



An Electrifying Stock Reduction Event of Gigantic Proportion—Terrific Price-Cuts  
Shattering all Former Value Giving Records.

We are face to face with the staggering task of reducing an enormous overstock of several thousand dollars' worth of merchandise. Counters, shelves and racks are loaded with goods that should have been sold weeks ago—a reduction MUST BE FORCED IMMEDIATELY! That's why we begin Saturday morning, June 13th, this stupendous 10 Day Sacrifice Sale, offering

Thousands of Dollars Worth of High-Grade, Seasonable and Wantable Merchandise at Wholesale Prices and Less! A Sweeping Sacrifice of Profits, Regular Prices and Even Actual Costs!

**SALE STARTS SAT., JUNE 13, 1914! COME EARLY!**

BELOW IS ONLY A HANDFUL OF THE VAST ARRAY OF UNPARALLELED BARGAINS A WAITING YOU!

**Staple Goods Reduced**

- 6c Standard Calicoes in all colors sale price.....5c
- 7c Brown Muslin, 36 in wide sale price.....6c
- 9c Brown Muslin, 36 in wide sale price.....7½c
- 10c Shirting, soft finish in all colors and plain, sale price.....8½c
- 15c White Outing, 36 in wide sale price.....10c
- 15c Dress Gingham 32 in wide, colors are guaranteed fast, sale price.....12½c
- 50c Feather Ticking, 60 in wide, sale price.....35c
- 35c Linen Sheeting, 90 in wide sale price.....65c
- 10c Linen Lace and Insertion, extra wide, sale price.....5c
- 35c and 50c Floral Ribbons in No's 150, sale price.....25c
- 25c Ribbons 10c Yard
- Fifty pieces of extra heavy Taffeta Silk and Satin Ribbons in Nos. 80, 100, 120, 150, the colors are red, black, pink, blue, green and white, sale price.....10c
- Women's 8 1-3c Vests 5c
- 50 doz pure bleach vests, sizes run good and large, sale price.....5c
- 75c Embroidered Crepe Flouncing, 45 inches wide, sale price.....49c
- 25c Corset Cover Embroidery 15c
- 18 inch fine Cambric Corset Cover Embroidery, deep open work sale price.....15c

**Remarkable Sale of Tailored Suits, Coats, Skirts and Dresses**

**Spring Suits Must Go**

That's Durnil's Edict, and we are closing our eyes to the costs and former selling prices and are offering values upward to \$25 in two immense groups at

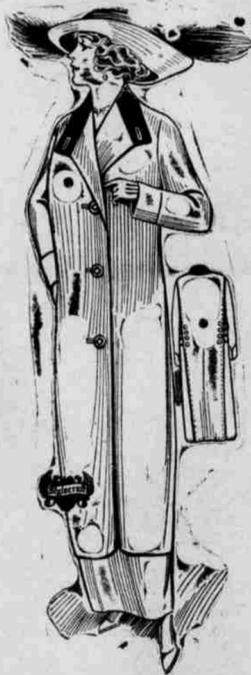
**\$5.95 and \$12.50**

All \$19.50 and \$25.00 Spring Suits to Close Out Quick at \$12.50

These suits are made of poplin, serge, gaberdine, etc. In a word this group of suits embraces the best styles of the season they are being ruthlessly sacrificed because of our determination to close them out quickly.....**\$12.50**

All \$10.00 and \$12.50 Suits \$5.95

Choice of 24 Spring Suits at a mere fraction of their real value. Early shoppers will of course have the best collection to choose from.....**\$5.95**



**A Remarkable Sale of Silk and Cloth Coats**

Values \$15, \$19.50 and \$22 now \$9.95  
Comprising more than 100 Coats

All of the new spring styles are included in this collection, jaunty little silk coats that are so much in demand. It is the best lot of coats that you have ever been able to choose from at this remarkable low price.....**\$9.95**

All \$10 and 12.50 Coats now.....**\$6.95**  
All \$7.50 Coats now.....**4.95**  
All \$5.00 Coats now.....**3.95**

**LOT I**

One lot of Ladies' and Misses' Coats in full length, made of all wool serge in the tan and navy colors, regular \$10.00 and \$12.50 values to close out quickly during this sale.....**\$3.45**

