Ladies' Smart Stits, Coats, Waists, Skirts and Undergarments, favorite lavorite slyles, to be sacrificed at a mere fraction of their values.

The Rarest Opportunity that has ever knocked at the doors of Astoria's shopping community presents itself at the GREATSLALGHTIERSALE

High Grade Suits, Coats, Waists, Skirts and Undergarments to be sacrificed at a mere fraction of their values.
of the entire stock of a leading doak and suit house of San Francisco, Cal. That house having anticipated a heavy Spring and Summer business in Ladies' Suits, Coats, Waists, Skirts, Undergarments and other dress accessories, has patronized the eastern markets-too liberally. This act on their part, in conju ction with the unseasonable weather, San Francisco has suffered this season, is responsible for the heavy stock that concern has carried over, and to turn this merchandise into cash, that firm has consigned the stocks to us with strict orders to dispose of same within the next ten days. In compli:nce with their orders

## We fnaugurate a Great Slaughter Sale

throwing on the market all the smart and exclusive models of ladies' high class attire at prices that will astonish all who will witness THIS GREAT SALE

## And the Merciless Price-Sacrifice it Offers

The Giteat Slaughter Sale Besins Thursday, July 25th, and Ends Saturday, Ausust 3d

200 Silk and Woolen Jumper Suits, elaborately trim-
med and beautifull designed. This season's favorite
styles, very attractive models, for-
merry sold from $\$ 18.00$ to $\$ 50.00, \$ 8.50$ to $\$ 20$
during sale from.........................

100 Shirt Waist Suits, beautiful models for present and early Fall wear, sawgger creations of artistic designing, made and trimmed in com-
pliance with every dictate of pliance with every dictate of
Dame
Fashion, formerly sold from
$\$ 20$ to $\$ 50$, during sale from...... $\$ 9.00$ to $\$ 22.00$
75 Silk Coats, 3.4 and full length, circular and straight cut, long sleeves, fancy buttons, in natural pongee colors and in black an

50 Panama and voile suits, good for present and early Fall use, pretty styles and designs, made in a manner that makes them breathe taste and refinement, formerly sold from $\$ 24.00$ to $\$ 60.00$, dur- $\mathbf{~ i n g ~ s a l e ~ f r o m ~} \ldots . . . . . . . . . . . . . . . . ~$
in $\mathbf{\$ 2 8 . 0 0}$

finished, hnished, pretty designs, truly beautiful, formerly
sold from $\$ 5.00$ to $\$ 1800$, during sale from sold from $\$ 0.00$ to $\$ 18.00$, during sale from.
$\$ 2.00$ to $\$ 7.50$
lingerie, mull and lawn, pretty shades and designs, artistically trimmed and finished, correct models of this sesson's most authoritive
styles, formerly sold from $\$ 2.00$
styles, formerly sold from $\$ 2.00$
to $\$ 15.00$, during sale from....... 75c to $\$ 6.00$
90 heather bloom petticoats, exact imitation of silk


Muslin gowns, slip-over styles, with short sleeves and in high necks with long sleeves lace and em- 90c
broidery trimmed, during sale, each

Wash belts, embroideried, tucks, pearl and metal buckles worth from 50 to 75 c , during sale each only 10 c

Muslin Underskirts, made full size, embroidery and lace trimmed, tucks and dust ruffe, during sale Corset Covers, dainty selections to choose from, worth frcm 75 c :o $\$ 150$, during sale, each
Do Not Miss this Great slaughter sale Commencing Thursday, July 25, at JALOFFS' STORE
Store Opens at 9 a. m., closes at 12 (noon), Opens at 1.30 p. m., Closes at 8 p. m. 120 Eleventh St. ASTORIA, ORE.



