

Segregated Into Two Lots to Sell at Two Prices--Choice \$10⁹⁵ and \$18⁹⁵ Of Our Entire Remaining Stock of Women's Handsome Spring Suits

Airy, Summery LINGERIE DRESSES
1/4 OFF Regular Prices

A dainty little garden frock?—or perhaps it's a neat afternoon costume—or yet a summer lawn-party dress. This splendid collection is lavishly in the variety of styles, materials, colors, and the number of garments presented for your choosing.



- \$10.00 Lingerie Dresses For \$7.50
- \$12.50 Lingerie Dresses For \$9.40
- \$15.00 Lingerie Dresses For \$11.25
- \$18.50 Lingerie Dresses For \$13.70
- \$20.00 Lingerie Dresses For \$15.00
- \$22.50 Lingerie Dresses For \$16.90
- \$25.00 Lingerie Dresses For \$18.75

High Class SILK DRESSES
1-3 OFF Regular Prices

SILK DRESSES that were purchased properly to be most unusual values at their original prices—And, we give our promise that comparative prices are true and absolutely correct. Charming new models that will stand out so prominently before the eyes of women, on Monday, that their wonderful value story will be told without words.

- Regular \$29.50 Silk Dresses \$19.70
- Regular \$32.50 Silk Dresses \$21.70
- Regular \$35.00 Silk Dresses \$23.35
- Regular \$37.50 Silk Dresses \$25.00
- Regular \$39.50 Silk Dresses \$26.35
- Regular \$42.50 Silk Dresses \$28.35



—AN EVENT EARLY IN JULY THAT USUALLY HAPPENS IN AUGUST. The grand ensemble of handsome Spring Suits and Charming Summer Frocks re-grouped into new lots and re-priced for a week of record-making sales—YES, an unprecedented opportunity, especially for those recruiting their wardrobe for vacation, as well as those who desire new garments for the Big "FOURTH" celebration next Tuesday.

THE GREATEST PRICE LOWERING THAT HAS BEEN effected this year on our very best ready-to-wears takes effect beginning tomorrow morning. Women who have waited for the time when the biggest reductions would be made have done well because better values have not been offered at any time this season. Your "DOLLAR" has reached the pinnacle of its buying power when one of these beautiful garments is sold. BE AMONG THE FIRST MONDAY MORNING to make use of this wonderful opportunity.

Suits Re-Priced \$10⁹⁵ Many Less than Half their Real True Value—Best Styles & Colors

—THE REDUCTIONS—THE ORIGINAL SELLING PRICES—IF quoted here, would cause no end of comment. Nearly all good styles, materials and colors are included—But, of course you'll understand there is not an unlimited number from which to choose—and mostly one of a kind. Suits that have over-stayed their allotted time and when that happens, our rule is to force them out, with little regard as to the price that takes them. CHOICE \$10.95.

Suits Re-Priced \$18⁹⁵ The price does Not give an Idea of Their Beauty and Value

SUITS WORTH SO MUCH MORE THAN THE SALE PRICE that we will not mention their original markings. Correct models for present wear—Plain Tailored Effects, Semi-Norfolk and more elaborate models. Smart Suits of serge, poplin and novelty fabrics—and the price we've made, when compared with the value in these beautiful garments, seems absolutely ridiculous. Don't you need an extra suit for this summer? You'll not encounter a better opportunity—a more pleasing assortment—CHOICE \$18.95.



Silk Dresses At Reductions So Great That You Are Afforded Definite Economies at These Two Prices
DRESSES At \$9⁹⁵ - - DRESSES At \$13⁴⁵

—THESE DRESSES ARE FROM our own regular stock of exclusive summer models and the savings are almost unbelievable—We will not mention the comparative prices—for there is such a difference between their Monday price tags and their true value that you may think us exaggerating.

But, we will ask that you come here tomorrow and see for yourself that it will be hard to resist buying one or more of these charming frocks. If you are contemplating to replenish your wardrobe this is a rare opportunity to do so. Materials are Taffeta, Crepe de Chine and pretty combinations.

Women's Middy Blouses 98c to \$1⁷⁵ Dashing New Models in a Newly Arrived Lot

—YOU WILL INDUBITABLY APPRECIATE the absolute summer comfort and chic appearance you may enjoy if you wear one of these smart Middy Blouses on the "FOURTH," when everything will be hurry and excitement in your eagerness to participate in the day's sports and amusements.

