

The Great White Sale—Greatest Summer Event Held at This Store—The Great White Sale

Everything in
White ReducedNew Idea
Magazine

July Number 10c July Number

Big Reductions
in Every SectionNew Idea
Patterns

All Styles 10c All Sizes



The Most in Value—The Best in Quality

Roberts Bros
THIRD AND MORRISON

Embroidery
That Is Way Below
Half Price

These embroideries are of fine Swiss, Lawn and Nainsook, and the variety of patterns has never been surpassed at any sale. The showing consists of Flouncings, Edgings, Shirtwaists, Corset Cover and Costume Embroideries, also insertion and bands, in all widths. If you are in need of embroideries for any purpose, you cannot afford to overlook this great sale. Prices are below half regular.

1-3 to 4 inch Embroideries, 10c kind. June sale price, yard .50	5-5 to 18 inch Embroideries, 45c kind. June sale price, yard 20c
2-2 to 5 in. Embroideries, 12 1/2c kind. June sale price, yard .75	7-Full 18 inch Embroideries, 65c kind. June sale price, yard 33c
3-2 to 10 inch Embroideries, 21c kind. June sale price, yard 10c	6-12 to 18 in. Embroideries, 60c kind. June sale price, yard 25c
4-4 to 14 inch Embroideries, 35c kind. June sale price, yard 15c	8-Full 18 inch Embroideries, 85c kind. June sale price, yard 35c

The Occasion Above All to Visit This Store

We've made great preparations for "Carnival Week" at this store, and those who fail to visit us when they come to town will miss much. Throughout the week we will offer some mighty tempting values in almost every line of goods carried in stock. Every day will see new specials offered—so a visit to this store every day during the coming week will prove most interesting as well as profitable.

We want you to consider this store your headquarters while in town. Make it the place to meet friends. Leave your parcels here for safekeeping. Drop in and out whenever you desire. You will be very welcome and need not consider yourself under any obligation by making use of our facilities and conveniences. While in our store you will find it to your advantage to investigate the following "Carnival Specials":



The Most in Value—The Best in Quality

Roberts Bros
THIRD AND MORRISON


Fine New Shoes and Oxfords Underpriced

Shoes for men, women and children, made of the newest leathers in the latest styles, by the world's most prominent manufacturers. Good shoes that are fully worth from one-third to one-half more than regular prices. For instance:

Women's Shoes, Oxfords and Pumps, in all styles and sizes; patent colt, vici kid, tan calf, high and low heel; \$3.00 and \$3.50 values— \$1.49	Misses' one strap Pumps, in patent colt, shown in latest styles. They come in all sizes, from 8 1/2 to 2, special \$2.00
Men's Shoes and Oxfords, shown in very best leathers and latest styles. Come in all sizes; regular \$3.00 and \$3.50 values— \$2.49 special	A sale of White Canvas Oxfords, shown in all styles, turn and heavy soles, kid lined. Regular \$2.00 and \$2.50 values— \$1.19 special

Women's Fashionable Suits --- Popularly Priced



Come and see for yourself these elegantly tailored Suits so popularly priced. We are sure that you will become as enthusiastic as we regarding their many merits. More style, more quality and far superior workmanship to what you will ordinarily find in garments at these prices, for the makers have done their best to make these suits the best possible for the money. Tailored coats, plain and some braided, fitted or semi-fitted, and varying from 32 to 38 inches long. Skirts in several pleated styles. Made of plain and striped serges, chevrons and other popular fabrics. Black, navy, several shades of tan and gray, and other colors.

\$10.00 \$15.00 \$25.00

Pongee Coats, \$15.00

Cloth of Gold and Pongee Coats—popular new styles in these garments. Elegantly tailored, in fitted and semi-fitted models—full length. Collars and cuffs of black satin or a rich shade of blue, with buttons to match. Garments the most critical would readily appreciate—**\$22.50 value. Sale Price \$15.00**

Wash Dresses—Special

Just the proper thing for comfortable wear during the hot summer days now in prospect. They are very serviceable and dressy to a high degree. A great variety of styles—from plain effects to others. Much more elaborate in design. Materials are white lawn, linen, dotted and barred Swiss, French gingham and percale. Solid colors, stripes and checks, \$2.25 to \$10

