

The Dalles Daily Chronicle.

VOL. XII THE DALLES, OREGON, FRIDAY, JULY 14, 1899. NO 78

NO pains will be spared to make shopping easy and pleasant for you. All goods on sale will be plainly marked and ticketed.

Saturday's Surprise Sale.

SPECIAL Sale Prices on wicker-ware telescope cases. Just the right thing to take with you on your vacation trip. All sizes; prices according to size.

SATURDAY NEXT, the good people of this city and neighborhood will be offered a rare treat in this, our special reduction Sale of just the right kind of merchandise. Warm weather is upon us, which calls for warm weather wearables; and if you will notice it's on warm weather wearables we are making our reductions. Now, those items you have had such a desire for, but thought too expensive, will not seem so any longer; silk waists, silk petticoats, that new suit, or that silk-front shirt; all have met the man who levels prices, and are now ready for your choosing. Note the hours in the several departments. Be on hand, and be prompt, if you want your share in this great feast.

THERE ARE CERTAIN STIPULATIONS in this sale, however, which must be strictly observed. Reduced prices rule only during hours specified in this ad. Furthermore, any articles purchased during this sale at reduced prices, are positively not subject to exchange or return. If we advertise to sell at a reduced price "from 9 to 12 a. m."—we will do precisely as we say, and before or after the hours specified, goods will sell at former prices.

IN THE MORNING FROM 9 TO 12 A. M. IN THE AFTERNOON FROM 1 TO 6 P. M.

Shirt Waists.



Saturday Morning Only.

9 to 12 a. m.

Ladies' Shirt Waists made with straight and bias tuck fronts; also some with two rows embroidery insertion across front.

Reduced from \$1.50 to \$1.08
The materials are fine percales and madras, in stripes and checks, both fancy and plain.

Stiff-front Shirt Waists.

Made of fine percales and madras cloth. A limited quantity only.

\$1.25 styles reduced to \$.84
\$1.50 styles reduced to 1.15
\$1.75 styles reduced to 1.22
\$2.00 styles reduced to 1.68
White Pique stiff front shirt waists reduced from \$1.75 to 1.18

Silk Waists.

Shirt Waists made of summer wash silks in lavender, pink and blue plaids and stripes. Silk collars. Worth \$3.95, Saturday

\$2.68.

Similar styles in plain blue and black, better quality, reduced from \$4.75 to \$3.35.



Ladies' Belts.



We show the most extensive line of belts in the city. To get you interested we will offer

A White Kid Belt, kid covered buckle; our special 18c belt, at 10c

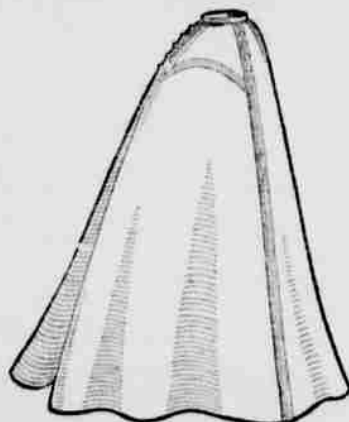
Saturday Straw Hats at Half Price

1/2 Price.

This includes every straw hat at following prices in stock:

50c hats 25c
75c hats 38c
\$1.00 hats 50c
\$1.50 hats 75c
\$2.00 hats \$1.00
\$2.25 hats \$1.13

White Duck and Pique Skirts.



White duck dress skirts; 5-gored, deep hem. Our \$1.00 quality,

Saturday 68 cents.

White duck dress skirts with blue and white or red and white panel trimming. Value \$1.75. Saturday \$1.09

Nicely Tailored White Pique Skirts

Elaborately finished; embroidery insertion. Regular 5.00.

Saturday \$3.15.

Silk Petticoats.

Choice styles; some plain and others in changeable Taffetas; plain and corded ruffles; colors corise, green, blue and purple, as well as popular changeable effects. Reduced from \$5.00 to

\$3.90.

Crash Tams.

Wired tam, flat crown, reduced from 25c to 15c

Crash tams, with quill, reduced from 25c to 15c

Crash Caps.

Fancy crash, patent leather visor; our 35c value 25c

Crash Caps for Men.

Best quality, four styles, reduced from 60c to 45c

Straw Sailors.

Our 75c straw sailors, including the entire line of choicest styles

48 cents.

White Duck Trousers.

In New York City the up-to-date summer young man is wearing white duck trousers with a black hair-line stripe. We have a line of them for Dalles young men, and Saturday's price will be \$1.15 pair; value \$1.50.

Silk Front Shirts.

Just 2 1/2 dozen of the choicest silk-front shirts the season has produced. They are clean and fresh, arrived last Monday, and our buying them 35 per cent. below their regular value enables us to make a Saturday price of

92c only

on these regular \$1.75 shirts. We might have said \$2.00 shirts; they are really worth it. Made with wide silk fronts and fine cambrie body and sleeves. Ideal summer shirts. Sale from 9 to 12 a. m. only; to continue from 6 to 9 p. m.



Men's Ties.

50c and 75c heavy Silk Imperials,

Saturday only, 25c.

Colored Lawn Clubs,

Saturday, 6 for 10c.

