

## Women's Fine Sweater Coats

\$5 and \$6 Values

Biggest Bargains in Sweater Coats We've Offered This Season



This offering consists of a very special purchase of Women's All-Wool Sweater Coats. They are shown in plain and fancy weaves in the most popular new styles. Semi and fitted waists, also full box styles. They are well made and neatly finished and trimmed, and come in all sizes, in colors brown, navy, oxford, white, cardinal, tan, green, etc. There is nothing more suitable for beach or mountain wear. Regular \$5.00 and \$6.00 values. For this sale at ..... **\$3.90**

## Misses' Fine Sweater Coats

Best \$1.50 Values 98c

A great special offering of Misses' Fine All-Wool Sweater Coats in new styles and weaves, all sizes from 28 to 34, in colors white, red, navy and oxford. Regular \$1.50 values. Specially priced for this sale at ..... **98c**

MAIL ORDERS Carefully Filled

New Idea Magazines, AUGUST NUMBER 5 Cts



All PURCHASES Promptly Deliver'd

New Idea Patterns, ALL STYLES AND SIZES 10 Cents

## Our Greatest Midsummer Sale

We invite you to come and pass judgment on our displays, to acquaint yourself with our qualities, our styles and our prices. Here are special price inducements—great values that you cannot well afford to miss

## Wonderful Embroidery Values



You should avail yourself of this wonderful Embroidery Sale. Here you have choice of hundreds and hundreds of yards of Embroideries, Flouncings, Edgings, Insertion, etc. Shown in a large variety of this season's most popular new patterns. It's time for us to readjust our stock, and real worth and former selling prices have been lost sight of in making these wonderful reductions. SEE TO IT THAT YOU PROFIT BY THESE OFFERINGS.

**15c to 20c Embroideries 8 1/2c Yard**      **35c to 50c Embroideries 17c Yard**  
**75c to \$1.25 Embroideries 33c Yard**      **All \$1.50 Embroideries 43c Yard**  
**All \$2.00 Embroideries Priced For This Sale at 65 Cents a Yard**

**Shirtwaist Fronts, 75c-\$1.25 Vals. 59c**  
 About 500 new Shirtwaist Fronts, made of fine lawn or nainsook, with six rows of the new panel embroidery or insertion, finished with clusters of tucks between each row. A very dainty waist can be made from this material without any trouble. Regular 75c to \$1.25 values. Priced for this sale at ..... **59c**

**Plain Taffeta Ribbons, 40c-50c Vals. 25c**  
 Now is the time to buy Ribbons. Prices are all in your favor. Over 10,000 yards in this lot—6-inch Plain Taffeta Ribbons in all colors, 6-inch Satin Messalines in all colors, 5 1/2-inch Moire Taffeta Ribbons in all colors—all bright, fresh ribbons that are fully worth from 40c to 50c a yard. Priced for this sale at ..... **25c**

## A Special Showing and Sale of Silks and Dress Goods

New Cream Serges at \$1 and \$1.25 a Yard

We have just received a special purchase of New Seashore Serges of extra weights and perfect finish. They are made from the finest selected yarns and are extremely popular just now. They come in plain cream and cream ground, with various sized narrow black stripes. They are by far the best qualities we have ever sold at the above prices.

**New Cream Serges 59c a Yard**  
 A special offering of 38-inch Cream-Colored Ocean Serges of double weight. They are strictly all wool and are very cleverly woven, with a fine, firm finish. It's a fabric that washes perfectly and wears satisfactorily. Very much underpriced at ..... **59c**

**New Novelty Messalines 75c Yd.**  
 At this price you have choice from a splendid assortment of New Novelty Messalines of standard weight and splendid weight, perfect in finish and shown in clever new designs in self-colored figures, pin and shadow stripes and herringbone weaves. They come in every wanted shade, also cream and black. A silk of unmatched quality at ..... **75c**

**Black Peau de Cygne, 36 inches wide, \$1.25 and \$1.50 a Yd.**

Two qualities to choose from—yard-wide French Black Peau de Cygne Silk of soft cashmere finish. Comes with a rich, elegant finish in a perfect black, spotproof.