It would be useless in attempt description of such a comprehensive assemblage, but in this newly arrived assortment there are smart, dashing models that will delight you—and you'll be glad to pay the little prices. Middies in white with bright colored trimming; others of striped gaberdine, with collar, cuffs and belt in colors to match. 98c, \$1.25, \$1.50 and \$1.75.

New Blouse Styles For Mid-Summer Wear

Every One A Genuine Bargain At Little Prices We've Attached

—THE SECRET IS OUT—the new styles are here, and oh, such dainty, cool, frilly affairs—Summer-time Blouses of light-weight silks, crepes, Georgettes, lace, voile, marquisette, batiste and lawn—they're innumerable.

Blouses more tempting, more alluring than we ever imagined they possibly could be—they'll captivate every woman who sees them.



Georgette Blouses \$4⁹⁵
Ruffled & Frilled Styles Worth \$7⁵⁰

—IF EVER THE WRITER wished that merchandise could be sent straight to you, in order that it could tell its own advertising story, instead of trying to put it down in cold black and white type—he wishes it now.

These lovely Blouses would tell you a story that you would be unable to resist—for they are the new and as bright as the morning itself—and they are priced enough under regular, so that two may be chosen for a little more than the usual cost of one—Of crepe de chine and georgettes, in white and delicate spring shades.



Summer Blouses At \$1²⁹

—BLOUSES charmingly designed and beautifully made of fine, sheer, airy Voiles, organdies, lawns and pure linen in white, delicate shades of pink blue or maize; also pretty combinations, as well as sport stripes. And with each purchase goes the greatest Blouse value you ever purchased at \$1.29.

Lingerie Blouses At \$1⁹⁵

—Novelty numbers of fine Voile with embroidered organdie inserts; filmy and delicate, yet wearable and washable—Of these there is only a limited number, but styles are varied; others of marquisette ruffled or frilled—and we have never seen blouses so pretty at \$1.95.

SUNSHADES



1/4 OFF Regular Selling Prices

—There'll be many a day this summer when you'll find a Parasol of advantage, especially in this true of next Tuesday, when you'll be watching the big Parade on the Fourth, or enjoying the many other out-door attractions.

And, that they are to sell Monday at a reduction of ONE-FOURTH less than regular prices is an incentive to early buying. All the new shapes are represented, in mercerized cotton, Pongee, Satin, Taffeta, Linen and Silk, in plain colors or stripes with floral borders. Regular prices from 98c to \$12.50—Sale prices 74c to \$9.38.

36-Ins. Fancy Taffetas Yd. 159

—A REMARKABLE SILK OFFER for Monday—and by the way, one that should be of intense interest to every woman who is planning a Silk Dress for afternoon or evening wear.

There are Novelty Taffetas of excellent quality in stripes, checks and plaids in beautiful new color combinations—and in spite of the sky-rocket condition of the silk market, the price we've been able to name for Monday's selling is wonderfully low—36-inches wide—per yard \$1.59.

Printed Marquisette Yd. 79c

—MOST ANY WEAVE under a Marquisette heading would be unusual at 79c a yard—in view of that fact, these are all the more so.

They're in ground colors of reseda, champagne and gray, with pretty floral patterns in rich color combinations—and being exact reproductions of the high cost Imported French Marquisettes is a feature recommending them to the most discriminating; 36-inches wide, per yard 79c.

40-Ins. Dress Linens Yd. 79c

—JUST LET THE WOMAN who "knows" Dress Linens, who has tried to buy them at \$1.00 a yard, and has not bought because qualities did not seem as good as should be—let her examine these that are offered Monday at 79c—Her exclamation will be—"Why, this is the quality I've seen elsewhere at \$1.00 and \$1.25 a yard!" Exactly so—today's market would demand those prices—in plain colors rose, wisteria, new gray, brown, blue and reseda; 40-inches wide, per yard 79c.

16-Button Silk Gloves \$1¹⁹

—YOU WILL FIND THAT it will pay you well to buy several pairs while you can make such a substantial saving—and, there's nothing in greater demand or harder to keep in stock than these 16-Button Silk Gloves—Of course, they are the famous Kayser make with double finger tips—White with black trimming and stitching, sizes 5-12 to 7-12—ON SALE MONDAY at \$1.19 a pair.