Child's Wash Dresses

We will continue this sale of Children's Wash Dresses for the coming week. Made of the following wash materials. Percale, gingham, chambray, madras and poplin, in solid colors, stripes and checks. Many pretty styles, including sailor and Russian blouse effects. Some are plain and others neatly trimmed. Values to \$3—Sale Price **\$1.68**

Percale Petticoats

Fine quality, watered Percale Petticoats in two styles. Deep, circular flounce, with two rows of shirring, cording and two stitched ruffles. Another style with extra deep flounce, similar to one above, but with single corded ruffle underlays of same material—Special value **\$1.25**

White Wash Goods and Domestic

At Less Than Usual Low Prices

Promptness is necessary if you would share in these wonderful bargains. By all means get here just as soon as possible and make certain of securing your share of these offerings—the savings will well repay you. **REDUCTIONS ON Curtains, Linens, Towels, Wash Goods, Tapestry, Curtain Swiss.**

35c Madras Waistings 25c

A special sale of White Madras Waistings, shown in a great variety of neat designs, in stripes, dots and figures. Regular 25c and 35c grades—**25c** June White Sale

Dotted Dress Swiss 15c

Over 500 yards of White Dotted Dress Swiss, of fine sheer quality, shown in neat small dots, full width and special value at regular price 20c a yard—**15c** June White Sale

White Bed Spreads at \$1

An out of the ordinary offering of White Bedspreads. They come full size for double beds and are shown in a variety of new crochet patterns. Regular \$1.25 values, priced for the June **\$1.00** White Sale

Pillow Cases, 42 by 36 inches, 12 1/2c values. June White Sale. 10c

Sheets without seams, 72 by 90 inches, 75c values. Priced at **64c**

White Satin Cameo Bed. \$2.25

spreads, \$2.75 values. Priced at **\$2.25** June White Sale

Pillow Cases, 45 by 36 inches, 15c values. June White Sale. 12c

Sheets without seams, 81 by 90 inches, 85c values. Priced at **69c**

White English Longcloth, 36 inches wide, \$1.65 bolts at \$1.35

Silk and Cotton Wash Fabrics, 5000 Yards in 35c-50c Qualities on Sale at 29c

This offering consists of a very special purchase of over 5000 yards of beautiful new Silk and Cotton Mixed Wash Fabrics, bought by us from a leading manufacturer at far below regular wholesale prices. The assortment includes all the new styles in plain shades and self-colored dots, figures and stripes in all the wanted new shades, extremely fashionable fabrics for summer waists, gowns and dresses, in values from 35c to 50c a yard—Your choice at **29c**

Scarfs and Squares, 39c

Special at the Art Department, a sale of Austrian Drawnwork Scarfs and Squares, shown in the new styles, with 5 rows of drawnwork, finished in the neat hemstitched borders. The squares are 30 inches and the scarfs are 18 by 50 inches. Our regular 75c values. **39c** Priced at

Kayser's Gloves for 50c

Patent finger-tipped Silk Gloves, with a guarantee ticket in every pair that means you take no risk. If the "tips" wear out before the gloves get a new pair free. At this sale you have choice of all the new shades as well as white and black, in all sizes. At the price of **50c** the "common kind"

A Sale of Warm Weather Knit Underwear and Hosiery

Low prices will be the irresistible moving power of this sale. We give you a few prices—examples. These are only a part of our offerings, there are many others equally as good:

Women's Hose, 20c Values at 11c

A special sale of Women's Fine Cotton Hose, guaranteed fast color, made full seamless, with double heel, sole and toe; all sizes, in black and the new shades of tan. Best 20c values. On sale at **11c**

Children's Hose, 25c Values, 16c

Another special sale of children's best grade Maco Cotton Stockings, guaranteed fast colors, made with double heel and toe; fine rib, in all sizes. The kind that wear most satisfactorily—25c values. On sale at **16c**

Knit Pants, 40c Values at 25c

Special for this sale, a splendid offering of Women's fine Knit Pants, in umbrella style, made with wide knee and trimmed with fine torchon lace. All sizes, in regular 40c grade. **25c** On sale at

Fancy Vests, 40c Values at 25c

A decided bargain, a sale of Women's fine Sleeveless Vests, shown in low neck style, with fancy yokes, trimmed in a variety of handsome designs. Extra good values at 40c. On sale to-morrow at **25c**



Wonderful Bargains in Beautiful Silks

Radically reduced in price is the story for this sale of new summer Silks—Every kind, every shade in regular 75c, 85c, \$1.00 and \$1.25 grade at

49c
Yd.