Single warp, in medium weight, at ..... **\$1.25**  
 Double warp, in heavy weight, at ..... **\$1.50**

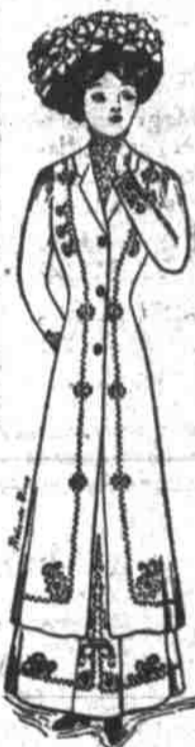
**Black Peau de Soie in 4 Grades**

Fine Black Peau de Soie Silks of high, permanent finish; heavy imported silks, double-faced, acid-proof—silks that will wear satisfactorily, the best values in the city, at the following prices:

**20 in. wide at \$1.00**      **24 in. wide at \$1.25**  
**27 in. wide at \$1.50**      **36 in. wide at \$1.75**

## NEW SUIT STYLES

# \$15.00



Wonderful \$15.00 Suit offering—possessed of more style and quality than one would expect for \$25.00. The styles are the latest accomplishments of the foremost suit designers. A three-quarter coat, plainly tailored, but on positively graceful lines. Skirts are gored or pleated, with or without fold. Made of plain serge chiefly, and of an exceptional quality. Others of new novelty fabrics ..... **\$15.00**

**Wash Suits Greatly Reduced**

## Black Taffeta Coats

Medium and Three-Quarter Coats of a durable fast-black taffeta. Semi-fitted or loose pleated effects. Plainly tailored or finished with silk braid and trimmings, etc. Handsomely finished garments and trimmed with fine satin and silk lining. Values up to \$22.50. Specially priced for this week at **\$10.50** to ..... **\$16.50**

## A Saving Worth While

Our entire stock of Women's and Misses' Bathing Suits at 25 per cent off the original price. Every garment this year's style. Made of good quality serge and mohair, in black, navy and red. Suitably trimmed with braid and taffeta trimmings. The combination suits in several new styles. Original prices from \$1.65 to \$6.00. Reduced prices **\$1.25** to ..... **\$4.50**

## Tailored Waists at \$1.25

The very latest in Tailored Waists of fine percale, in pretty striped effects, dainty plaids of various colors. Extremely neat tailored effects, with plain or plaited bosoms, collar and cuffs. An entirely new display of Tailored Waists ..... **\$1.25**



## Children's Dresses at 48c

A special Children's Dress offering for the week. Made of percale, gingham and chambray, in plain colors and pretty stripes and checks. Three styles, including a Russian blouse effect and another with yoke of braid. Sizes from 6 to 14 years. Reg. 65c-85c dresses, at. **48c**

## This Season's Oxfords

At final reductions. Truly, you may shop around a lot after this sale, but you will never get such bargains anywhere—not even here.

**Women's \$2 Oxfords \$1.19**

At this sale you have choice of many lines—all this season's styles—in patent leather, vici kid and tan leathers. All sizes and widths. Fine, perfect-fitting oxfords, made with hand-turned soles and Cuban heels. All our \$2.00 line. On sale at ..... **\$1.19**

Boys' and Girls' Lace Sandals, all sizes up to 2, \$1.25 values ..... **75c**

**Women's \$3.00 Oxfords at \$1.69**

High-Grade Oxfords in patent colt, tan and vici kid, in all sizes and widths, all styles, in light and heavy weights. Our reg. \$2.50 and \$3 grades. For this sale. **\$1.69**

Boys' and Girls' Oxfords and Shoes, all sizes to 2, \$1.75 values ..... **99c**

**Curtain Scrim at 25c**

A splendid showing of 40-inch Curtain Scrim. Comes in a full assortment of all the new bungalow styles in the latest colorings. Come in any time and look the line over.

**Couch Covers at \$1.98**

A special sale of Meggis Couch Covers. They come full 72 inches wide and 3 yards long, and are shown in a large variety of stripes in rich colorings. Just the thing for davenports and sanitary couches. Regular \$2.50 values.

**Pillow Cases 10c**

A special sale of about 50 dozen Pillow Cases, made of good, strong muslin. Good, large Pillow Cases, 42x36 inches—the kind that always sells at 12 1/2c each.