Mid-Season Clearance of Millinery

MONDAY SALE Millinery Shapes

—There are plain Hemp Hats, Millinery, Lisere and Novelty shapes. All new, fresh, becoming shapes that need just a touch of trimming—ribbons, bows or a feather fancy to make them compare favorably with trimmed hats that sell at many, many times the prices we've made for Monday.



\$3⁹⁵ FOR HATS Worth \$6.50 to \$8.50
\$6⁹⁵ FOR HATS Worth \$10 to \$15
\$8⁴⁵ FOR HATS Worth \$18.50 & \$20

—Dress Hats, Street Hats, Turbans and Uprighted Hat Shapes at a fraction of former prices. The very Hats you'll want for Mid-Summer wear, for vacation, for traveling and for outing wear—dozens of smart styles and few duplicates.

We are satisfied that no savings of the year can begin to compare with these that feature the latest Millinery styles for Monday. One or two of a kind, all new, all becoming, and grouped into three large lots and offered at prices to clear them away and do it quickly, too. READ THE REDUCTIONS again mentioned above—then come and share the savings.

MONDAY SALE NECKWEAR A Big Monday Sale Children's and Girls' White and Colored Dresses

35c to 50c Values 25c At Very Substantial Savings

—A surprising value for Monday in women's Neckwear—the result of early selection and careful buying; low broad collars, Dutch and roll styles.

Collars of lawn, batiste and organdy, in white and white combined with delicate shades of pink, blue and lilac; quite the prettiest lot we've seen this season selling for less than 50c. Perhaps just the collar you've seen, admired and wanted is in this specially priced group at 25c.

Jap Silk Handkerchiefs 10c each

—JUST COME and take a look at these Handkerchiefs—compare them with anything you ever saw at the price—then think how much more you'd have to pay for them elsewhere. Of fine quality White Jap Silk, with colored borders in shades to match the summer Frocks—MONDAY'S PRICE 10c each.



—This announcement of reduced prices on Children's and Girls' White and Colored Dresses—and, one day before the big "FOURTH" celebration, should be sufficient to start mothers toward "The Fair's" children's wear section early tomorrow morning.

No one style shows complete size range—but every style and every material suitable for the making of pretty, dainty, airy summer dresses is included; marquisettes, voiles, organdie, lawn, batiste and nets, simple or elaborately trimmed—you will surely find something in this collection that will not only please mother, but will delight the little miss who wears it.

It is a remarkable opportunity for mothers to make the most substantial savings of the year on Children's White Dresses.

CHILDREN'S COLORED DRESSES
 —CHILDREN'S VACATION DRESSES—and what heaps of them they need! Dresses that have plenty of snappy style about them, yet are made of washable materials and are simple enough to iron easily. Dresses, too, that reveal the charm of piquant, childish faces and figures, yet will stand hard usage. Of gingham, percales, chambray and linen, in plain colors, stripes, checks and plaids.

- \$1.50 White Dresses... \$1.13
- \$2.00 White Dresses... \$1.50
- \$2.50 White Dresses... \$1.88
- \$3.00 White Dresses... \$2.25
- \$3.50 White Dresses... \$2.65
- \$4.00 White Dresses... \$3.00
- \$5.00 White Dresses... \$3.75
- \$6.50 White Dresses... \$4.88
- \$7.50 White Dresses... \$5.63
- \$10.00 White Dresses... \$7.50
- 65c Dresses; Children's Sizes 1 to 6 years for... 49c
- 95c Dresses; Children's Sizes 1 to 6 years for... 79c
- \$1.50 Dresses; Children's Sizes 2 to 12 years for... \$1.19
- \$2.25 and \$2.50 Dresses; Sizes 2 to 14 years for... \$1.79
- \$3.50 Dresses; Children's Sizes 2 to 16 years for... \$2.35

Stylish New High Lace Boots In White, Gray and Two-Toned Effects Priced at \$6⁵⁰, \$7⁰⁰, \$8⁵⁰ and \$10

—INDOUBT—EMPHATICALLY AND SUPERLATIVELY "Style" in these High Lace Boots shown at "The Fair." The new shoes that are beautiful in their fashion lines. So many new models that it is impossible to illustrate them, or even attempt at description.

BUT YOU'LL WANT TO SEE THEM, and that is better still for that is the only way you can gain a full knowledge of their newness and smart style. You'll find among these stunning models something that will happily harmonize with new suit or dress. All White Kid, Black and White Combinations, Ivory Kid with Patent, Plain gray and Ivory Kid Boots, and two-toned g-oe effects in Lace and Button Styles.

