READ THIS ENTIRE ADVERTISEMENT—IT MEANS MONEY SAVED TO YOU

Farrnbacher's Great July Clearance Sale

Has been setting the mid-summer pace in Baton Rouge for years, and preparations have been made to eclipse everything that has gone before--savings are given briefly for quick reading--every offer is worth your best attention--and by all means plan to come early and get first pick. Mail us your orders.....

Yard wide Bleached Cotton, pure, soft finish. A great value at..... **4½¢**
54-inch Bleached Damask, 35c value at..... **21¢**
Women's Tape Summer Vests, 8c value at..... **4¢**
36-inch White Cambric, actual 8c value at..... **5¢**

Women's Tan Silk Hose, 25c values at..... **10¢**
36-inch Unbleached Sea Island Cotton, worth 7c..... **4½¢**
Rex Rugs, 18x36, red, green or blue borders, worth 35c, at..... **15¢**
9-4 Bleached Pepperell Sheeting. Great value at..... **22¢**

40-inch H. S. Drapery, all new designs, 20c value at..... **10¢**
27-inch Chambray Prints, 5c values at..... **3½¢**
Jap Matting Art Rugs, 9x12, $3 values at..... **$1.85**
Children's Silk Parasols, $1.25 value at..... **35¢**

Ribbons, Taffeta and Satin, solid colors and floral designs, worth up to 20c, at..... **10¢**
Puritan Sanitary Diaper Cloth, 25 inches wide, 10 yards long, worth $1, at..... **65¢**
Pillow Cases, 42x36, worth 12½c, at..... **8¢**

$1.00 WAISTS AT 59c.

Pretty, soft qualities of Sheer Organdies are used in the making of these Waists that should sell ordinarily for $1.00. Nothing lacking in style and there are any number of different models from which to make selections. These $1.00 Organdy Waists priced at.... **59¢**

Clearance of Millinery

UP TO $5.00 HATS AT 98c.

For women and misses we have a lot of Trimmed Hats that are worth up to $5.00 that we will ask for this sale, choice..... **98¢**

UP TO $18.00 HATS AT $3.98.

The Hats at $3.98 include our fine Pattern Hats and Dress Hats. These are $10 to $18 Hats and come in the most fashionable styles of the season..... **$3.98**

JULY CLEARANCE SALE OF CHILDREN'S HATS.

$1.00 Imitation Panama Hats in this sale at..... **49¢**
$1.50 Children's Fine Hemp Hats, all colors. Special at..... **75¢**
Children's Hats, worth 35c, reduced to..... **15¢**

Men's Furnishings

MEN'S SUITS

That Have Never Been Equaled in This City at Prices That Will Hardly Pay for the Material.

Your choice of any Man's Suit in the house marked at $20, $22.50 and $25. Sale price..... **$12.50**

EXTRA!

$10 Men's Palm Beach Suits **$7.00**
$6.50 Men's Palm Beach Suits **$4.45**

SPECIALS.

Men's 25c Pad Garters, per pair **15¢**
Men's 50c Negligee Shirts. Special at..... **25¢**
Men's 75c Negligee Shirts. Special at..... **45¢**
Men's $1.00 Soft Shirts. Special at..... **65¢**
Men's Bleached Jeans Elastic Seam Drawers, standard 50c quality. Special the pair..... **35¢**
Genuine Scriven's Elastic Seam Drawers, standard 75c quality. Sale price..... **55¢**
Men's Linen Collars, slightly soiled, regular 15c quality; per dozen **35¢**
Men's 10c Soft Collars. Special each..... **5¢**
Men's 10c Hemstitched Handkerchiefs at..... **5¢**
Men's 15c Hemstitched Handkerchiefs at..... **10¢**

SPECIALS.

Men's Jumpers, 50c values. Special at..... **35¢**
Men's $1.50 Straw Hats. Special at..... **75¢**
Men's Imitation B. V. D. Underwear, material even better than in the regular goods, worth fully 50c. Sale price..... **25¢**
Men's Dress Shirts in a large range of stripes and neat designs, worth 50c, at..... **25¢**
Men's Wash Ties, solid colors and neat designs, 15c values. Special, three for..... **25¢**
Men's Wash Ties, embroidered designs, 50c values. Special at..... **25¢**

$1.50 SHIRTS AT 98c.

A big line offering a most comprehensive assortment, showing neat stripes and a multitude of snappy patterns in absolutely fast colors. They are the celebrated EAGLE BRAND Soft Shirts that are known to every well-dressed man to be second to none. Great variety at..... **98¢**
Men's $2.50 Genuine Palm Beach Wash Pants. Special sale price. **$1.95**
Men's $5 to $6 White French Flannel Pants, all high-grade makes. Special at..... **$3.50**

Clearance Women's and Misses' Ready-to-wear

SILK STREET DRESS SALE.

When you are in the store, even if you have no idea of purchasing a silk dress, be sure to see these dresses we are offering at prices that do not represent the cost of material.

$12.50 Dresses at..... **$6.75**
$20.00 Dresses at..... **$8.50**

VOILE DRESSES.

One rack of Women's Voile Dresses, including all the wanted stripes and black and white checks. $4 value at..... **$1.85**

$6.50 SKIRTS AT 98c.

One counter of Women's Tailored Skirts, values to $6.50. Special in this sale..... **98¢**

$8.50 SKIRTS AT $4.98.

