20 per cent off

On all high-grade Silk Petticoats,

Except Klosfit

## CHILDREN'S SWEATERS

Regular \$1.00, Now 790
Regular \$1.25, Now 95c
Regular \$1.65, Now \$1.15
LADIES' AND MEN'S
SWEATER COATS
Regular \$3.50, Now \$2.45
LADIES' AND MEN'S SWEATER COATS Regular $\$ 6.00$. Now $\$ 4.65$

## Ladies' and men's

 SWEATER COATS Regular $\$ 7.00$, Now $\$ 5.75$
## LADIES'

KHAKI SKIRTS
Regular $\$ 2.50$, Now $\$ 1.95$
Regular $\$ 3.50$, Now $\$ 2.65$
BIG BARGAINS
IN
CHILDREN'S
WASH DRESSES
50c
CHILDREN'S ROMPERS
Now 39c.
ONE-THIRD OFF
ON ALL
BOYS' WASH SUITS
BOYS' AND CHILDREN'S
HATS
AT SALE PRICES
ONE-FOURTH OFF ON ALL
RIBBONS
ONE-FOURTH OFF ON ALL
BED-SPREADS
85c
BLANKETS
Now 670
$\$ 1.00$
BLANKETS
Now 79c.
BLANKETS $\$ 1.45$
Now $\$ 1.17$
$\$ 1.85$
BLANKETS
Now \$1.57
outing flannel
GOWNS
AT SALE PRICES

## One Lot Messaline Petticoats <br> all cologs \$ <br> .85

One-Fourth Off
on all Laces and Embroideries

Big Reduo on all Children Coats

## Big Mid-summer Clearance Sale

A Sale of Magnitude, beginning 8:30 O'CLOCK, SATURDAY MORNING, JULY 11 th. Goods in all departments greatly reduced.
This advertisement means just what it says. The purpose of this sale is to reduce the stock---to make room for the new shipments of incoming goods. Those who remember our big sale of last January will thoroughly understand that a sale at this store means a genuine, straight reduction from the normal price. There is no juggling with price under the word "Value."

> Ladies' Afternoon and Ladies White LíLingerie Evening Dresses $\begin{aligned} & \text { Latest styles and colors including } \\ & \text { those of Crepe-de-Chine. Crepe Meteor }\end{aligned}$ $\begin{aligned} & \text { those of Crepe-de-Chine, Crepe Meteor, } \\ & \text { Brocaded Silks, Pussy Willow Silks and }\end{aligned}$ Fancy Materials, also Chiffon Dancing Frocks in the much - wanted evening shades. Regular price $\$ 8.50$, now Regular price \$15.00, now Regular price \$17.50, now Regular price $\$ 20.00$, now Regular price \$25.00, now | Regular price $\$ 30.00$, now |
| :--- |
| Regular price $\$ 35.00$, now | Including newest colors and materials. Some in most fashionable styles. This lot includes 43 Dresses priced regularly at from $\$ 6.00$ to $\$ 8.50$. Every dress in this lot goes at the one price Modart and American Lady Corsets All Corsets will sell during this sale at a straight reduction of TWENTY PER CENT. This includes the latest models $\begin{aligned} & \text { in the famous } \\ & \text { LADY makes. }\end{aligned}$ $\begin{aligned} & \text { ADY makes. } \\ & \text { Broken lots in AMERICAN LADY Cor }\end{aligned}$ sets, $\$ 2.50$, now only $\$ 1.50 ; \$ 1.25$ and $\$ 1.00$ Corsets now only 75 c .

Regular price $\$ 2.50$, now
Regular price $\$ 3.00$, now Regular price $\$ 3.50$, now Regular price $\$ 4.00$, now Reguiar price $\$ 4.50$, now Regular price $\$ 5.00$, now Regular price $\$ 5.50$, now Regular price $\$ 6.50$, now
Regular price $\$ 7.50$, now

## Ladies Tub Dresses

Ineluding all the newest eflects in
 Ors: some shoming the new Tuicic and Russian styles, will be sold during this sale at

## 1-4

Off the regular price
s1.50 and 81.25 House Dreseses, 850
Ladies Wool Dresses
Newest styles in Wool Crepe, BedCombinations of Golfine and Faille Cloth Combinations of Golfine and Faille Cloth.
Regular price $\$ 7.50$, now Regular price $\$ 7.50$, now
Regular price $\$ 10.00$, now Regular price $\$ 12.50$, now Regular price $\$ 2.50$, now
Regular price $\$ 15.00$, now Regular price $\$ 17.50$, now .... $\$ 10.65$ Regular price $\$ 18.50$, now Regular price $\$ 20.00$, now Regular price $\$ 22.75$, now Regular price $\$ 25.00$, now

BIG REDUCTIONS ON ALL FINE
WAISTS.

