

BON MARCHE, 314-316-318 7th.

Following Up Every Advantage.

We have Washington intensely interested in our doings. Legitimately interested, too. Selling at prices that must tell in results—and the women are following up every advantage.

There's much that'll appeal to you in today's list.

Trimmed Hats at Fractional Prices.

Every trimmed hat in the house is a bargain. The finest specimens of the best milliners' art.

\$6.00 and \$7.50 Trimmed Hats, \$1.98. \$7.50 and \$10.00 Trimmed Hats, \$2.98.

Sailors all reduced and put into two lots:

49c. For Sailors worth \$1 and \$1.25. 98c. For Sailors worth \$1.50 and \$2.

Ribbons in Abundance.

Generously reduced. A table full of Taffeta, Satin and Fancy Ribbons, in all the stylish shades and white and black.

Elegant Hemstitched and Broaded Ribbons in the most desirable colors and makes. Ribbons that you see selling for 50c, 60c and 75c.

White Skirts. 2 styles in White P. K. Skirts—with blouse and embroidery around top—inserted placket to knee and striped with embroidery insertion to ankle.

Belts. Choice of 25c, 30c and 40c. Belts of all styles, including Dog Collar, Furry and Broad-Back Belts.

Hosiery. Ladies' Fast Color Hose, worth 12 1/2c—Children's Ribbed Tan Lisle Hose, worth 25c.

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S. Friedlander & Co., The Bargain Store.

Men's Serge Suits At an Unheard-of Price!

Bought from M. Rosengard & Co., 193 Mercer St., New York.

We are going to pack this store tomorrow with a crowd of sweltering men, who will find instant relief in these cool Serge Suits.

Tomorrow we offer actual \$12.50 qualities in Men's Blue Serge Suits—at the startling price of \$5.25.

They are Four-button Sack Suits, with single or double-breasted vests—lined with Farmer's satin, some French faced, others plain.

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Men's Outing Flannel Suits, neat stripes, single made with belt straps.

All our Men's Plain Crash Suits, also checks, plaids and stripes.

50 pair Pure White Linen Men's White Duck Pants, sewed with linen thread.

Men's Fine All-wool Cream-colored Pants, also striped, well made and sewed with very best quality silk.

350 Men's & Boys' Plain Crash Coats, Regular 75c. values. Clearing 39c.

Office Coat in neat stripes and will not fade. 50c. values. Clearing 25c.

One lot of Children's Plain Crash Blouse Suits, ages 3 to 10; made with large sailor collars, plaided cuffs, and large date in style. Regular price 75c.

All our Children's Double-breasted Plain Crash Suits, also in checks and plaids; ages 3 to 10; well made, perfect fitting, with pearl buttons and well shrunk. Worth up to \$3.00. Clearing 98c.

All of our Boys' & Children's Straw Hats, in large and small shapes. That sold up to 75c. Choice to close 19c.

Men's \$1.25 and \$1.50 Madras Negligé Shirts in stripes and plaids elegantly finished with pearl buttons.

Men's Garters in blue, red and white elastic—silk cord and strong elastic. Choice of 25c and 30c. Clearing 19c.

14 doz. Men's Lisle Hose—handsome face designs, in blue, red and purple—double heels and toes—every pair marked 50c., and just the proper thing for your low shoes. Clearing 39c.

\$2.00 and \$2.50 Silk Lisle Shirts and Drawers, in stripes, face effects, blue drop-stitched—embossed effect—in white and colors—French neck—pearl buttons—faced—Drawers separate—extra hand piece—suspenders tapes and thoroughly tailored. Choice of 98c.

75 quality Men's and Boys' French Pressed and Bedford Cord Negligé Shirts—best and nobly designed—guaranteed fast colors—some with collars and cuffs—also some with separate cuffs—sleeves—others with separate cuffs—sleeves—12 to 18. Clearing Price 44c.

50c quality Jean Drawers—extra reinforced—quality tailor made—extra reinforced. Clearing Price 23c.

THE REGATTA OPENED

Opening Races on the Harlem Yesterday.

TEN THOUSAND SAW THE EVENTS

Not a Collision or Other Mishap Marred the Occasion.

CURRENT SPORTING NEWS

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The regatta opened auspiciously yesterday, and nothing occurred to mar the enjoyment of the spectators.

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At Schenectady—Schenectady, 8; Oswego, 6. At Utica—Rome, 3; Utica, 2. At Montreal—Rochester, 6; Montreal, 6 (thirteen innings).

