

# LAKEVIEW MERCANTILE CO.

# GREAT REDUCTION SALE

**F**OR THE NEXT 30 DAYS we will give you some **WONDERFUL VALUES**. We are going to reduce our stock several thousand dollars before we move to our new quarters. This sale is not to try to work off a lot of old, dead, worthless stock. We will reduce every line in our store before end of sale. Our goods are all up-to-date and the highest grade that can be bought. Reductions in every department

<p><b>LADIES' UNDERWEAR</b></p> <p>\$0.35 Grey Ribbed Vests and Pants now.....20c            0.85 Best white fleccc Vests and Pants now 50c            1.25 Broken lines Woolen now.....75c            1.50 Broken lines Woolen now.....85c            1.25 Flannel now .....50c            0.75 Union Suits, sizes 4 and 5, now .....45c</p>	<p><b>DRESS GOODS</b></p> <p>\$0.35 Dress Goods, now .....\$0 25            0.50 Dress Goods, now ..... 0 40            0.60 Dress Goods, now ..... 0 45            0.65 Dress Goods, now ..... 0 45            0.75 Dress Goods, now ..... 0 55            0.85 Dress Goods, now ..... 0 65            0.90 Dress Goods, now ..... 0 70            1.25 Dress Goods, now ..... 0 90            1.50 Dress Goods, now ..... 1 10            Twenty yards Calico, all colors, for .....1 00            Fourteen yards Apron Gingham for .....1 00            Ten yards Dress Gingham for.....1 00</p>	<p><b>HOSIERY</b></p> <p>All 15c Hose ..... 10c            All 20c Hose ..... 15c            All 25c Hose ..... 20c            All 35c Hose ..... 30c            All 50c Hose ..... 35c            All 65c Hose .....50c</p>
<p><b>CHILDREN'S AND MISSES' UNDERWEAR</b></p> <p>Grey Cotton Fleece, broken lines .....20c            White Cotton Fleece, all sizes .....25c            Misses' Union Suits .....50c            Boys' Cotton Undershirts.....20c            Boys' Heavy Fleece Shirts and Drawers.....50c</p>	<p><b>MUSLINS, SHEETINGS, Etc.</b></p> <p>36-inch bleach Lonsdale Muslin, per yard 12½c            36-inch bleach Fruit of the Loom, per yard...10c            36-inch bleach Hope Muslin, per yard .....8½c            9/4 bleach Sheeting, per yard.....30c            8/4 bleach Sheeting, per yard.....27½c            36-inch brown Muslin Sheridan, per yard .....7c            36 inch brown Muslin Dixie, per yard .....8c            72x90 Sheets, good grade, each .....65c            81x90 Sheets, good grade, each .....70c            81x90 Pequot Sheets, each .....80c            45x36 Pillow Slips, each.....20c</p>	<p><b>LADIES' SWEATERS</b></p> <p>\$5.00 Ladies' Ruf Neck Sweaters, now.....\$3 25            3.50 Ladies' Ruf Neck Sweaters, now ..... 2 65            1.25 Ladies' Outing Flannel Gowns, now 0 90            0.75 Misses' Outing Flannel Gowns, now 0 50</p>
<p><b>CURTAIN NETS, TOWELS, YARNS, Etc.</b></p> <p>40-inch Curtain Nets and Scrims for .....20c            40-inch Curtain Nets and Scrims, 35c grade, 25c            Large size Turkish Towels, 20c each, 6 for \$1 00            Bleached Turkish Towels, 10, 15, 20, 25, 30c ea.            Shetland Floss.....3 skeins for 25c            German Knitting Yarn, 35c size.....25c</p>	<p><b>MEN'S WEAR</b></p> <p>Men's Ribbed Fleece Shirt and Drawers.....50c            Men's Heavy Lined Shirts and Drawers.....50c            Men's \$1.25 Camel Hair Shirts and Drawers90c            All Man's \$3.50 Hats for.....\$2 25            Stetson Hats, all blocks but stiff, \$5 grade\$3 50            Boys' \$1.25 and \$1.50 Hats for.....90c            Boys' 65c Caps for.....50c            Men's, Boys' and Youths' Suits, Overcoats and            Pants at greatly Reduced Prices.            Men's Goods of All Kinds Marked 'Way Down.</p>	

**All 1912 Ladies' Suits and Coats Half-Price. Older lines Ladies' Suits and Coats Quarter-Price. Every pair of Ladies' and Children's Shoes at Greatly Reduced Prices. We can not enumerate all our different lines for lack of space. Our goods will be marked in plain figures, both regular price and reduced price. You can see for yourself the great reductions we are making by looking at the tickets. Call for yourself and examine our different lines and you will be convinced that whatever you need for every day use or for your Fall and Winter Supplies, that by paying cash, and buying your goods from us, you will save many dollars.**