

# Great Harvest Sale!

Right when the great crops of the country are beginning to be harvested and nearly everyone has money in his pocket, we are before you with a GREAT SEMI-ANNUAL HARVEST SALE. Every summer we offer these great feasts of bargains. We endeavor to make each sale better than the former and as we know the needs of our customers and profit by experience, we leave no stone unturned to have the merchandise people want at money saving prices. Below you will find the figures, come to this sale and you will find these figures are facts. This great sale begins:

Wednesday, July 5th, Closes Saturday, July 15th,  
TEN DAYS OF UNPARALLELED LOW PRICE SELLING.

## SUITS ONE-FOURTH OFF

When you take one-fourth off the low price of our suits they cost you less than suits at seemingly larger cut prices. If you need a suit for early fall wear make a note of this.

### SKIRTS

One of the greatest Skirt bargains ever offered is choice of seventy-five woolen skirts, former prices up to \$5. Take any at \$1.35. This is half the cost of material in many of them.

### SILK DRESSES

Ten dresses left of the very best styles at \$7.50. Early season price \$12.00 and \$15.00.

### WASH SUITS

TWENTY-SEVEN WASH SUITS carried from last season, style goods. The price we make is less than the cost of the skirt, \$1.65 and \$2.15 suits that were sold at \$5 to \$10.

### WASH SKIRTS

Beautifully made new wash skirts that are most desirable right now. You can take 10 per cent off of these.

### WASH DRESSES

You have heard of buying for a song. Sing the song, "one-third off," and take these dresses.

### BLACK WOOL SKIRTS

You can have a good, serviceable, good style skirt that should bring \$5.00 now at \$2.85.

### WAISTS

To make this sale still more interesting we will offer a lot of very desirable \$1 waists at 60c. Big assortment of Linen and India Linen Waist at 95c.

### COLORED AND BLACK SILK PETTICOATS

Twenty-five silk skirts made as well as human hands can make them at \$3.48 for the color, and \$3.00 for the black. The colors are \$5 and \$6 values. In this sale \$2.48.

### CARPETS AND RUGS

This has been a great druggel season, we have a bigger line than at any time this year. You can take 10 per cent off the price of any of these.  
27x54 Velvet Rugs at \$1.25  
10 rolls special job matting, the 25c and 27c kind at .21c  
2x12 feet matting druggets at the very low price of .42.90  
Remnants of matting toy balls and toms at about half price

### CURTAINS

50 pair Lace Curtains, the regular \$1.25 kind at .95c  
Odd pairs lace Curtains at about half price

### TABLE OIL CLOTH

15 pieces standard Table Oil Cloth all colors, white and wall design, usually sold at 20 and 25c, sale price 12c yd.

### SHOE BARGAINS.

24 pairs of ladies low comfort shoes. Solid leather regular price \$1.25 now .98c  
75 pair of Children's slippers the \$1.25 and \$1.50 kind at .87c  
50 pair ladies fine shoes (small sizes) regular price \$3 sale price \$1.50  
100 pair ladies high grade low shoes, \$5 and \$5.50 Ziegler and other makes at \$1.48  
Notwithstanding that this is the real slipper time and as a drawing card we will allow you to take 10 per cent off the price of any of our velvet, satin, patent, cravenette, or suede low shoes  
25 pair of men's heavy work shoes at \$1.19  
25 pair men's heavy work shoes the \$2 grade at \$1.65  
50 pair men's tan and patent o.w. shoes \$3 and \$4 grade at \$1.85  
25 pair old ladies kid shoes and oxfords .79c

### DOMESTIC DEPARTMENT.

One case of apron gingham 7 1/2c quality, extra smooth sale price 5c  
One case of fine brown cotton. This sells regularly at 9 to 10c. You can have ten yards for 60c  
One half case bleached cotton same count and weight as Hope which is worth 9 cents per yard. You can have 10 yards for 34c  
1 case grey, red and blue calicoes as long as they last at 34c  
500 yards of fast colored lawn at 34c  
500 yards beautiful patterns fast colored dress gingham 10 and 12c kind in this sale .7 3/4

## Read The Whys And Wherefores Of This Sale.

WE MAKE THE LIMIT ten days ample time to allow all to avail themselves of this opportunity. The rush is so great that to run longer makes the strain to great on the salespeople, for in these sales this store is like a bee hive from opening until closing time.

THE TIME IS RIPE, the summer was late coming, it will be late going. Several months to wear summer good yet. You will want school slippers, dresses, hose, hats and etc., for the children. Never a more opportune time to buy. Anticipate your future needs in cotton goods, as we offer are below real value. If you have a little money make it do double duty in this sale. If you are flush, have more left by buying at a saving.

