

THE FRIENDLY STORE JULY CLEARANCE SALE

OUR OWN STOCK SACRIFICED

Economize

By Taking Advantage of Opportunities

The keynote to success is economy. Here is a chance to practice it. You know the kind of weather we have had this spring—cold and unseasonable climate generally. Now all this has changed and the weather man says the next three months will be a long continued spell of sultry weather. We dealers, not only here but in all parts of the country, have been badly hit by loss of trade due to the backward season. Now that the change has come, it is too late to recoup, for our fall goods are ordered and must be made room for. The summer stocks must go, and go quickly. You all know the character of goods we carry at this store—only the best of the different lines—and you all know we never adopt half-way measures. We therefore inaugurate this "July Clearance Sale." Beginning next Monday, at which we shall offer everything in spring and summer merchandise and many staple articles at prices that represent only a fractional value of the goods. This is no catch. **WE MUST SELL THE GOODS.** Read every article advertised here, then come and inspect the values.

Parasols at Half-Price

Clearance Sale of white and colored Parasols; beautiful styles: plain white, white with colored borders, embroidery edges, insertion set in ivory and gilt tipped ribs; splendid assortment wood handles.

\$1.00 Parasols, 80c.	\$1.50 Parasols, \$1.10
\$2.00 Parasols, \$1.50.	\$2.50 Parasols, \$1.88
\$3.00 Parasols, \$2.00.	\$3.50 Parasols, \$2.50
\$4.50 Parasols, \$2.90.	\$6.00 Parasols, \$3.75

Down They Go. Ladies' Ready-to-Wear Garments for Half and Less

\$12 Black Eton Tailored Suits, \$7.75
\$18 Black Eton Tailored Suits, \$11.00
\$35 Black Eton Tailored Suits, \$16.50

14 ladies Black Eton jacket-tailored Suits, full pleated skirts, jacket trimmed in plain black and Persian braids, lined with good quality silk, three-quarter sleeves and the materials are Panama and serge. This is a buying opportunity not to be overlooked. Plan to be here early and get the best values. All colored and white tailored suits and white tailored coats and there is a very nice assortment of them, to be closed out at

HALF-PRICE

Wrappers, Kimonos, Dusters

These articles are all specially reduced; splendid line of Kimonos, in short and long, made of crepe and floral lawns, trimmed in plain colors, and the prices

Long Ones, \$1.50 and \$1.25 values, each	98c
Short ones, 35c quality	22c ; 50c quality, 35c
\$2.00 Dusters	\$1.50 ; \$2.50 Dusters, \$1.90
	\$3.00 Dusters, \$2.25
\$1.00 Wrappers	80c ; \$1.25 Wrappers, \$1.10
	\$1.50 Wrappers, \$1.20

\$3.00 Ladies' wash dresses \$1.75
\$7.50 Ladies' wash dresses \$3.75
\$14.75 Ladies wash dresses \$7.00

42 Suits altogether, sizes 32 to 40, made of fine white lawn, neatly trimmed in Valenciennes lace and insertion, two-piece and Princess effects, low neck, very full skirt, and the less expensive ones made of lawn chambra and printed madras in plain colors and shepherd checks, plaids and figures. **Take Advantage of This Sale. If You Can't Come, Send by Mail**



Dress Skirts and Petticoats

Your Choice of any Black or Colored Dress Skirt at One-Quarter Off

150 black and colored dress skirts made of Panama, Serge, Voile, Batiste; every one this season's styles, both in material and fashion; neat stripes, checks etc., in grays, tans, browns, blues and black and white. The prices from \$2.50 to \$22.00

Silk and Cotton Petticoats Reduced
 10 to 25 per cent. In colors and black.

