

GRAND RAPIDS' GREATEST SALE OF MERCHANDISE

N. & M. FRIEDMAN HAS STARTLED THE WHOLE COMMUNITY THIS WEEK.

Our Great Price-Cutting Campaign System will be pursued by us more relentlessly than ever. We are confident the prices given below will crush out all competition and bring the people in greater crowds than ever to our Mammoth Dry Goods and Cloak and Suit Stores. Greatest concentration of Bargains in every Department ever offered.

PRICES TO BE CUT IN EVERYTHING

Colored Dress Goods.

ENORMOUS REDUCTIONS.

36 inch Chevrons, leading colorings, sold at 25c, reduced to 15c a yard.
44 inch Novelty Suitings, worth up to 50c a yard, reduced to 25c a yard.
1 lot All Wool Suitings, plaids, stripes and mixtures ranging in price 75c to \$1.00 a yard, will go at 30c a yd.
40 inch Brazilian Cords, regular price \$1.00 a yard, reduced for this sale to 50c a yard.
1 lot about 50 pieces beautiful Siledia Cords, regular retail price \$1.25, down to 98c a yard.
Our entire line of 30 different shadings in Landsdown, newest effects, reduced to 98c a yard, sold in every large city at \$1.25.
Broadcloths will receive like reductions. Full weight and width cloths ranging in price 79c, 85c and 98c a yard, worth up to \$1.50 a yard, all new colors.

Black Dress Goods.

This department will suffer tremendously in the slaughter of prices as we have an immense lot to dispose of in a very short time. These prices will do it.
36 inch fine twill Henriettas, regular value 25c to 35c, cut to 19c a yard.
1 lot Wool Grenadines, worth 50c to 75c a yard, reduced to 25c a yard to close.
Our line of all wool Serges and Henriettas, 50c, 60c and 65c qualities, reduced to one price, 39c a yard.
40 inch fine Imperial Serges, excellent value at regular price \$1.00, sale price will be 75c a yard.
"Priestley's" celebrated black goods will be reduced in price as follows:
"Priestley's" silk warp Henriettas, regular \$1.25 kind, cut price 89c a yard.
"Priestley's" Melrose cloth, \$1.00 is the price all over, our sale price 75c a yard.
"Priestley's" Birritz Cord reduced from \$1.25 to 93c a yard.
"Priestley's" silk warp Railway Cord marked down to \$1.19 a yard from \$1.50.
We will offer in one lot all wool Novelty Jaquards, Armures and Crepons ranging in value 75c to \$1.00 a yard, during this great sale at 49c a yard.

Linings.

We will furnish linings during sale at following extremely reduced prices:
Best quality Cambrics, colored and black at 4 1/4c yd.
Dress padding, best quality at 7 1/2c a yard.
Velveteen bindings to match dress goods at 7c roll.
Stockinette Dress Shields at 10c, 12 1/4c, 15c a pair.
100 yards spool silk at 7c a spool.
Special reductions in Gimps, Jet Trimmings, Band Trimmings and Ornamental Trimmings of all kinds.

Silks.

If you have a silk want, come early—all of this season's importations to be sold way down—reduced like this—what do you think of
Black Fulle Silk at our reduced selling price for this great sale at 59c, 69c and \$1.00 a yard. They'll be "snapped up" quick.
24 inch Khadame, the \$1.50 quality, 98c is the reduced price.
Double warp Surah, scores of shadings at 43c a yard, you'll pay 75c for same elsewhere.
32 inch Florentine silks will go at reduced price, 49c a yard.
21 inch Japanese silk, extra quality, 75c a yard, worth \$1.00.
1 lot 24 inch printed China silks reduced to 49c a yd.
Changeable Taffeta, Changeable Surah, dots, figures, stripes, punjums and novelty silks for making up with dress goods, ranging in price from \$1.25 to \$2.00 a yard—all one price at 98c a yard.

Infants' Wear Department.

Will save you money—during this sale we reduce Gingham dresses to 22c each.
White Mull and Lawn dresses 29c, reduced from 45c.
Better grades at 50c and 59c.
Infants' slips at 29c, 35c, 50c, 75c up to \$1.00.
Embroidered Cloaks in ecru and cream at \$1.08, \$2.00, \$2.25 and \$2.98.
Mull Bonnets and Hats reduced to 25c and 50c each.
Infants' Knit Booties at 9c, 10c, 15c, 20c, 25c a pair.

Corsets.

During this sale we will offer the P. D. perfect fitting corset, lowest price anywhere \$1.75, our reduced price is \$1.25.
Madam Warren's dress form corset reduced to \$1.00.
Sonnette and C. B. corset at 89c each.
Laces and Embroideries will be offered at extremely reduced prices.

Notions.

Reduced prices will prevail in notion department. We cannot mention the hundreds of necessary articles you want every day—here are a few:
1c a card for hooks and eyes.
1c a paper for paper of pins.
4c each for dressing combs, former price 10c.
15c each for the 25c waving irons.
7c each for the 12 1/2c curling irons.
10c each for silver button hooks.
30c each for silver mounted shopping bags, worth \$1.
25c is our price for these elegant China silk ties in plain, figured and plaid effects.