We anticipate a quick demand and rapid selling, and as the selection is always best at the opening of the sale, we urge early attendance. We have sold a record quantity of silks this season—and a big season's business means a big accumulation of short lengths, odd prices, broken lines, etc. Of course the assortment is not as large nor the quantities so great as a month or so ago, but to more than make up, we have **Radically Reduced the Price**. The assortment includes both plain and fancy silks in the new colors and patterns—24-inch swivel striped messalines, 24 to 27-inch colored and natural pongees, black and white shepherd checks, Pekin striped taffetas, new gunmetal fancies, solid colored Swiss taffetas, plain and fancy corded silks, two-toned messalines, satin foulards, diagonal serge silks, etc., etc. The shopper who seeks fashionable silks for any purpose should attend this sale and profit by the savings thus made possible. Regular 75c to \$1.25 silks are on sale at, **49c A YARD**

Woolen Dress Goods in Fine Showing of Shepherd Checks

Two specials for Carnival Week, a sale of hundreds of yards of the popular black and white Shepherd Checks, in all sizes; excellent quality materials of double warp, in serge weave, correct in weight and finish—two widths and quantities priced as follows:

60c Quality—38 inches wide—yard	39c	75c Quality—42 inches wide—yard	49c
---------------------------------	-----	---------------------------------	-----

Cream Colored Serges at Special Reductions

A new shipment just received in time for this sale. Wm. F. Read's celebrated Cream Colored Serges, the finest and most perfectly woven serges to be had, made from the purest wool yarns, free from specks, and unsurpassed in finish. Three lots on sale as follows:

44-inch Serge at	69c	48-inch Serge at	\$1.12	52-inch Serge at	\$1.33
------------------	-----	------------------	--------	------------------	--------

June White Sale Undermuslins



Few women will be able to resist buying these beautifully made, handsomely designed Muslin Undergarments at the prices we've placed upon our entire stock. In fact, we expect a great rush for them and don't expect all assortments to last throughout the sale. Make certain of your share of these bargains by visiting them early. You couldn't make these garments yourself as cheaply as you can buy them

Muslin Gowns for 98c

A splendid offering of the daintiest creations in Women's Nightgowns, made of very fine materials—nainsook, cambric and cross-bar dimity—daintily trimmed with pretty embroideries, laces and ribbons. All made very full and neatly finished. Reg. values to \$1.75. Specially **\$2.25** priced for June White Sale **98c**

Muslin Drawers for 50c

An especially fine offering of Women's Drawers, shown in the circular or regular width styles, made of fine quality cambric, nainsook or cross-bar dimity, with embroidery or lace flounce. All extra well made and neatly finished. Reg. value 75c values. June White Sale **50c**

Muslin Drawers for 98c

Closing out odd lines of the wide circular and regular width Drawers, made of fine quality materials—cambric, nainsook and cross-bar dimity. Neatly trim'd with fine embroideries and lace. Reg. value to \$2. June White Sale **98c**

Corset Covers Best 75c Values 50c

A choice offering of a fine line of Corset Covers, made of good quality nainsook or cross-bar dimity and daintily trimmed with laces and embroideries. Well made and neatly finished garments that sell regularly at 75c. June **50c** White Sale

Muslin Skirts \$2.25, \$2.50 Values \$1.59

For this sale we are offering a fine value in Women's Embroidery and Lace Skirts, made of fine cambric, with very deep embroidery flounce; other styles have flounce, made of rows of fine Val. lace insertion, with ruffles to match. All made extra full and finished with cambric dust ruffle and underpiece. Regularly **\$2.25** and **\$2.50** values. June White Sale **\$1.59**

Corset Covers \$1.00, \$1.25 Values 79c

An extraordinary offering of fine line of Corset Covers, made of excellent quality nainsook and daintily trimmed with embroidery and linen lace. Dainty, serviceable garments that sell regularly at \$1 and \$1.25. June White Sale **79c**

Summer Corsets Extra Values 50c

A showing of all the latest models in Summer Corsets, made of lightweight batiste or summer net. Good, serviceable, comfortable corsets and a model for every figure. June White **50c** Sale