principles and policies in this store life that make it imperative that we never shall vary one iota from the facts—therefore we expect you to believe our advertisements as implicitly as you would believe what you already know. We ask you to place this confidence in us, and we in turn pledge our business success to never violate this confidence. Just at this time of the year we are in the habit of cutting prices to clear decks of surplus stocks. Just now the habit is grown stronger upon us—mark well all reductions

65c Ratine Now 3

The season's most popular cloth is now the greatest reductions. All our 36-inch lines in colors of pale blue, pink, Copeland Navy. The quantity of each color is limited first come, first served. Regularly sold at 50c and 65c. At per yard

A REGULAR HARVEST OF BARGAINS

REMEMBER—This is the greatest event ever known in merchandising on Coos Bay. An occasion of tremendous importance. This is not a money-making sale for us but it's a friend-maker. You have learned to expect much from us. Be here and prove our assertions and save on every purchase.

50c French Challis at 39c

All our beautiful line of well-known French Challis enter this sale at the biggest saving. They are strictly all wool. Come in light and dark grounds with floral stripe and dot effects. Regularly 50c. Now at per yard **39c**

\$1.00 Messaline Silks at 79c

Then come these high-grade fast-edge Messaline Silks, full 27 inches wide in such popular colors as Nell Rose, Cadet Blues, Pinks, Cream, Garnet, Blacks and White. All shades and regularly sold at \$1.00. Now priced at per yard **79c**

Startling Reductions on Suits

TO \$25.00 LADIES' TAILORED SUITS AT THIS SALE \$9.95
TO \$15.00 LADIES' TAILORED SUITS AT THIS SALE \$6.95
We have bunched together two lots consisting of some 30 Ladies' Suits. We wish it strictly understood that these are not all this season's styles, but styles that are suitable for everyday use. They comprise many weaves and colors; some Blacks and Blues. They are of the best makes; some lined with Skinner Satin. Those wanting a general utility suit will find the greatest of bargains in these \$15.00 to \$25.00 Suits at **\$6.95** and **\$9.95**

MOST DRASTIC REDUCTIONS of the Year

Never were prices so ruthlessly cut on garments—yard goods and general Dry Goods. Never make such preparation for your coming. Everything displayed for your easy choosing. All prices plainly marked. Every article in the store is reduced. **NOTHING HELD IN RESERVE**

To 35c Wash Goods at

Clearing up the stocks of Wash Goods is your opportunity to cure the best and noblest weaves of Ratines, Crepes, Seersuckers, Poplins, etc., in all colors. See this fine lot early and save. Now priced at per yard

25c Ladies' Lisle Hose

One lot of about 10 dozen Ladies' Silk Lisle Famous Army Hose, in colors of Pink, Blue and Oxblood; double heel garter tops. Here is a Hose that we have built a reputation for their serviceability at 25c per pair. Now per pair

HERE'S A WAIST CHANCE FOR YOU

And dozens of styles for you to choose from. High neck or low neck Kimono sleeves or set-in sleeves. Lawns, Voiles and Marquisettes. Here's some prices:

85c WAISTS NOW	40c	\$1.00 WAISTS NOW	59c
\$1.25 WAISTS NOW	60c	\$1.50 WAISTS NOW	87c
\$2.00 WAISTS NOW	\$1.20	\$2.25 WAISTS NOW	\$1.40
\$3.00 WAISTS NOW	\$1.98	\$3.50 WAISTS NOW	\$2.30
\$4.50 WAISTS NOW	\$2.98	\$5.00 WAISTS NOW	\$3.20

\$6.50 LADIES' KHAKI SUITS TO BE SOLD AT \$3.89

For Outing, Camping, Riding or Walking. Here's a Khaki Suit for every kind of occasion. Made of regulation Army Khaki with skirts medium full, 3-4 jackets, strongly made. Be early. **\$3.89**
There's only four suits at

ALL KNIT UNDERWEAR REDUCED

Supply your needs for months to come. Notice these prices:
25c VESTS, PANTS, UNION SUITS at **19c**
50c VESTS, PANTS, UNION SUITS at **39c**
75c VESTS, PANTS, UNION SUITS at **59c**
\$1.00 VESTS, PANTS, UNION SUITS at **79c**
\$1.25 VESTS, PANTS, UNION SUITS at **98c**

WANT A DRESS? READ THESE PRICES.

Dresses for house or street wear at the bare cost of material, what we are offering in this remarkable sale. These prices are:

\$1.25 DRESSES NOW	80c	\$1.50 DRESSES NOW	1.00
\$1.75 DRESSES NOW	\$1.30	\$2.00 DRESSES NOW	1.50
\$2.50 DRESSES NOW	\$1.98	\$3.50 DRESSES NOW	2.50
\$4.50 DRESSES NOW	\$3.45	\$5.00 DRESSES NOW	3.95

ONE LOT \$1.25 HOUSE DRESSES OFFERED AT 80c

25c GALATEA NOW AT 14c

- 15c RIPPLETTES AT **12c**
- 12¹/₂ OUTING FLANNEL **8¹/₂c**
- 10c CRETONES AT **8c**
- 60" FEATHER PILLOWS **40c**
- BEST FAST CALICOES **5c**
- APRON GINGHAMS AT **7c**