You may wonder what kind of skirts we may show you at this price, but if you could see the vast assortment of new models, values up to $8.50, you would surely attend this sale of skirts..... **$4.98**
One counter of Women's Dresses, odds and ends, some worth up to $10. For quick clearance..... **98¢**
Women's and Misses' White K. P. Skirts worth $1.50, at..... **85¢**

50c MUSLIN PETTICOATS, 23c.

Women's Petticoats, with embroidery flounce. Great value at..... **23¢**

Big Reductions in Ladies' and Men's Low Shoes

LADIES' PUMPS.

Ladies' Hanan & Son Fine Pumps, in patent Colonials, Spanish heels, colored fabric quarters; all the season's newest styles. Your choice of any pair in the house. Reguler price $6.00, at..... **$4.75**
Ladies' Patent Colt Baby Doll Pumps, with white kid lining; regular price, $2.25; special at.... **$1.48**
Ladies' Patent Kid Pumps, all new and up-to-date. Our regular $5.00 value at..... **$3.75**
Ladies' Patent Kid Pumps and Military Oxfords, Goodyear welt with sand, fawn and putty quarters, Spanish heels. Our regular price, $4.00; special at..... **$2.48**
Ladies' Patent and Dull Mat Kid Pumps, turn soles, Spanish heels with sand and putty quarters. Our regular price, $3.00; special at.... **$2.25**
Ladies' White Canvas Colonial Pumps, Baby Doll and One- and Two-Strap Slippers, with leather and covered heels; regular value, $2.00; special at..... **98¢**
Ladies' White Canvas Baby Doll Pumps, with black piping; regular value $2.50. Special at..... **$1.48**

20% DISCOUNT ON MEN'S WALK-OVER AND BARRY OXFORDS.

In all leathers and this season's newest styles.

$4.00 Oxfords..... **$3.20**
$4.50 Oxfords..... **$3.60**
$5.00 Oxfords..... **$4.00**
Ladies' Black and White Tennis Oxfords, regular 65c values at.. **39¢**

SPECIALS.

24-inch Allover Embroidery, worth up to 50c yard, at.... **15¢**
Women's Gingham and Percale Aprons, 35c values at..... **19¢**
Linen-finish Crash, 10c values at **5¢**
Women's Corset Covers, lace and embroidery trimmed, ribbon run, 25c values at..... **10¢**
One counter of Women's Waists, values to $1.50, at..... **59¢**
Women's Middy Aprons, 75c values at..... **39¢**
Spreads, fringed or hemmed, white honeycomb bed spreads; regular $1.50 value. Special at..... **85¢**
Solid Color Lawns, actual 5c values. Special per yard..... **2½¢**
40-inch Brown Pepperell Sheeting, worth 15c, at..... **10¢**
Sheets, 72x90, worth 50. Special at..... **25¢**

FANCY PARASOLS, $1.69.

This offering at $1.69 includes our entire stock of fancy silk parasols in all the new shapes—and a big assortment of plain and fancy handles; up to $5.00 values. Choice..... **$1.69**

SPECIALS.

Extra heavy Huck Towels, 17x36. Great value at..... **6¢**
Children's German Silver Mesh Bags, with long chain, 35c values at. **15¢**
Organdy Embroidery, extra sheer quality, large range of neat designs, 15c value at..... **10¢**
Women's Colored Initial Sheer Swiss Hemstitched Handkerchiefs. Extra special, each..... **5¢**
Women's Sheer Pure Linen Embroidered Initial Handkerchiefs; three for $1. Special, each..... **19¢**
Children's Handkerchiefs, three in a pretty box; sells for 25c. Special, per box..... **15¢**

SPECIALS.

40-inch Sheer White Lawn, actual 20c values at..... **12½¢**
36-inch Pure Silk Natural Pongee, 75c value at..... **34¢**
40-inch Figured Voile, actual 20c values at..... **10¢**
27-inch Crepes, floral and other neat figures, 12½c values; special, per yard..... **5¢**
30-inch Kimono Crepes and Plisse, 15c value at..... **8¢**
36-inch White Seed Voile, 25c value at..... **15¢**
27-inch Dress and Staple Gingham, 8½c value at..... **5¢**
Children's White Rah! Rah! Hats, 25c values at..... **10¢**

SPECIALS.

12x24-inch Bleached Honeycomb Towels, colored borders, some slightly imperfect. Special in this sale, each. **3¢**
20x40-inch Highly Mercerized Full-bleached Hemstitched Towels, 40c values, in this sale..... **23¢**
18x36-inch Brown Turkish Bath Towels, standard 15c sizes. Special each..... **10¢**
12-4 Rosemary Satin Damask Table Covers, full bleached, fine quality, regular $2.25 value. Special each..... **$1.39**
Spreads, large double bed size, honeycomb hemmed bleached bed spreads; $1.75 value. Special at... **$1.19**

EXTRA SPECIAL.

Reduso, Bon Ton and Nuform Corsets, all new 1915 models, in long, medium and short; positively sold from $1.50 up to $3. Special sale price. **98¢**

PETTICOATS.

Fine Muslin Petticoats, with deep embroidery or lace trimmed flounce; positive $1 values. Sale price... **49¢**

STYLE QUALITY

Farrnbacher's

THE STORE OF CERTAIN SATISFACTION

Baton Rouge, La.