**F'cy Batistes 11c**

Just received, a new line of Fancy Batistes. A showing of the very latest styles in fancy stripes, dots, figures, etc., in our Morrison street window, will give you an idea of the colorings. It's the first time this fabric has been sold for less than 15c.

**Long Silk Gloves Special 98c**

A special closing-out sale of Long Silk Gloves. Kayser's celebrated double-tipped Silk Gloves, in 12 and 16-button length. They come in black and white and in all sizes. Regular \$1.50 and \$1.75 values. Specially priced for this sale at, the pair ..... **98c**

**35c Hair Rolls at 25c**

A special offering of large Hair Rolls. They come full 24 inches long and are shown in all the most popular shades of brown and blonde. Sell regularly at 35c each. Special-ly priced, this sale. **25c**

**75c Hair Rolls at 50c**

This is a special sale of large French and Sanitary Hair Rolls, made of good quality hair that can be washed. They are shown in all shades and sell regularly for 75 cents. Specially priced for this sale ..... **50c**

SPECIAL SALE OF

## DUTCH COLLARS

Dutch Collars in Dainty, New Styles, 20c Values



Dutch Collars in Attractive Styles, 35c Values

10c

25c

Here is a splendid opportunity to buy the most fashionable Neckwear at less than regular. A special purchase of about 500 dozen pieces makes these values possible. The assortment of styles and kinds could not be better at any price. These lots to choose from:

All 85c to \$1.25 Venise and Baby Irish Dutch Collars priced for this sale at ..... **50c**      Reg. 35c Baby Irish and Venise Lace Tabs and Bows priced for this sale at ..... **18c**

MANY SPECIAL VALUES IN

## THE MEN'S SECTION

DEEP PRICE-CUT TO INDUCE RAPID SELLING

**Men's Underwear, Best 50c Value 39c**

A special offering of Men's Cotton Mesh Shirts and Drawers. The Shirts are made with fine elastic-ribbed neck, front faced with silk. Drawers are faced with good sateen, have pearl buttons and suspender straps. This underwear is shown in plain white and ecru. Best 50c values. Specially priced for this sale ..... **39c**

**Negligee Shirts, Best \$1.25 Vals. 99c**

An offering of Men's Negligee Shirts, made with soft turn-down collar that buttons down, faced sleeves with two buttons, all seams felled. These garments are cut for and made to fit. They come in plain cream, tan or white. Very best \$1.25 value. Specially priced at ..... **99c**

**Men's Cotton Hose, Reg. 25c Vals. 19c**

A special sale of Men's Fancy Cotton Half Hose, embroidered in black silk. They come in assorted colors and patterns of stripes, polka dots and small figures. The best 25c value. Specially priced for this sale at, the pair ..... **19c**

**Men's Shirts, \$1.50 Values 95c**

A showing of choice new patterns. Just received, an immense shipment of Men's Shirts. They come direct from our New York buyer and were made especially to our order. They are made coat style, with full pleated bosom and attached cuffs. These excellent garments are shown in newest midsummer patterns and are of highest grade make. They come in all sizes and are best \$1.50 values. Specially priced for this sale ..... **95c**



## Final Clearance Sale of Parasols

Such selling as this sale occasions will encourage hundreds to buy for next season's use. You will wonder at the excellent qualities and the beauty of these bargains. Our entire stock arranged in two great lots and priced as follows:

**All \$1.50 and \$2.25 Parasols, Choice 98c**

In this lot you have choice of White Parasols with black polka-dot borders, White Parasols with pretty colored borders, Colored Parasols in all shades with white borders, White Parasols with embroidery dot borders, White Parasols with silk-embroidered figures, Soisette Pongee Parasols in attractive styles, and many other kinds. Not one in the lot worth less than \$1.50, and values run up to \$2.25. Your choice of all at ..... **98c**

**All Our \$3 to \$3.50 Parasols at \$1.59**

This assortment consists of High-Grade Silk Parasols, made on best quality frames and finished with attractive handles in the latest designs. They come in pongee silk, plaid silk, in all the new colorings; Pongee Silk Parasols with silk-embroidered figures, and many, many other styles—parasols that will surely please you in both style and quality. Reg. \$2.50 to \$3.50 values. Choice at ..... **\$1.59**