

THE MEYER-LINDORF COMPANY'S BIG JULY SALE

We have again reached our Semi-Annual Stock-Reducing Period when summer goods are reduced in price to effect quick and complete clearance. In looking through the different departments we find some stocks unusually full and complete; some scarcely touched, in others assortments are broken, while some are

July Sale Dress Goods & Silks

VOILE, 69c—Handsome fancy voiles in tan, black, navy, green and brown, 42 to 54 inches wide, \$1.00 and \$1.25 values **69c**

WOOL AND SILK BENGOLINES, 59c—36-in. silk and wool bengolines in green, navy, brown, rose, wisteria, etc., \$1.00 cloths, this sale ... **59c**

LIGHT WOOL GOODS, 69c—One lot of wool and silk and wool light color checks and plaids that sold from \$1.00 to \$1.75; July sale price **69c**

DRESS GOODS, 25c—One lot checks and striped, 36-inch wool goods that sold at 39c this sale **25c**

ROUGH SILKS, 79c—Ottoman, shantung, pongee, Tussah crepe, mirage and diagonal weaves; 27 to 36 in. wide; regular \$1.00 value, this sale **79c**

FOULARDS, 69c—Our showing of fancy foulards is unusually complete, all colors and patterns that sold at 85c to go at **69c**

BLACK SILKS, 79c—Peau-de-soie, taffeta, duchess satin and messaline, black silks 36 inches wide, \$1.00 and \$1.25 values, July price **79c**

July Sale Carpets and Curtains

LACE CURTAINS, 98c—A large choice of styles in white and ecru lace curtains that sold at \$1.25, July sale price **98c**

LACE CURTAINS, \$1.10—White or Arabian Nottingham lace curtains in many designs that sold for \$1.50; this sale, per pair **\$1.10**

BRUSSELS CARPET, 59c—Very attractive patterns in floral and oriental brussels carpet that sold for 79c and 85c a yard, this sale per yard **59c**

PRINTED SCRIMS, 18c—Charming patterns and colors in figured curtain scrims, some double faced; regular 25c kind this sale, per yard **18c**

9x12 RUGS, \$15.00—Choice of any velvet or Axminster 9x12 rug in the house that sold up to \$25.00, July sale price **\$15.00**

16-4 LINOLEUM, 49c—Best quality linoleum, 4 yards wide worth 60c to go this sale, at per yard **49c**

WASH RUGS, \$1.25 and \$2.25—Martha Washington wash rug in blue and white and lavender and white, 30x60 and 36x72, specially priced at **\$1.25 & \$2.25**

soiled. These have all been visited by the mark-down man and now present extraordinary saving opportunities to early shoppers. These goods are undesirable only from our viewpoint. Ever on the alert to secure the new things first our buyers will soon be in the Eastern markets purchasing merchandise for fall. We will then need the space these goods occupy, while you will have at least three months in which to wear them. From this you will readily see the desirability of early shopping. Everything has been arranged to make your buying easy and satisfactory. You'll find shopping a real pleasure here.

Sale Starts on Friday, July 1st Ends Saturday, July 9th

No Goods Charged on Sent on Approval at These Prices:



July Sale Ready-to-Wear Goods

SILK DRESSES, 20 per cent off—Ladies' beautiful new silk dresses in foulards, pongee, eolienne, net, taffeta, and diagonal weaves, both plain and fancy at prices ranging from \$13.50 to \$25.00; choice at **20 PER CENT OFF**

SILK PETTICOATS, \$2.49—A new line of pure silk, deep flounce petticoats in black and colors many would ask \$5.00 for these; our July sale price **\$2.49**

WASH SKIRTS, 69c—A good wearing wash skirt in tan or white linen finish suiting; special July sale price **69c**

WASH SKIRT, \$1.10—Both tan and white near-linen wash skirts, neatly made; our regular \$1.50 values, this sale **\$1.10**

SUITS, \$10.00—All light wool suits that sold up to \$27.50 to go at **\$10.00**

SUITS, \$15.00—All light wool suits that sold from \$30.00 to \$40.00; to close out **\$15.00**

WASH SUITS, 1/2 off—New summer styles in fancy colored wash suits (tans and whites excepted) that sold from \$3.50 to \$15.00 **ONE-FOURTH OFF**

SKIRTS AT \$1.75—A good Panama skirt in black and grey check, not pure wool, but will wear well, \$2.25 our regular price; July sale **\$1.75**

VOILE SKIRTS, \$4.75—Handsome new style voile skirts, pleated and silk trimmed with yoke effect at top; \$6.50 and \$7.50 values; three different sizes; your choice **\$4.75**

July Sale Embroideries and Laces

EMBROIDERY, 7c—A large selection of embroidery that sold from 10c to 15c a yard, this sale, per yard **7c**

CORSET COVER EMBROIDERY, 39c—Dainty and sheer corset cover embroidery that sells at 59c; this sale **39c**

EMBROIDERY AT 59c—Attractive patterns in beautiful sheer corset cover embroidery; 75c quality **59c**

FLOUNCINGS, 33c—Artistic patterns in nicely finished Swiss flouncings 18 inches wide; 49c quality, this sale **33c**

LACES, 5c—The best lot of 5c laces ever sold in Mt. Vernon; a big special purchase vals, torchan and cotton chunty, bands, edges and insertions that are worth up to 25c; all to go in this sale, per yard **5c**

RIBBONS, 9c—A good all silk ribbon in black and colors, 40 and 60 widths, this sale **9c**

