

# You Will Always Receive Full Value in Goods for All the Money You Spend Here

## Men's Undershirts

Best 50c  
Vals. at **39c**

An extra fine offering of men's athletic undershirts, shown in a plain white ribbed mercerized list, made with quarter sleeves. These garments slip on over the head, sweater style, and are best 50c values. Specially priced for this sale at **39c**

## New Idea Patterns

**10c**

All Styles  
Sizes

## The Most in Value—The Best in Quality

**Roberts Bros**  
THIRD AND MORRISON

## New Idea Magazine

**10c**

50 Cents a  
Year

## Men's Gown Spec'l

Best 75c  
Vals. at **69c**

A fine line of men's gowns, made of excellent quality cross-barred nainsook and shown in plain white, piped with red or blue. They come in the V-neck style, are well made and neatly finished. Best 75c values. Specially priced at **69c**

# Our July Summer Reduction Sale Is of Greatest Importance to You

This sale this season is by far the most important sale to economical buyers that this store has ever organized. And the sales record of the past three weeks indicates that the public appreciates its importance and is making the best of such a great opportunity. Since the opening hour the store has entertained a record crowd.

If you have not attended this sale as yet, do so at the very earliest opportunity, for you will surely do yourself a great injustice if you do not at least investigate the values we offer during this great sale. Tomorrow and Tuesday are going to be great days here. We're going to offer a great number of new offerings.

## Just Look Over These Offerings and See If There Isn't Something Included You Want

**WASH GOODS SALE**

5000 Yards of Imported Dimities,  
Batistes and Lawns, a Great  
Variety to Choose from, 18c  
to 25c Qualities, Sale, Yard **15c**

Very special purchases from New York jobbers make possible the best wash goods bargains of the season. Not only are prices an important factor in tomorrow's sale, but you have choice from hundreds of this season's prettiest patterns. You pay just a trifle more than half the regular prices at this sale. In this lot are the leading wash goods of the season that sold up to 25c a yard. Hundreds of pieces of them—all new and most attractive. Included are fine quality and very pretty printed batistes—Arnold's fine dimities—soft fine lawns, etc., making a selection in which it will not be difficult to find just what is needed for any and all purposes. THEY ARE PRICED FOR THIS SALE AT 15c THE YARD.

### Bed Spreads, \$1.00 Values 75c

A very important sale of white bed spreads about 50 dozen in the lot. They come full size for double beds and shown in a splendid assortment of patterns, neatly hemmed, all ready to use. Best \$1.00 values on sale at **75c**

New serpentine crepe in pretty kimono styles. All colors. Sale price, the yard **19c**

New velvet flannels in beautiful designs and colorings. Sale price, the yard **15c**

### Huck Towels \$1.00 a Dozen

EXTRA! A sale of 100 dozen white huck towels of good size and quality. They come 17 by 34 inches, made with selvedge edges, hemmed ends and finished with fast colored borders. Decided bargains at one dollar a dozen.

### Bed Spreads, \$2.00 Vals. \$1.69

A special offering of extra large white bed spreads shown in beautiful Marseilles patterns. They come neatly hemmed and are extra good values at \$2.00. They can not be bought today at the mills at the price we ask you **\$1.69**

New outing flannel in plain and fancy styles, all colors. Sale price, the yard **10c**

New dress gingham, best standard quality in new styles. Sale price, the yard **12c**

### Wool Batting \$1.00 a Pound

EXTRA! A very special offering of wool batting, soft, clean and nice, and guaranteed moth-proof. Comes in one-pound sheets of the correct size for quilts, 72 by 84 inches. Great value at one dollar a pound.

## Good Bargains in Summer Apparel

A suit department full to brimming over with "seasonable merchandise at reasonable prices." Such timely warm weather offerings as union suits, women's and children's wash dresses, wash petticoats and bathing suits. All these and more are prominently represented and reduced to prices that are positively irresistible. Nor has style been overlooked in this midsummer sale of wearing apparel—for everything from a kimono to a stylish tailored suit has been selected with the utmost good taste and in thorough accordance with present season style. Come to a sale that combines style, quality and exceptional value.