\$18 Silk Eton Jackets, \$5.00

They simply must go, that's the reason they are marked so low—it's considerable less than the silk alone would cost, and this is only half, for they are lined with best quality of satin and trimmed in rich Persian applique. Values to \$18, at **\$5.00**

White Duck Skirts, 1/3 Off

Ladies' and misses' white duck dress skirts in plain gored and trimmed in soutache braid and folds and pleats. Sale prices **\$1.00, \$1.50, \$1.90, \$2.19, \$2.90.** All sizes

By all Odds the Greatest Clothing Values We Have Ever Offered

The season's finest styles from some of the best makers. Some suits nearing half-price; some a quarter off. Some reduced a sixth. No, it's not the middle of September; it's right at the beginning of summer. We've been in the clothing business many years and in our time think we've offered as great values as were to be had anywhere. But never, in all our experience, have we been able to put before you such suits in such quantity at such a price, not only at this time of the season but even at the tail end when we were willing to dispose of a season's stock at practically any price. This is an enormous lot of clothing—hundreds and hundreds of fine suits of all sizes, in all makes, shapes, fabrics, and every one with the name of some famous manufacturer stamped right on the label. You can see for yourself what you are getting. Now is the time to buy them, and here they are waiting your disposal. Come in quickly and choose the best. Men's, young men's and boys.

Men's gauze ribbed underwear, ecru only, sizes 32 to 44, best 35c values, while they last, **25c**
 Men's Black and Tan Hose, made with double soles, high spliced heel, special 3 pairs for **25c**



Boys' short pants, three-piece suits, sizes 7 to 16, big range of patterns, good styles, sold regular at \$3.50 to \$6.00. Special a suit, **\$1.65**

Special lot of 100 men's suits, sizes 33 to 44, in tweeds, chevots and worsteds, all good, desirable patterns; some of the styles are not right up to date, but any of them will make a good every day suit, values to \$12.50. Sale price **\$4.85**

All other suits in stock, including the complete stock of outing suits reduced during this sale 15% to 25% from regular selling prices.
 Men's Work Shirts **45c and 50c**
 Boy's shirts and blouses, with and without collars, light and dark colors **50c and \$1.00**
 Big values in all wool blankets, come in gray, tan and mottled, single and double blankets.

The Prices on Many Wash Fabrics Are Cut In Half

Too many of these goods for this time of the season is the cause for this sharp cut in prices. It's a wonderful opportunity to get cool clothing for these warm days and the prices they are marked at ought to be the means of reducing the stock materially in a very few days.

Scotch Lawns, 4c 25 pieces fine Scotch lawn in neat pink, blue, red, navy and black dots; figures and stripes in both light and dark effects; suitable for dresses, waists and kimonos. Your choice, a yard 4c	15c Batiste, 8c 20 pieces fine domestic Batiste in a big range of patterns; stripes and Persian effects. This is one of the best medium weight wash fabrics made; only 8c a yard; 32 inches wide 8c	18c Organdies, 11c About 1,000 yards of the newest patterns and best colorings of the season, and the best values we price. Patterns suitable for any kind of dress; 32 inches wide, at a yard 11c	35c Voiles, 16c These without doubt are the best values we have ever offered in wash goods; checks, stripes and floral effects, in a splendid range of colors; 25c, 35c and 50c values. Your choice at a yard 16c
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We will offer during this sale some exceptional values in White Pique, Linen, Duck, India Linon, Dotted Swiss and Dark Cotton Suitings, suitable for beach and mountain wear. **35c Linen Suiting, a yard 25c**

BLACK AND COLORED DRESS GOODS AND SILKS REDUCED

This includes every yard of fancy Silks and Dress Goods in our stock. Cloakings, Suitings and Skirtings by the yard or in suit patterns. Buy now and save

75c Fancy Silks at 44c A thousand yards of pretty, new silks for waists and gowns, in dark and light effects, browns, blues, greens, grays, light and dark grounds in coin dot stripes, checks, etc.; the quantity of some of the best styles is limited and to get the best we urge you to be here early Monday.	\$1 novelty dress goods, 60c 60c novelty dress goods, 40c Maybe you've been waiting for this opportunity. It's a good chance to purchase, and even if you don't need any of these goods at once, it will pay you to buy and lay them by for future needs.	\$1.25 36-in Taffeta, 98c One piece only, 36-inch \$1.25 black taffeta, while it lasts, yd 98c	75c Melrose Suiting, 48c One piece 43-inch black Melrose suiting, 75c value, yd 48c
		1.25 Black Crepe de Chine, 90c	

REMNANTS 1/2-PRICE

Thousands of Remnants of Wool, Cotton and Silk Fabrics, Table Linens, Touchings, Curtain Goods, Tapestry, Embroideries, Laces, Trimmings, Outing Flannels, Etc., Etc. All of these are ends from our own stock and are in perfect condition. In waist, skirt and dress lengths for **Half Regular Prices**

