But this Great STOCK REDUCTION SALE is an Absolute Business Necessity.

TUNE 8th and not one full week of fine weather have we had this year yet !! That is the reason—pure and simple—why this GREAT STOCK REDUCTION SALE must be held.

Knowing that the prices of merchandise would steadily advance we bought heavily in all lines in order that your needs this year would be amply protected at the old prices. The goods are now here, but "Old Sol" has failed us and we have only a very short season left in which to dispose of a larger stock of NEW GOODS than has ever been carried by this store at any time.

Buy all your Summer needs now and save on every purchase-our loss is your gain.

Actual \$15.00

YOUNGMEN'S AND MEN'S SUITS, \$12.35

Sizes 31 to 38.

Actual \$18.00

NEW AND STYLISH SUITS FOR MEN, \$14.85

All Sizes to Choose From.

Actual \$20.00

YOUNGMEN'S AND MEN'S SUITS, \$17.95

Pinch-Backs-English Models, etc.

Actual to \$27.50

HART SCHAFFNER & MARX SUITS FOR MEN. \$21.85

New Models, Patterns and Colors.

Boys' \$7.00 KNICKERBOCKER PANT NORFOLK SUITS, \$5.45

Good Styles-Sizes 7 to 17 years.

ONE DAY SALE OF NEW SPRING MILLINERY SATURDAY, JUNE 9th.

Of the Entire Stock of Children's, Misses' and Ladies' Hats at

JUST HALF THE MARKED PRICE.

The Greatest Values in America To-day, for the Money.

New Wirthmor Waists, Only \$1.00 Each.

Waists which are equal, if not actually better, than ordinary makes priced at \$2.00. All sizes, from 36 to 44 in. stock.

Ladies' New Sport Skirts - \$3.49 To \$7.00 Dress Skirts, only 5.38 The Greatest Values in America To-day, for the Money.

New Welworth Waists. Only \$2.00 Each.

The Daintiest Waists you ever saw, and were they not produced and sold in an extraordinary manner would retail regularly for \$3.00

Ladies' Dresses to \$25 for only \$16.65 \$2.75 Silk Flounce Petticoats, \$2.19 A CONTRACTOR OF THE PARTY OF TH

Unquestionably the Largest Selection of

Spring and Summer Wash Fabrics Ever Shown by this Store Thrown to the Mercy of the Buying Public At Zero Prices.

Heavier stocks than we have ever carried and a very much shortened season compel us to sacrifice our superb stocks of absolutely new Wash Fabrics at almost any price. Come, see what wonderful savings you can make on your Summer Waists, Skirts,

etc.	
Actual 20c. to 25c. Wash Fabrics for	15c.
Actual 25c. to 35c. Wash Fabrics for	19c.
Actual to 45c. Wash Fabrics for only	25c.
Actual to 50c. Wash Fabrics for only	29c.
Actual to 65c. Wash Fabrics for	35c.
27 and 36 inch Mercerized Poplins for only	
Beautiful 36 inch Novelty Voiles for	49c.
Splendid New Basket Weave Skirtings for	89c.
Actual to \$1.00 Novelty Silk Fabrics for only	73c.
36 to 40 Novelty Skirtings for only	

Received Last Friday,

LADIES' NEW SPRING COATS, \$8.95

Every One Worth Double

Arrived Last Week,

LADIES' NEW SPRING SUITS \$13.65

Every One Worth Double.

Delivered a Few Days Ago, LADIES' NEW SPRING COATS,

\$12.85 Every One Worth Double.

Received Last Week,

LADIES' NEW SPRING SUITS, \$22.45

Absolutely Newest Styles Only.

Bought this Month, LADIES' NEW SPRING COATS, \$17.95

Very Stylish Models.

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Positively the Most

## Sensational Prices

Ever Quoted on Footwear For Every Member of the Family.

No "Old Stock" Clearance this, but a genuine Stock Reduction Sale of New and Seasonable Footwear for Men, Women, Boys and Girls forced upon

us by the backwardness of the Spring Season. If you only knew the actual conditions in the Leather and Footwear markets today you would realise at once what really Wonderful Bargains these are, and buy now for immediate and future use.

To \$7.50 Dress Shoes for Ladies	\$4.4
Ladies' Oxfords "M.J." and Strap Pumps	*2.9
Misses' 8t to 2 Rubber Sole "M.J." Pumps	830
Ladies' Rubber Sole Canvas Top "M.J." Pumps	930
Child's 8t to 2 Leather Sole, White Canvas Sandals	890
Men's Gunmetal Button Dress Shoes	\$3.6
Men's Work Shoes, Tan and Black	*3.1
Men's Elkhide Shoes Per Pair	\$2.5
Boys' 8 to 2 Elkhide Shoes Per Pair	\$1.9
Boys' 21 to 6 Elkhide Shoes Per Pair	\$2.3
Men's 10 and 12 in. Calked Logging Shoes	\$1.8



BIGGEST AND

Dress and Sport

## Fabrics Underpriced

To Effect the Necessary Reduction of Season Stocks.

It's a shame that these lovely new Suitings, Skirtings, Silks and Coatings should be sold at the the prices quoted below, but we have now only a few weeks in which to turn our enormous stocks into cash and we would rather sacrifice profits now than carry stocks over to another season,

Buy now and save on every Yardgoods purchase for immediate or warm weather, Dress or

Actual \$1.75 Wool Suitings and Skirtings	\$1.37
Actual \$2.50 Wool Suitings and Skirtings	\$1.59
Actual \$2.50 New Spring Coatings To \$2.50 Values in Plain and R	\$1.98
To \$2.50 Values in Plain and Fancy Silks	\$1.69
To \$3.48 Values in Plain and Fancy Silks	\$1.98