

Below Wholesale Prices

Put Your Ear to the Ground and Find Out What Your Home Merchants Are Doing for You

For some time the STOCKTON STORE has been selling practically all of its Staple Merchandise at or below present wholesale prices. We were so conversant with the tremendous advancing prices, that we felt that the public must know and appreciate the fact of this store holding to old prices on the principal part of its merchandise, but a comment in one of our daily papers, to the effect that some patriotic Eastern merchants were putting half their stock on sale at wholesale prices, convinced us that our people were not awake to what our own store has been and is doing for them. WE QUOTE BELOW SOME OF OUR RETAIL PRICES AND THE PRESENT WHOLESALE PRICES, FOR COMPARISON, as one of our buyers has been away for a month, the wholesale prices quoted below will no doubt be much lower than at the present time, as everything in the Dry Goods line has been advancing almost daily by leaps and bounds. We can only quote a few prices, but our store is full of these savings for you, owing to the fact of tremendous early cash buying.

WE HAVE RECEIVED MORE NEW MERCHANDISE this Spring than we ever received in any previous Spring but mostly bought at OLD PRICES.

Freight Has Not Been Added to the Wholesale Prices

Below and this, owing to the big haul over the Rockies, adds materially to the cost of Merchandise here; and should be added to the first cost, every merchant figures on this when purchasing goods---

Percales, our prices 10c yard; present wholesale price 13½c yard
 Percales, our prices 15c yard; present wholesale price 17½c yard
 Muslins, our prices 10c yard; present wholesale price 12½c yard
 Pequot Sheeting 39c yard; present wholesale price way above our prices.
 Hope Muslin 10c yard; present wholesale price above 11c.
 Bungalow Aprons 39c Each; present wholesale price landed way above this.

Surgeon's Gauze, best quality, 5c; present wholesale price 1c above our price.
 Table Linens, our price and present wholesale price about same.
 Cannon Huck Towels, 18x36-in., 2 for 19c; present wholesale price about 11c each.
 Cannon Huck Towels, 18x24-in., 3 for 24c; present wholesale price about 9c each.
 Barber Towels 5c each, 50c dozen; present wholesale price way above this.
 Hosiery, Women's and Children's, 2 for 25c; present wholesale price cannot duplicate same quality.

THE WOMEN'S SUMMER UNDERWEAR

In some cases the wholesale houses offered to pay us more than we paid them, and not ship the goods, but they were all delivered. Our 25c Woman's Union Suit could not be bought in the market to anywhere near sell at that price.

Blankets The wholesale men say a good \$1.00 Blanket will be an unheard of thing at present wholesale prices, we HAVE THEM and many other at OLD PRICES. Present wholesale prices tremendous advance.

Comforts at Old Prices

Sheets, 72x90, our price 48c Each; present wholesale 51c each.
 Men's Plaited Silk Sox, 15c Pair; present wholesale price way above this.
 Men's Sox, black and tan, 8c Pair; present wholesale price above this.
 Gingham, our price 12½c Yard; present wholesale price way above this.
 Corset Covers, 3 for 48c; quality cannot be duplicated.
 Handkerchiefs, 2 for 5c; quality cannot be duplicated.
 Linen Wash Boards, regular size, 29c; present wholesale price we do not know.

By making a large, early buy we are able to give you values that will be less than wholesale cost this Fall.
 Glass Wash Boards, regular size, 39c; present wholesale price we do not know.
 Granite Ware, our price 15c; present wholesale price in many instances 37½c.
 Blue and White Wear, our price 15c; present wholesale price 37½c and higher.
 Gold Band Dishes, our price 15c; present wholesale price, can not be bought to sell at these prices.
 Our Big 5 and the Scribbler Note Books; our price 5c; present wholesale price you get just 1-2 the number of sheets in a book.
 Outing Flannel at old prices; present wholesale price necessitates great advance.

Kid Gloves for Women

Our price \$1.25 and \$1.75; we can sell them at wholesale for \$5.50 more a dozen than we paid for them, but prefer to keep them for our customers as we can not keep our retail trade by wholesaling our merchandise; AND SO IT IS THROUGHOUT the BIG STORE --only where we have been unable to anticipate in our buying, and the exceptions are very few, the goods remain at old prices, which in most cases are either BELOW OR AT PRESENT WHOLESALE PRICES.

Women's Coats in Economy Basement	\$4.95 and Up	Women's Waists, in Economy Basement, values to \$3.50, now	75c and 98c
Children's Coats in Economy Basement	\$1.95 and Up		
Middies in Economy Basement	59c and 75c		

SHOES! SHOES!

Many of these are below wholesale prices in our Economy Basement. In fact many of these prices are below any wholesale prices, let alone the present:

Ladies' Shoes 39c, 95c, \$1.95, \$2.95, \$3.15 Pair
 Misses' and Children's Shoes 95c, \$1.35, \$1.65, \$1.95 Pr.
 Boys' Shoes, button or lace \$1.55, \$1.95, \$2.25 Pair
 Men's Dress or Work Shoes \$1.95, \$2.65, \$2.95, \$3.15

Men's and Boys' Clothing

Many of these values way below wholesale prices:
 Men's Suits, values to \$20.00, now \$11.65
 Men's Suits, values to \$17.50, now \$ 9.85
 Men's Suits, values to \$16.00, now \$ 7.85
 Men's Overcoats, values to \$18.50, now \$ 9.85
 Men's Overcoats, values to \$15.00, now \$ 7.85
 Boys' Suits \$1.98 and \$3.95
 Boys' Overcoats \$1.98 and \$4.95

Men's \$2.50 and \$3.00 Hats, now \$1.50
 Below present wholesale prices.
 Men's Hats \$2.00 and \$1.50 Hats for Men \$1.00
 Boys' Hats, values to \$1.00, now 25c

Our Retail Prices and Present Wholesale Price East virtually the same on the following articles:
 Men's Work Shirts 50c
 Men's Wool Work Sox 25c
 Men's Wool Dress Sox 25c
 Men's Dress Gloves \$1.75
 Boys' Union Suits 50c
 Landed in Salem about the same.
 Overalls \$1.00
 Men's Work Gloves \$1.50

SCRIMS

A large variety for you to choose from--
 10c, 15c, 17c, 20c, 22c, 25c, 28c, 29c, 30c
 Bath Towels 10c, 15c, 23c, 29c and 39c Each.
 Many of these are prices that are the same or below present wholesale prices.

House Dresses

A large assortment to select from.
 89c, 98c, \$1.25, \$1.35 AND UP

LACE and EMBROIDERIES

All of our beautiful stock of Laces and Embroideries are REDUCED IN PRICE and you will find them extremely reasonable. We mention a few of the values.
 Valenciennes Insertions and Embroidery Insertions 1c Yard
 Valenciennes Laces 2 yards for 5c
 Embroideries 5c Yard
 18-in. Embroideries 15c Yard
 All Over Laces 15c for ½ Yard
 Other values in Trimming up to \$12.00 per yard, now all at REDUCED PRICES.

Women's Suits, Coats, Dresses, Dress Shirts and Silk Waists--All at Greatly Reduced Prices

