

Beautiful Gowns For Afternoon and Evening Selling Regularly to \$75.00 Clearance \$38.50

—Gowns of charmeuse, crepe de chine—net and fancy materials.
—Many Paris models have been faithfully reproduced—some are modified in order to eliminate the extreme features and you will find these dresses different from any you have seen in a special reduction as great as this, for they are all taken from our regular stock.
—There are decolette models for evening wear and afternoon bridge affairs and high neck styles for afternoon or theatre wear.
—Gowns in black, navy, rose, Copenhagen, wistaria and taupe.
—Third Floor

"Meet me on the Mezzanine Floor"
A most convenient and pleasant place
for you and your friends.

VISITORS
are invited to inspect
this new Establishment,
which is the
show store of the Pacific
Coast. See the
Art Floor and Picture
Gallery. Visit the Book
Store, Shoe Store and
the Jewelry Store.

Beautiful Coats For Afternoon and Evening Selling for \$40.00 Clearance \$27.50

—Novelty and utility coats of plain and fancy charmeuse, brocade satin and novelty materials. In black, taupe, Copenhagen, Havana, light blue, white and pink.
—This is your best opportunity to secure a coat for every or all occasions—for the season's most attractive styles have found their way into this great reduction sale. Three-quarter length models in the latest cutaway styles and lined throughout with silk.
—Third Floor

Visit the
Architectural
Exhibit on the
Eighth Floor

Ready-to-Wear Clearance Sale

Closing Out Immediately and Without Reserve
New Summer Suits, Dresses, Waists and Coats
at Clearance Prices Obtained in July Only

—In order to accomplish a clearance of this immense stock of new late Spring and Summer apparel in the shortest time possible, we have marked it at clearance prices we are accustomed to give ONLY at our great MIDSUMMER SALES. We take this week for this occasion in order that the visitors to our Rose Festival may share in the extraordinary economies offered in this great event. The notable feature of the sale is the fact that this is our first season in the new store, with every garment absolutely new and fresh, reflecting the latest authentic Summer styles.

Smartest New Coats For Women and Little Women Selling Regularly to \$27.50 Clearance \$18.50

—Coats of plain serges, Bedford cords and fancy chevots, and black and white checked materials. In navy blue, brown, gray, Copenhagen and tan.
—Made from 42 to 45 inches long, in a variety of fancy cutaway and loose styles. Trimmed with braid, velvet or satin and are lined throughout with satin.

A Collection of Novelty Coats Selling Regularly to \$35.00 Clearance \$23.50

—These coats are quite as effective as Paris models that cost \$50 to \$75. In fact, these coats were made to our order and directly copied—from imported models by custom tailors—and embody all the excellent features of a made-to-order garment.
—Of the finest imported materials in white, navy blue, black, gray, checked fabrics.
—In lengths from 42 to 45 inches, showing the fashionable side-button cutaway style. They have deep shawl reverses of satin or velvet and are lined throughout with the finest peau de cygne silk.

Walking Skirts, Clearance \$2.95 Selling Regularly at \$4.00

—These tailored skirts are made of fine wide wale Bedford cord in a creamy white only. Made with the new panel in the front and back, with small side plaits and a small slash at one side. Trimming of fancy pearl buttons.

Clearance of Petticoats at \$2.50 Regular \$3.75 Models

—Petticoats of a good quality all-silk messaline. In black, navy blue, brown, royal, emerald, Copenhagen, American Beauty, Nellrose, gray, wistaria and tan. Made with a deep flounce knife plaited in cluster effect and finished at the bottom with a small ruffle.