Money Saving Values in Lace Curtains

A generous reduction has been made on our entire line of Lace curtains, consisting of Irish point, cable net, fish net, antique, Nottingham, etc. The prices are as follows:

50c Curtains	40c	\$5.00 Curtains	\$4.00
\$1.00 Curtains	80c	\$6.00 Curtains	\$4.50
\$1.50 Curtains	\$1.20	\$7.50 Curtains	\$5.00
\$2.00 Curtains	\$1.50	\$9.00 Bonne Femme Curtains	\$2.00
4.00 Curtains	\$3.00		

All Swiss Ruffled Curtains are marked at saving prices
75c Linen Table Damask, 50c a yard
 One piece, all linen bleached Damask, 70 inches wide, 75c quality, per yard **50c**
\$1.50 Silver Bleached Linen Napkins, doz. \$1.25
BED SPREADS, 85c, \$1.20, \$1.75
 These are all full size and extra good values.
TURKISH TOWELS, 5c, 10c, 15c and 25c
 Specially priced for this Clearance Sale.

Shirtwaists Less Than Half

\$1.50 and \$1.25 Waists, 68c
\$2.50 and \$3.50 Waists, \$1.98

These are stylish waists in every particular, but slightly mused; some will need laundering, but the prices are so low it will pay you to take advantage of this sale. **68c and \$1.98**

Muslin Night Dresses Reduced

These garments were bought long, long ago—before the great advance in muslins and cambrics, etc.—and the prices we offer them to you for now, in many cases, are about what the price wholesale would be today

\$1.00 Night Gowns	90c
1.25 Night Gowns	\$1.10
1.50 Night Gowns	1.25
2.00 Night Gowns	1.70
2.50 Night Gowns	2.15
3.00 Night Gowns	3.65
3.50 Night Gowns	3.00
4.00 Night Gowns	3.40
5.00 Night Gowns	4.20
6.00 Night Gowns	5.00

We offer some splendid values in Muslin Skirts at **\$1.00, \$1.25 and \$2.00**

Knit Underwear and Hosiery

Sleeveless Vests in ribbed cotton, lisle and silk, taped neck or lace trimmed, round, square and V shaped neck, and the prices are

7 1-2, 8 1-3, 12 1-2 and 20c.	25c, 50c, \$1.25 and \$2.25
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Extra fine Lisle Vests, **50c each**
 Ladies' knit pants, in all styles, 18c to 50c a pair.

We show a complete line of extra sizes and Children's Knit Summer Garments.

Children's Ribbed Hose, 5 to 9, a pair	10c	Ladies' Black Cotton Hose, a pair	10c
Rawhide Stockings for Boys, 2 pair for	25c	Ladies' fine black seamless hose, pair	15c
Pony Stockings for Boys and Girls, pr.	25c	Ladies' lace hose, in tan, black and white, 35c values, a pair	25c
Girls' silk lisle hose, pair	25c		
Infants' socks, in white, pink and blue, a pair	25c	A big variety of fine lisle, lace and embroidered hose in black, white and colors, best values, a pair	50c
Children's lace hose, in black and colors, pair	25c		

Laces, Embroideries, Etc.

5000 yards torchon, chet., val. and point d'Paris laces, 1 to 4 inches wide, insertions to match, 10 to 15c values. Special a yard **5c**

Good quality, No. 2, dress shields, a pair	10c
25c lace trimmed handkerchiefs, 2 for	25c
best quality corset shields, pair	25c
Clark's best Luster Cotton, all colors, 6 spools for	25c
Steel bodkins, new style, 2 in set	10c
Children's hose supporters, all colors, pair	10c
Stephenson's Skirt Supporters, special, each	25c
Sands' all-elastic washable dolly belts, each	25c
Stocking darners, two styles, each	9c
Safety pins, all sizes, nickel and black, a card	5c
Small col. pins, 4c; large size, a bub	8c
Common pins, two sizes, a paper	1c
Best 10c English pins, a paper	5c
Embroidery hoops, a set	10c

Ideal Nun's Luster, Peri-Luster and Ideal Nun's Embroidery threads and full line embroidery silks. Before starting in on your vacation be sure you have a complete stock of the little things you'll need: this is the place to buy your notions, because they are less.

S. H. FRIENDLY
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