## Crepe Kimonas

Regular price $\$ 1.25$ and $\$ 1.50$ now 98 c
Regular price $\$ 2.00$, now

## Regular price $\$ 2.00$, now

 Regular price $\$ 2.50$, nowRegular price $\$ 3.50$, now Regular price $\$ 3.50$, now \$3.50, now

Flannelette Kimonos

## Regular price \$2.25, now ....... \$1.60

Regular price $\$ 2.50$, now $\ldots . . .$. Regular price $\$ 3.00$, now Regular price $\$ 3.50$, now

ONE-THIRD OFF ON ALL SILK KIMONOS AND TEA GOWNS UP TO $\$ 20.00$.

## Ladies Coats

Regular price $\$ 10.00$, now Regular price \$12.50, now Regular price $\$ 13.75$, now
Regular price $\$ 15.00$, now Regular price $\$ 18.75$, now Regular price $\$ 20.00$, now Regular price $\$ 25.00$, now Regular price $\$ 30.00$, now ALL WHITE COATS NNW $\$ 15.85$

GO AT REDUCTION MACKINAWS PER CENT
Infants Dresses
Selling Regularly at 75 c to $\$ 3.50$. Now Age Six Months to Six Years.

\section*{| SHOES |
| :---: |
| AII SELBY SHOES, reg, 84.00 at $\$ 3.45$ | <br> All SELBY SHOES, reg. $\$ 4.50$, at $\$ 3.95$ ALL MISSES', CHILDREN'S AND INFANTS' SHOES AND SLIPPERS AT REDUCTION OF} 20 Per Ct.

buy the foncestrers shoes now - TI's worth wille.

Ladies Raincoats
Regular price $\$ 5.00$, now
Regular price $\$ 6.00$ now $\$ 3.55$ Regular price $\$ 6.00$, now
Regular price $\$ 7.00$, now Regular price $\$ 7.00$, now Regular price $\$ 8.00$, now Regular price $\$ 12.50$, now Regular price $\$ 20.00$, now ....... $\$ 12.50$

## Muslin Underwear

75 c and 50 c Combination Suits, at 25 c $\$ 1.00$ Combination Suits, now ...50c $\$ 1$ and 85 c D awers, now ........45c $\$ 1.50$ and $\$ 1.25$ Princess Slips now 98c
all muslin underwear at corRESPONDING REDUCTIONS

## Ladies Suits

Regular price $\$ 16.75$, now $\ldots . . \$ 8.95$ Regular price $\$ 18.75$, now $\begin{array}{r}\$ 8.95 \\ -\$ 9.85 \\ \hline 10.75\end{array}$ Regular price $\$ 20.00$, now Regular price $\$ 22.75$, now

Regular price $\$ 25.00$ now Regular price $\$ 28.75$, now | Regular price $\$ 30.00$, now |
| :--- |

Ladies Waists, Blouses
and Middies
Ladies' Khaki Shirts, $\$ 1.50$, now 75 c
Ladies' Soisette Shirts, $\$ 1.25$, now 75 c
Ladies' Madras Shirts, $\$ 1.25$, now 75 c
La LINGERIE WAISTS
Regular price $\$ 3.50$ to $\$ 4.00$, now $\$ 2.48$
Regular price $\$ 2.25$ to $\$ 3.00$, now $\$ 1.89$ Regular price $\$ 1.25$ to $\$ 1.50$, now 980 ne lot White Waists
One lot Ladies' Fine Waists, plain and embroidered Messaline, some Matlese Cloth, some of Chiffon, others of Tafreta Silk, good colors, priced regularly
$\$ 3.50$ to $\$ 6.00$ H1 Mor 2

AT ONE-FOURTH TO BE SOLD REGULAR PRICE

CHILDREM
WASH DRESY,
$\$ 1.50$
MUSLIN GOII
Now 75 c.
\$1.25 SILKS Na
$\$ 1.00$ SILKS No
50c SILKS Non
TWENTY PER OFF ON ALL
TABLE LIME
$121 / 20$
DRESS GINGHM
Now $91 / 24$,
$\$ 1.50$
SKINNER SAT
Now $\$ 1.23$
250
FRENCH GINGH
Now 210.

OUTING FLANII:
Now 91/0.
TWENTY PER
OFF ON ALL
CURTAIN SCR
TWENTY PER C:
OFF ON ALL FANCY SILK CRE

ONE-THIRD OFF
LEATHER PURSi
AND MESH B
BATHING SuITS
SHOES AND
NOW ON SALE

TWENTY PER
OFF ON
LADIES'
KNIT UNDERWE
ONE-THIRD OFII
ON ALL
HAIR ORNAMEN:
20 PER CENT
ON ALL COTTO
RATINES

10 PER: CENT
ON ALL