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Stock Reduction. \$15.50 to \$5.00 order. Money back if wanted. Samples mailed free. SIX LITTLE TAILORS. 941 Penn Ave N. W.

CLARET, 12 qts. \$2.00. the quarts at . . . \$2 doz. the pints at . . . \$1.25 doz. TO-KALON Wine Co., 614 14th St.

Hess Clearance SALE. \$3—gives you men the chance to select from our own splendid \$4, \$5 \$3 and \$6 Shoes for . . . \$3 High or low styles—all our summer stock of Hesses and Vici Kids to be sacrificed.

N. Hess Sons, 931 Pa. Ave. Dog Got Fleas? If your dog or cat has fleas get a can of THOMPSON'S INSECT POWDER. It's the most effective remedy. Sure death to all kinds of insects—but harmless to the hair and skin.

W. S. THOMPSON, PHARMACIST, 103 15TH ST. A Wonder! Patent Vegetable Slicer. For potatoes, cabbage, etc. Greatest invention of the last ten years. \$1.50 Only.

John B. Espey, 1010 Pa. Ave. NOTHING SO COOLING, refreshing and healthful for hot days as Iced Tea. Burchell's "Spring Leaf" Tea makes it delicious in flavor and clear as crystal. 50c. lb, plus war tax.

N. W. BURCHELL, 1325 F ST. Saturday Winds Up the Greatest Clothing Sale. The Cannon Ball Clothing Co.'s Entire Stock Being Sold at the Most Remarkable Cut Prices.

Men's Suits. Brown Herringbone Tweed; price was \$6. Sale Price \$2.95. Men's Suits, some skeleton and others full lined, satin lined and paked. Sale Price \$3.76.

Men's Crash Suits. Neat pin checks, sewed with pure line thread; worth \$2.50. Sale Price \$1.40. Men's Fancy Crash Suits. \$1.89.

Men's Bike Pants. Absolutely pure wool and guaranteed for wear. 90c. Men's Plain or Fancy Crash Bike Pants. \$1.89.

Barber Budget & Co. Men's \$4, \$5, \$6 and \$7 Striped Flannel Trousers, \$3.50. A special offering! About 400 pairs in the lot. All choice and desirable patterns.

Midsummer Offerings in Boys' & Children's Clothing. The adjective "extraordinary" correctly qualifies these offerings. Prices are abnormally little, and yet the virtues of style and quality are not impaired in the least.

Boys' Furnishings, Hats and Shoes. Percale Shirts, with attached collars and cuffs; the kind a boy can wear without his coat; 75c. quality; for 45c.

Men's Extra Fine Straw Hats at 98c. Values up to \$2.50. Mostly new straws that have only been out of their boxes a few hours. No finger-marked and dust-laden straws that have been handled and tried on by hundreds.

Men's Shoes at \$3.50. Some people imagine a very good shoe cannot be bought for \$3.50. They don't know and won't know until they try to find out by coming to this or some other good shoe store.

Parker, Bridget & Co., Head-to-Foot Outfitters, Pa. Ave. and 9th St. The Semi-Annual Sale of Unlaundered Shirts is still on. Those 39c. Shirts are conceded to be the very best ever offered for the money.

Men's Coats. Men's Blue Serge Coats. \$1.29. Men's Single and Double-breasted Blue Serge Coats. The \$2 kind, for \$2.88.

Men's Suits. All sizes, durable quality, plain and fancy stripe; worth \$1.50. Sale Price 68c. Men's Crash Suits. All-wool Plaids, Chevots and Tweeds; worth up to \$3.50 a pair. Sale Price \$1.48.

Men's Crash Suits. Men's Fancy Crash Suits. \$1.89. Men's Crash Pants. 47c.

Phenomenal Low-priced Men's Furnishings. Men's Underwear. Balbriggan Underwear, in Blue, Pink and Derby Rib (long and short sleeves). Drawers double neck; 30c. grades. Price 21c.

Bass Spoons. Tappan's famous Potomac Casting Spoon is regular "Mascot" bait for black bass. Sold by M. A. Tappan & Co., 1339 17-19-114.

A TONIC Horsford's Acid Phosphate. Half a teaspoon in half a glass of water, refreshes and invigorates the entire system. A wholesome tonic. Genuine bears name Horsford's on wrapper.

H. Friedlander & Bro., Cor. Ninth and E Sts. N.W. Men's Neckwear. Silk Neckties; English Squares; extra large size; 30c. elsewhere; here 19c.