Wash Goods.

About thirty pieces, pretty colored lawns and organdies; 27 and 30-inch wide; worth 10c the yard. Saturday, from 1 to 6 p. m. only, we will sell these goods at 3c per yard, or

10 yards for 30c.

Limited to ten yards to each customer. 1 to 6 p. m. only.

Percales.

Saturday, from 1 to 6 p. m., 32-inch percales; fast black ground with orange and rose poka dots. The regular value is 10c yard; on Saturday we will cut

10 yards for 25c.

Ten yards to each customer.

Infants' Bonnets.

Swiss hats, caps, etc. are selling at half the regular price until closed out.

50c values 25c
\$1.00 values 50c
2.00 values \$1.00

CLOTHING DEPARTMENT.

Sale from 9 a. m. to 1 p. m., and to continue from 6 to 9 p. m.

Men's Suits.



All the late and novel styles. No reserve, but a liberal adding of all that we show and admire mostly, including every light-colored, light-weight suit in this grand stock, will be offered to you Saturday only, at the following reduced prices:

\$12.50 Summer Suits reduced to \$ 8.37
13.75 Summer Suits reduced to 9.12
15.00 Summer Suits reduced to 10.68
17.50 Summer Suits reduced to 11.95
20.00 Summer Suits reduced to 12.90

Remember the hour.

Positively no reduction before or after that time.

Little Boys' Junior Suits.



A treat awaits you if you have overlooked our Juvenile Department this season. Come Saturday.

\$2.50 Suits reduced to \$1.82
3.00 Suits reduced to 2.13
3.50 Suits reduced to 2.62
4.00 Suits reduced to 3.15
4.50 Suits reduced to 3.48
5.00 Suits reduced to 3.92
6.00 Suits reduced to 4.30

School Suits.

The home of the "Kantwearout" brand of boys' suits. Does your boy need a new suit?

SATURDAY.
\$3.00 Suits for \$2.12
3.50 Suits for 2.40
4.00 Suits for 3.05
4.50 Suits for 3.38
5.00 Suits for 3.95
6.00 Suits for 4.25

Positively no goods sold on approval during this sale. Every sale made on cut-price goods will be considered final; no returns accepted, nor exchanges made.

Ladies' Pique Ties.

Saturday P. M. Only.

White P. K. puffs, value 35c, reduced to 20c.

White P. K. Comb. stocks and clubs, value 40c, Saturday 25c.

Pink Cheviot Puff's 35c value, Saturday only 20c.

Fans.



Handsomely decorated Japan fans, precisely as cut, value 15c and 20c.

Saturday 9 cents.

Palm Leafs 5c.

Chatelaine Bags.

Handsome and Useful

Grain leather in brown, red, green and black; brass chain and trimmings.



25c ones at 14c
50c ones at 20c

A limited quantity only.



Saturday 75 cents

In this lot will be found our regular \$1.25, \$1.50 and \$1.75 values. Natural wood handles, Gloria cloth covering, paragon frame, 75c.

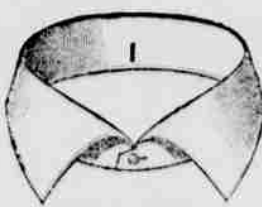
Child's Parasols 40c, 50c and 75c.

Men's Collars.

To introduce the "Silver" brand Collars to our customers, we will offer Saturday afternoon these, the best 15c Collar made (any style); at

10 cents each.

We show a complete line—all the most popular standing and turn-down collars. Regularly 15c each; \$1.50 per dozen.



ALDMERE FRONT 3 IN. BACK 1 1/2 IN.

Boy's Leather Belts 15 cts.

Swimming Trunks.

Jersey-ribbed, pink; all sizes for men, boys and small boys. Values 15c to 25c, Saturday 10c.



Ventilated

Summer

Corsets.

5-hook White.

Special

25c.

Toilet Soaps.

"Egg-white" toilet soap; 3 cakes in box. Sold everywhere at 25c a box.

Saturday 19 cents.

Shoe Bargains.

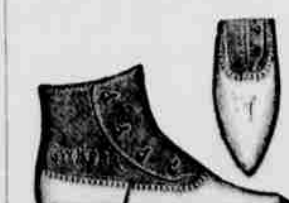
Sale in this department will continue all day Saturday.

Child's Chocolate Sandals; value \$1.00 pair; sizes 2 1/2 to 4 1/2; Saturday 25c

Misses' and Children's Oxfords and Sandals; tan, chocolate and oxblood; value \$1.50 pair; sizes 8 1/2 to 2; Saturday, choice 50c

Ladies' Black and Chocolate Kid Oxford Ties; opera, square and pointed toes, turn soles, values \$3.00 and \$3.50; Saturday 95c

Ladies' Chocolate, Cloth Top, Kid Button Shoes; McKay sole; val. \$3.50; sizes 3 to 6 1/2; Saturday 85c



Baby's Soft Sole Kid Button Shoe, Value 60c.

Saturday 15c pair

Bone Hair Pins.



Amber, black and shell; 10 in a box; value 15c; Saturday, per box 10c

A. M. WILLIAMS & COMPANY.