IF YOU HAVE ATTENDED any of our former sales you will come to this one, if you have never been to one, ask your neighbor, next time you will bring some one.

THERE ARE TWO WAYS of making money, one by hard work, the other is by judicious spending. We present the opportunity for the latter. THE REMNANT COUNTER is always a feature of our sales. No matter how well the articles has sold, if a short piece enough for a skirt, a waist, a shirt, it goes on the remnant counter at about half price.

It will only be necessary to say (to those who have attended our former July Sale) Severance July Sale begins July 5th, They will be here.

USE THIS CIRCULAR as a memorandum and check the items you wish to look at. It will save time for you and us.

REMEMBER these special prices are for spot cash, the limit is for ten days. Take advantage of this opportunity.

YOU WILL NOT find an extravagant statement in this advertisement where the reduction is exceedingly great we give a reason for it.

Many other items not mention in this advertisement will be offered at special low prices.

## SUMMER DRESS GOODS

700 yards good clean patterns in Lawns the 10c and 12 1/2c kind at .7 1/2c  
500 wash foulards, a very desirable and pretty summer fabric. Regular price, 25c sale price .14c  
500 yards silk tissue and DuPont silk worth 25c and 35c, take your choice for .19c yd  
Most popular fabric of the season.

## SUMMER DRESS GOODS

All short length and dress lengths of fine foulard silks, sold every where at 85c to \$1. In this sale, 69c yd.  
300 yards fine Egyptian tissue wash voiles and flaxons, made to sell at 25c, take them along at 17c yd.  
500 yards all shade in Linen Suiting, tan, rose, helio, plaid, Lt. blue, the 10c and 15c kind in this sale only 7 1/2c  
300 yards 40 in. white India Lawn, regular 15c value, sale price 9 1/2c.

## HOSIERY

200 pr. Men's tan and black Socks, 4 pr. for .25c  
200 pr. Ladies' tan or black Hose, 4 pr. for .25c  
40 pr. Children's Fancy Socks 15c and 20c grade .80c pr.

## GLOVES

50 pr. Silk Mitts black or white regular 75c quality carried over .19c  
50 pr. Long Silk Gloves \$1 to \$1.50 values this sale price .89c

## MEN'S AND WOMEN'S UNDERWEAR

250 Ladies' Tape Neck and Arms Vests at .7 1/2c  
All odds and ends Vests and Pants, the 25c kind .14c  
200 Men's 50c and 75c, fine Undershirts (samples) at .29c  
50 pr. Men's Elastic Seam Drawers, 50c kind .39c  
50 Men's Shirts and Drawers, porous knit .29c

## RIBBON AND LACES

500 yds. Val Laces white and fancy Laces, worth up to 10c for .3c yd.  
200 doz pieces Val Lace, the 5c to 12c kind at (for 12 yds) .35c  
500 yds extra heavy all silk Ribbon in 22, 40, 60 and 80 sizes  
at .9c, 10c, 11c and 12c yd.  
200 yds. extra quality all silk Ribbon 3 1/2 in. wide, a fine hair bow ribbon  
The 25c kind sale price .16c

## MISCELLANEOUS

25 School Umbrellas .39c  
150 Bottles Whittmore 10c polish, this sale .15c  
100 assorted Lace and Fancy Collars at .13c  
25 dozen plain white school Handkerchiefs at .25c doz  
10 doz, 12c grade Bath Towels at, for two .25c  
10 doz, 25c Bath Towels at .18c each  
10 doz. extra large, extra heavy Bath Towels at for the pair .48c  
Ladies' and Children's Sailor Hats .25c to 35c  
Matting Suit Cases .39c  
Pearl Buttons, 2 doz for .50c  
25 gross Safety Pins the 5c quality, in this sale, 2 doz, for .50c

## PREMIUMS

With each purchase amounting to \$3.00, we will give choice of twenty-five subjects of beautiful carbon copies from master pieces. These pictures are a credit to any home.  
With each waist, skirt or dress pattern we will give a McCall paper pattern.  
With each pair Children's Hose, 10c to 25c we will give as long as they last, a bag of marbles.  
With each purchase amounting to \$2.00 we will give a beautiful piece of glassware.  
With each purchase amounting to \$5 you will get free an imitation Cut Glass Pitcher.  
Keep this thought before you. "I get a premium at Severance's sale in addition to the money I save."

Don't Forget The Time And The Place

**WEDNESDAY, JULY 5 TO 15,**

South-East Corner Main and Depot Street.

**SEVERANCE & SON, - - Stanford, Ky.**