Druggist and Toilet Sundries.

Malvina Cream and Lotion 33c.
Thyolin Freckle Cream 29c, druggist's price is 50c.
Colgate's Florida Water 49c a bottle.
Best French Perfumes, any odor, at 19c an oz.
Oakley's Lettuce and Camelia Soap, you save one-half the price, at 12 1/2c a cake.
Kirk's Juvenile Soap, druggist's price 25c, our price 12 1/2c a cake.
Pear's Scented Soap reduced to 12 1/2c a cake.
Colgate's Turkish Bath Soap, 6 cakes for 25c.
4711 White Rose, 15c a cake or 3 for 39c.
Cuticura Soaps at 15c a cake.

Bargains and More of 'Em

You'll find them in our big stock of HOSIERY.
Children's fast black Hose with natural foot, double knee, 25c kind reduced price 19c a pair.
Children's extra quality Derby Ribbed Hose reduced to 12 1/2c a pair.
Ladies' fine black Hose with natural colored foot at 25c a pair.
Ladies' extra quality Egyptian Cotton Hose, double sole and high spliced heel, all black or natural foot, 60c quality reduced to 39c a pair.
Ladies' fancy drop stitch and ribbed top Hose 39c a pair, worth 50c.
Ladies' silk plaited Hosiery at 59c a pair.

Underwear.

Ladies' Ribbed Vests reduced to 5c, 7c and 10c each.
Ladies' Lisle Ribbed Vests at 10c, 25c, 35c, 39c and 50c; these are decided values and reduced in price for this sale.
Ladies' Silk Vests in colors, cream and black, reduced to 89c each.

Muslin Underwear.

Great reductions have been made in our Muslin Underwear department—note some of the prices:
Ladies' Chemises, lace trimmed, lock stitched, at 25c each.
Ladies' Drawers, ruffled and trimmed, at 25c, 35c, 39c and 50c.
Ladies' Night Gowns, embroidered and elegantly made, reduced to 50c, 62c, 69c, 79c, 89c and 98c each.
Corset Covers reduced to 9c, 25c, 29c and 35c each.

Shirt Waists.

Now is the time to buy.
Ladies' Cambric and Percale Waists at 29c, 39c, 49c and 69c each.
Ladies' White Lawn Waists, reduced to 69c, worth \$1.00.
Ladies' fine Lawn Waists at 75c and upward.

Handkerchiefs.

Ladies' White Hemstitched Handkerchiefs at 3c and 5c each.
Ladies' Swiss Embroidered Handkerchiefs reduced to 9c each.
Ladies' Fine Embroidered, 25c quality, reduced to 17c each.

Gloves.

Ladies' Chamoise and Suede Gloves reduced from \$1.00 to 25c.
One lot, 8 button Mosquitiere, the \$1.00 quality, reduced to 50c a pair.
Pure Silk Mitts at special sale prices, 25c, 39c and 50c a pair.

Housekeepers' Harvest.

These prices will prove most economical reading for you if you avail yourself of the money-saving knowledge it imparts.
Double loom Table Linens at the reduced prices, 29c, 39c, 49c and 59c a yard.
Fine Linen, double satin, bleached Damask, worth \$1.25 a yard, reduced to 89c a yard.
Large size Honey Comb Bed Spreads at 69c, 79c, 89c and 98c each.
Checked Nainsooks, worth 29c, reduced to 19c yd.
Black Lace Grenadines, regular price 20c, now 19c a yard.
32 in. Apron Lawns reduced from 25c to 19c a yard.
Outing Cloths reduced to 7 1/2c, 9c and 11c a yard.
Figured Pongees, splendid value at 12 1/2c, reduced to 10c a yard.
Apron Check Gingham, 10c quality, at 7c a yard.
15c quality Fast Black Saten at sale price, 10c yd.
Shaker Flannels reduced to 4 1/4c a yard.
One lot Red Figured Outing Flannel, for tea gowns, at 9c a yard; worth 15c.
Wash Challies, newest patterns, will go at 3 1/2c yd.
Double width Pillow Case Cotton reduced to 10c a yard for this sale.
Sheets, full size, wide hem, splendid quality Muslin, former prices ranging 75c to \$1, all in one lot, reduced to 49c; don't fail to see them.
36 in. Unbleached Cotton at 4 1/2c a yard.
Nottingham Lace Curtains reduced to 89c and \$1.25 a pair; worth double.

Cloaks and Suits.

Ladies' and Children's Jackets, Capes and Wraps offered at half off the regular price.
Children's Jackets at 75c and upward.
Ladies' Eton Suits, ranging in prices \$15 to \$25, reduced to \$5.95.

We wish we could give a quotation for every article, but the prices will serve as an index—especially it will lead people to avoid high-price concerns. We have been peculiarly fortunate in getting hold of some fearfully cheap merchandise of excellent values, and will give the people showers of bargains.