39c FANCY PERSIAN RIBBONS—To go at this sale **27c**

47c PERSIAN RIBBONS—To go at this sale **37c**

July Sale Wash Goods & Domestics

COTTON CREPES, 19c—A full line of colors in striped and figured fine dress crepes regular 39c value to close out **19c**

CUSTOM CLOTH, 11c—A plain color, heavy, soft finish, cotton suiting in every shade; 15c quality, July sale **11c**

COTTON FOULARDS, 12 1/2c—Cotton foulards that sold at 25c black and blue figured, only, this sale **12 1/2c**

LAWNS, 4 1/2c—25-in. fancy figured lawns, all colors, July sale price **4 1/2c**

DRESS POPLINS, 12 1/2c—27-inch soft finish dress poplins, striped and figured, in fine line colors 18c value, July sale **12 1/2c**

APRON GINGHAMS, 7c—Best standard apron checks in all colors, regular 8c ones, this sale, per yard **7c**

36-in. SHEETING, 5c—Montrose brown sheeting, 36 in. wide, regular 7c value, per yard **5c**

SHEETING, 6 1/2c—36-inch brown sheeting that sold at 8c a yard, July sale price **6 1/2c**

40-inch MUSLIN, 8c—An extra heavy brown muslin 40 inches wide, that sells at 10c, this sale, per yard **8c**

BLEACHED MUSLIN, 6c—A splendid 36-inch full bleached muslin to go this sale **6c**

CAMBRIC MUSLIN, 7c—A soft finish Cambric 36 inches wide for underwear to go this sale, per yard **7c**

Ladies' Hose, 15c

Just received a large shipment of Burson hose in black and tan which but for slight factory imperfections would sell at 25c pair; this sale, **15c**

\$1.50 Cosets, 79c

Slightly soiled and discontinued lines of cosets in Kabo, American-Lady and Royal Worcester makes that sold at \$1.50 to close out **79c**

50c Silk Gloves, 39c

Our best 50c quality silk gloves in green, brown and Copenhagen double tipped; to close out at, per pair **39c**

\$1.25 Hand Bag, 89c

Large size, nicely lined, black hand bag change purse and double strap handle; gunmetal finish; a good \$1.25 bag **89c**

July Sale Muslin Underwear

PETTICOATS, 59c—Good muslin skirts either tucked or embroidered flounce regular 75c ones; July sale price **59c**

SKIRTS, \$1.00—Nicely made muslin skirts trimmed in lace and embroidery; many styles to select from; \$1.75 values **\$1.00**

PETTICOATS, \$1.40—A charming style range of fine lace or embroidery trimmed muslin skirts that sold at \$1.75, this sale **\$1.40**

NIGHT GOWNS, 39c—Yoke tucked and embroidered, long sleeve; our regular price 50c to go at **39c**

GOWNS, 59c—Low and high neck, lace or embroidery trimmed muslin gowns that sold for 75c; this sale **59c**

CORSET COVERS, 39c—A wonderful showing of lace and embroidery trimmed corset covers with ribbon beading; regular 50c kind; your choice of any at **39c**

Back Combs, 49c

One lot nicely mounted back combs, worth 75c and \$1.00; we offer a large choice of patterns in these for this sale **49c**

25c Linen H'dk'rchiefs, 16c

A broken line of pure linen initial handkerchiefs, several styles regular 25c values; July sale price, each **16c**

25c Boys' Underwear, 19c

Boys' heavy gauze balbriggan underwear both pants and vests in our regular 25c grades; this sale **19c**

July Sale Millinery

All trimmed hats have been ordered to move out at prices that will make complete clearance.

Ladies' Hats, One-Half Price—Any trimmed hat in the house that sold from \$1.95 to \$10.00 to go at July sale **One-Half Off**

Children's Hats, One-Fourth Off—All children's hats to go this sale **One-Fourth Off**

July Sale Linens

TABLE LINEN, 41c—Wide heavy turkey red table linens that sell for 50c; this sale **41c**

TABLE LINENS, 29c—35c and 39c bleached and half-bleached good quality table linen **29c**

TABLE LINENS, 69c—65 and 72 inch full bleached heavy pure linen in beautiful designs, \$1.00 values this sale **69c**

LINENS, 89c—4 different patterns in 72 inch heavy unbleached table linen, extra quality, \$1.25 regular price; this sale **89c**

16-inch bleached cotton crash, this sale, per yard **5c**

TOWELS, 9c—18x33 fancy border huck towels, 12 1/2c values, this sale, each **9c**

TOWELS, 23c—22x45 hemmed heavy Turkish towels; our 39c ones, this sale, each **23c**

40c Toilet Soap, 25c Box

Romanza toilet soap, 3 cakes to the box, would sell anywhere for 40c; July sale, box **25c**

\$1.95 Shirt Waists, \$1.39

Fine lawn waists, well made and faultlessly finished in many styles of embroidery or lace; a regular \$1.95 value to go **\$1.39**

50c Shirt Waists, 29c

One lot of waists, last year's styles, come in white lawns and dotted Swisses in brown, black and blue plaids; sold at 50c & 75c; this sale **29c**

Men's Hose, 8c

Men's good wearing cotton hose in green, blue, red and tan; an extra good value at 10c; to go at July sale, per pair **8c**

12 1/2c Ladies' Vests, 10c

Ladies' fine gauze ribbed vests, low neck and sleeves that are selling big at 12 1/2c for July sale, each **10c**

The
Meyer-Lindorf Co.