### Wash Skirt Specials

A good showing of wash skirts at popular prices. Made in many of the latest pleated, paneled and gored effects with or without fold. Of real Irish linen, poplin, linene in the natural color, white, light blue, black and blue, with white polka dot and white with dots or stripes. Values unexcelled at **\$1.25 to \$3.50**

### Wash Dresses

Women's and misses' stylishly made wash dresses of French gingham, chambray, linene and lawn in plain colors, checks, stripes and plaids. Sailor, blouse and Dutch neck effects. Others with yokes of lace and otherwise daintily trimmed with lace. The biggest bargain this season on wash dresses. Values up to \$4. Special **\$1.98**

### Wash Petticoats 65c

Good quality gingham and chambray petticoats in gray, tan and nudes' stripes. Made with deep stitched flounce and underlay. Another exceptionally neat petticoat of black and white, striped, good quality percale. Flounce finished with straps and double ruffle. Underlay of same goods. Monday **65c** special

### Women's Linen Suits

A bargain in women's tailored suits, of a very fine quality natural color Irish linen. Medium length, semi-fitting tailored coat, with pearl buttons, pleated skirt. \$12.50 values. Special **\$9.50** for the week

### Women's Sample Coats

Some more of these sample coats left. Extraordinary values all of them. Bought at a price that enables us to sell them to you at exactly the wholesale cost. Being drummers' samples, they are the authorized long coat styles for the coming season. Full length garments; semi-fitting, storm collar and cuffs. Made of the following cravatized and rubberized materials: Plain and striped taffeta, ottoman, rajah, diagonals, basket cloth and mohair in a great many dark and light colors. Buy your coat now at wholesale **\$6.50 to \$15.00**

### Lawn Kimonos \$1.25

Full length kimonos of a fine lawn in dainty pink, lavender and blue flowered designs, with pretty edging to harmonize. Shirred waist band and satin ribbon. Special value **\$1.25**



## Embroideries

### Embroidery Edges at 5c

Another special purchase and sale of imported embroideries at less than the custom house duty. 10,000 yards of these pretty edges, shown in hundreds of pretty patterns and neat designs. They are regular 10c to 12c grades but will be placed on the bargain 5c table Monday and Tuesday **5c**

### Allover Embroidery at 65c

An extra special offering of all-over embroidery, the most wanted material of the season, suitable for yokes, sleeves, fronts or waists. It comes full 24 to 32 inches wide and not a pattern in this great lot worth less than \$1.00 a yard and up to \$1.75. Special this sale **65c**

### Embroideries at 25c

Over 10,000 yards of pretty corset cover and flouncing embroidery will be placed in one big lot. They come full 18 inches and are made by hand loom. They are embroidered on fine Swiss Hamburg and nainsook and shown in over 500 pretty patterns. Reg. 25c **25c**



## Four Underpriced Specials in Dainty Under- dermuslins

Superiority is the one word that defines our Muslin Underwear, made for us by the best manufacturers we know of, from the best and most seasonable materials. Trimmed in the most attractive styles and priced so as to give our patrons the very best values possible. These four specials for Monday and Tuesday.

### Muslin Skirts \$1.89

A fine offering of women's white undershirts, made of good quality cambric, with extra deep flounce, trimmed with rows of pretty lace insertion with ruffle to match. Other styles have deep embroidery flounce with insertion to match. All made very full and well finished. Dainty garments that sell regularly at \$3 each, specially priced for this sale **\$1.89**

### Corset Covers 85c

An extra special showing of corset covers made of pretty all-over embroidery or fine nainsook, daintily trimmed with linen lace or embroidery. Well made and neatly finished garments that wear fine. Regular \$1 to \$1.25 values. **85c** Specially priced for this sale

### Muslin Drawers 98c

A fine line of muslin drawers, made of excellent quality cambric, nainsook or cross-bar dimity, trimmed with embroidery and laces. They come in the extra wide circular style or regular width and are regular values to \$2.00. Specially priced for this sale **98c**

### Muslin Gowns 98c

An extra big showing of women's night gowns, made of fine quality cambric, cross-bar dimity or sheer nainsook, daintily trimmed with fine laces, embroideries and ribbons. They come in the high or V-shaped neck with long sleeves, or the low neck, slip-over style, with short sleeves. These dainty garments come very full, are well made and neatly finished and are best \$1.50 and \$1.75 values. Specially priced for this **98c** sale



## Sale Women's Sweaters

### New Style Garments at a Third to a Half Less Than Regular

We made a mistake—bought too large a stock of women's sweater coats this season. However, we sold a record number of sweaters this spring and so can afford to take a loss on these. We've brought the prices down to rock bottom level, as you can see—so see to it that you profit by our mistake.