NOTICE THESE NOTIONS

- PEARL BUTTONS, 2 cards for 5c
- HAIR PINS, 2 boxes for **5c**
- MENDING COTTON, 4 spools **5c**
- HAIR CURLERS, 2 bids for **5c**
- SAFETY PINS, 2 cards for **5c**
- BEST EAGLE PINS, pkg at **5c**
- HOOKS AND EYES, 2 cards for **5c**
- BEST COTTON TAPE, 4 for **5c**

\$2.50 F. R. and R. & G. Corsets, 79c

Some 50 pairs of well known R. & G. and F. P. Corsets enter this amazing sale. They are some of the distinguished numbers that have been among the most popular sellers. Good models for stout and medium figures. These we have placed on sale in the Corset Department at

\$1.25 DRESS SHIRTS AT 55c

We know of no such offering in Men's up-to-the-minute Shirts as this. Choose from every kind of weave and fabric in styles with military or detachable collars, in soft shades of Tan, Gray, Cream or White. All sizes in this lot **55c** and pay us, each

\$1.00 DRESS SHIRTS

One lot of broken sizes, but all of them are of the most excellent quality. Made of best quality Gingham and Cheviot in all sizes; in colors of Blue, Khaki or Black and White at **50c**

\$1.00 TABLE LINENS, 79c

- \$1.25 TABLE LINENS at **98c**
- \$1.00 TABLE LINENS at **81.20**
- NAPKINS TO MATCH
- \$1.00 LACE CURTAINS **70c**
- \$1.25 SCRIM CURTAINS **81.30**
- \$2.25 SCRIM CURTAINS **81.70**
- \$4.25 SCRIM CURTAINS **82.00**

Now For Children's Dresses

Our grand reductions on every garment means the speedy clearance of all sizes. Bring this list with you. See the original prices and pay us the reduced price. This includes both white and colored dresses.

50c Children's Dresses	37c
75c Children's Dresses	50c
\$1.00 Children's Dresses	60c
\$1.25 Children's Dresses	80c
\$1.50 Children's Dresses	\$1.10
\$2.50 Children's Dresses	\$1.00

79c

Per Pair

\$1.25 Monarch Shirts at 98c

Now men! Here's your final chance at your favorite Shirt Store. All our brand-new Monarch Shirts, made of the finest Madras and in the newest patterns. This is an opportunity to stock up at the greatest of savings. All sizes are here from 14 to 17. Regular **98c**
\$1.25 now each

\$1.50 ARROW SHIRTS	AT \$1.10
50c FOUR-IN-HAND	TIES AT 30c

To Clear Embroideries

One sweeping reduction has been made on every piece of our superb stock of Lace, Embroideries, Flouncings, Edgings, Bands, Insertion and Corset Covers. All take their place in final clean up.

10c EMBROIDERIES NOW AT	8c
15c EMBROIDERIES NOW AT	12c
20c EMBROIDERIES NOW AT	16c
25c EMBROIDERIES NOW AT	19c
30c EMBROIDERIES NOW AT	27c
35c EMBROIDERIES NOW AT	30c
40c EMBROIDERIES NOW AT	33c
45c EMBROIDERIES NOW AT	36c

Sensational Sale of Muslin Underwear Now

Table after table of bargains greet you throughout the store, but the liveliest center will be the exhibition sale of our entire stock of Corset Covers, Slips, Gowns, Combinations, Drawers and Chemises. Space does not permit of our quoting prices here. Just rummage round and pick your garment. All placed for your easy choosing and plainly marked.

Stupendous Sale Trimmed Hats

ANY TRIMMED HAT IN THIS STORE TO BE SOLD AT \$2.79
Just think. The time of the makers trimming is worth that much, and you take your choice from masses of the best styles of the season. There's no "We alike, and remember, this is the final price reduction that will be made on trimmed hats this season. We expect to clear the lot in the first days of the sale. **NON-RESERVED. NON-SENT ON APPROVAL. \$2.79**

REGULAR \$2.25 MEN'S HATS TO BE SOLD

This includes every man's hat in our store that sells. Every style in this season's latest. No accumulation of old styles can be found here at **1.00**

\$1.00 POROSKNIT UNION SUITS WILL GO

Another snap this for the man who studies his comfort. Union suits are the comfortable garments of the year. clear our entire stock in the next few days at each **50c**
50 POROSKNIT VESTS AND PANTS AT **30c**

Every Article Is Reduced

LOOK TO YOUR BEDDING NEEDS NOW AND SAVE

This sale offers you the biggest saving in Bedding Wants. Bedding prices are soaring high. Our prices are lower than usual. Take our advice and stock up during this clearance sale.

S. S. Jennings

NORTH BEND

MEN'S WORK AND DRESS PANTS PRICED

INCLUDING KHAKI AND CORDUROY PANTS	
ALL \$1.95 MEN'S DRESS OR WORK PANTS	1.50
ALL \$2.25 MEN'S DRESS OR WORK PANTS	1.75
ALL \$3.25 MEN'S DRESS OR WORK PANTS	2.50
ALL \$4.50 MEN'S DRESS OR WORK PANTS	3.50