Combination One-Piece Coat Dresses of Crepe Selling Regularly at \$15.00 Clearance \$10.00

—The coat or waist part of these crepe dresses comes in light blue, Copenhagen, lavender, and pink; short sleeves, turnback cuffs, fancy sailor collars piped in white and trimmed with white pearl buttons. The skirts are of the pure white crepe, with plaits front and back. These dresses are particularly suitable for street wear, having the appearance of a jacket, yet are very cool and comfortable.
—Third Floor

About 200 Handsome, Exclusive Sample Model Waists Selling as High as \$6.50 Clearance \$2.98

—The importance of this waist offering may be judged from the fact that these blouses are the best of a large manufacturer's samples, and samples as you know embody all that is finest in both quality of materials and workmanship.
—As to style, they are distinctive—and as to materials they include such fabrics as chiffons, crepe de chine, tub silks, messaline silk, striped peau de cygne silks, voiles, lingerie and China silk.
—There is the ever popular tailored tub silk shirt with Byron collar and turnback cuffs, small side pocket. Waists in pure white, trimmed with a dash of color—waists with yokes and collars of fine laces—with ruffles and shadow laces—trimmings of buttons and pipings—and waists with hemstitched ruffles, collars and cuffs of self-materials. In white, blues, lavenders, pinks, tans, cream and gray.

Women's \$5.00 Tub Silk Shirts Clearance \$2.48

—Silk shirts for women of fine quality washable silk in the newest and most popular models. One style is made with crushed detachable collar in the new Gibson style; another has the soft rolling Robespierre collar with soft turned-back cuffs. In an assortment of colors such as blue, black, gray and heliotrope in both wide and narrow striped patterns.

\$3.75 Novelty Blouse Waists In More Than Two Score Styles Clearance \$2.45

—So many styles, you certainly can get the very blouse or blouses that you desire. Novelty styles of the finest quality white voile in low neck effect with deep sailor collar and fancy elbow sleeves. The front collar and sleeves are made with wide bands of shadow lace insertion, plaits and clusters of fine pin tucking, finished at the neck with a small colored bow.
—Third Floor

Rose Festival Visitors

—Are invited to make use of our Writing and Rest Rooms—On the Second Floor—Accommodation Department and Postoffice on the First Floor.

These New Suits at \$17.85 Are Practically Sold at Cost

FOR THEY SELL REGULARLY AT \$27.50 TO \$32.50

—A revelation of tailored fitness. Dozens of suit problems will be solved at the sight of them. Never such style and such diversity of models at this price.
—Suits of serge and whipcords in the popular navy, black, brown and gray, as well as fancy mixed materials.
—There are plain tailored styles for the woman who prefers a mannish effect in her costume—and fancy trimmed styles, some with a touch here and there of braid, silk or buttons that gives them an individual air and others more ornate in their construction, which gives you a suit suitable for evening and afternoon wear.
—Every jacket is lined with silk and the skirts are made in newest plain gored styles.

Remarkable New Suits at \$13.95 A Price Ordinarily Impossible

FOR IT'S A CLEANUP OF SUITS SELLING TO \$25.00

—Strictly man-tailored suits for women of fine all-wool English serges, chevots, whipcords and fancy mixed materials in a great variety of plain and fancy trimmed models.
—The jackets are in the newest cutaway effects as well as in the always popular straight front and semi-fitting styles. Every jacket lined with silk and perfectly finished.
—The skirts are cut in the newest gored shapes, representing the latest fashions.

Custom Tailored Suits, Clearance \$22.50 Copies From Imported Models REGULAR PRICES FROM \$32.50 TO \$37.50

—The suits in this offering have taken their style inspiration from the most exclusive foreign models and represent the very latest fashions in plain tailored and fancy trimmed styles. On many will be noticed the cutaway front and others with the straight front. Every jacket is silk lined and the skirts are draped or plain gored.
—Made of a fine imported mannish serge, worsted and fancy materials. In black, navy blue, brown, gray and two-toned effects.

Linen Tailored Suits, Clearance \$12.50 MADE FROM THE FINEST IMPORTED LINENS Selling Regularly to \$18.50

—These suits are fashioned from the finest imported ramie linen and can be had in white, natural linen shade, navy, Copenhagen and rose.
—The jackets are fashioned in the new four-button cutaway style, semi-fitting, having five rows of fine tucking in the back. The collar and cuffs are of white pique, trimmed with fancy white pearl buttons. The skirts are plain gored.
—Third Floor

Lipman Wolfe & Co.
"Merchandise of Merit Only"