### \$5.00 and \$6.00 Values \$2.98

At this price you have choice from a half dozen styles in the most popular new weaves. They come in all sizes in colors white, gray, red and navy. Strictly all wool garments that have sold regularly at \$5.00 and \$6.00, priced for this sale at **\$2.98**

### Best \$3.00 Values \$1.98

Women's and misses' fine all wool sweater coats in both plain and fancy weaves. All sizes in gray, white, red and navy. Ideal garments for summer and outing wear. The kind that sell regularly at \$3, are priced for this sale at **\$1.98**

## More Bargains in New Silks

Another shipment of those handsome Shedwater Foulard silks that sold out so quickly last week, just arrived. They are full 23 inches wide, guaranteed all pure silk and absolutely spot-proof. They come in the popular navy blue ground with white and colored over figures, neat small rings, dots, etc. Silks of best standard quality, that are sold everywhere at \$1.00 a yard, are priced for this sale, Monday and Tuesday, at **85c Yard**. If you missed them last week, be sure to take advantage of this sale.

### The New Persian Silks at 85c a Yard

An advance showing and sale of new Persian silks—beautiful, fresh, new silks in rich colorings and exclusive designs. Particularly attractive are the new changeable effects. When you see what beautiful patterns they come in—what a splendid variety there is and how perfectly finished they are—you will be quite as enthusiastic over them as we are. To induce early buying we have priced them at **85c** a yard instead of \$1.00, the regular retail price.

### These Two Lots Are Sure to Please You

19 inch printed warp louisines and Persian messalines, in new colorings. **\$1.00** Changeable and Persian fancies in a variety of new color combinations **\$1.50**

## Fashionable Oxfords Low Priced

The latest fashion in dress should be accompanied by the latest fashion in shoes. This is the Oxford season, and our Oxfords are typical of the newest fashionable ideas for this season. The styles, the quality, the beauty of these Oxfords command attention, the low prices will hurry them away.

### Lot One—Price Is \$2.37

Women's Oxfords and pumps in the best styles, in patent colt, gunmetal and vici kid leathers. They come in all sizes, with light and heavy soles and high and low heels. Regular \$3.00 and \$3.50 values.

### Lot Two—Price Is \$1.49

Women's Oxfords and pumps, shown in a number of popular new styles in all fashionable leathers, all sizes, with light and heavy soles and low and high heels. Regular \$2.50 values.

### Lot Three—Price Is \$2.00

Misses' one-strap pumps, shown in all the wanted styles in patent and vici kid, light, medium and heavy soles, all sizes from 11 to 12. Regular \$2.50 and \$3.00 values.

### Lot Four—Price Is 69c

Women's white canvas Oxfords, turn and heavy sole, low and high heels. They come in all sizes. Values to \$2.50. Priced for this sale **69c**

## Tan Hosiery at Less Than Half

And why this special event? Recently we received an immense shipment of tan stockings. Fact is, we purchased double the quantity we should have, and now we have decided to pay you well to help us dispose of them. At this sale you can buy good, reliable stockings at less than actual cost.

### Women's Hose 85c Quality at 15c

A sale of women's best grade combed Maco cotton tan stockings made full fashioned, with double heel, sole and toe. They come in all sizes and are sold regularly at 35c a pair. Now **15c** on sale at less than half real worth

### Children's Hose 25c Quality at 10c

A special offering of children's extra fine rib, best grade tan cotton hose in all sizes. They are made with double heel and toe and are sold regularly at 25c a pair. Priced for this sale to reduce stock at **10c**



## An Extraordinary Purchase and Sale of Women's Fancy Vests

Best  
25c  
Vals. **15c** Each

So many women have come to depend upon our knit underwear sales that a reminder always brings eager response. This time it's a very special purchase and sale of some 50 dozen summer vests at almost half price. Fine bleached cotton vests made low neck, sleeveless style with fancy yokes, form-fitting, neatly finished, daintily trimmed vests that if bought regularly could not be sold for less than 25c. **15c** Are priced for this sale at