**Notions!**

- Underpriced for this Sale
- 25c bottle of Peroxide (16 ounces) for.....10c
  - 25c can Carnation Talcum (large can).....10c
  - 25c bottle Vaseline for.....10c
  - 10c bottle 3 in 1 Machine Oil for.....8c
  - 15c Hair Combs for.....10c
  - 10c Sticker, embroidery edge, all colors, sale price.....5c
  - 5c card Pearl Buttons for.....2c
  - 5c Handkerchiefs (hemstitched) 2 for.....5c
  - 10c fancy carved ocean Pearl Buttons all sizes.....5c
  - 10c can Air Float Talcum Powder for.....5c
  - 25c tube Colgates Dental Cream for.....20c
  - 8 bars Colgates Shaving Soap for.....25c
  - 10c bar pure Castile Soap for.....6c
  - 25c jar Greasless Peroxide Cream for.....10c
  - Bunch of Hair Pins for.....1c
  - 10c Japanese Fans for.....5c
  - 20c Oil Cloth in plain white only for.....14c

**Wash Goods Reduced**

- 12½ Cynthia Crepe in neat pink, blue, tan and lavender patterns, 27 in wide, sale price.....10c
- 19c Tissue Gingham, Striped Voile, crinkle seersucker crepe, etc., in neat figures and stripes sale price.....15c
- 15c Lawns, all colors floral and stripe patterns, sale price.....9c
- 35c Printed Crepe, striped ratine, silk stripe crepe, etc., sale price.....25c
- 50c Ratine 36 inches wide, pink, Copenhagen, blue and white sale price.....29c
- 25c silk and voile Tissue, woven flax-on Egyptian Tissue, etc., sale price.....19c
- 25c and 35c white, checked and striped Flaxons in neat patterns, sale price.....19c
- 35c Embroidered Crepe and Rice Cloth 36 inches wide, sale price.....25c
- 25 pieces of Cravenette, Diagonals, Voiles, etc., 42 to 54 inches wide, sale prices.....69c
- 54 inch tan and grey Whipcord Suiting for suits and separate skirts, sale price.....98c
- 54 inch black and white Waffle Check Dress Goods for skirts sale price.....\$1.00
- Forrest Percalé, 36 inches wide, every yard guaranteed to wash and not fade, sale price.....10c
- One lot of 25c Curtain goods in white and cream colors plain and fancy border styles, sale price.....19c

**Hosiery**

**Special Values for This Sale**

- Misses 15c fine ribbed fast black hose, sizes 5 to 9½ sale price.....10c
- Ladies' Tan Hose 15c
- Ladies 25c tan hose, double heels and toes fine lisle finish, sale price.....15c
- Cadet Hose
- Cadet Hose for girls and boys in fine light weight, medium weight and extra heavy ribbed styles, all sizes.....25c
- Infants Sox 15c
- In plain white with plaid tops also pink and blue with polkadot tops special value at.....15c
- Everwear Silk Hose 75c
- Every pair guaranteed the colors are black, white and tan sale price.....75c
- Kaysers Silk Hose \$1.00
- Made of a heavy glove silk with lisle feet, the best silk hose made for.....\$1.00
- Ladies' Silk Hose at 50c
- The colors are black, white and tan, special value at.....50c
- Infants Silk Hose 25c
- The colors are black and white.

**Women's and Children's Dresses**

- Women's Dresses at \$3.98
- Made of fine quality rice cloth with neat floral figures, low neck, short sleeves and overskirt, all sizes sale price.....**\$3.98**
- Women's White Dresses at \$5.00
- Choice of our \$5.98 and \$6.50 line of one-piece dresses they are made of crepe, voile, rice cloth and ratine, all made with overskirts, short sleeves and low neck, sale price.....**\$5.00**
- \$15.00, \$20.00 and \$25.00 Silk Dresses at \$9.50
- Just 16 of these fancy one piece dresses left they are made of messaline, silk poplin, silk crepe, etc to close them out during this sale at.....**\$9.50**
- Children's Dresses at 50c
- They are made of plain blue and pink gingham with embroidered yoke, sleeve and belt, for ages 2 to 6 special at.....**50c**
- Children's White Dresses at \$1.25, \$1.50 and \$2.00 made of fine swiss embroidery, low necks and short sleeves, ages 2 to 6.

**Men's Furnishing Goods**

- Men's 50c shirts and drawers in cream and white, the shirts are long and short sleeves the drawers have double seats sale price each.....45c, suit.....**85c**
- Men's Munsing Unionsuits at \$1.00, \$1.25, \$1.50 & \$2.50
- The styles are long or short sleeve, close crotch ankle three-quarters or knee lengths.
- Men's unionsuits made in short sleeves and ankle length styles at.....**50c**
- Men's 15c and 25c Wash Ties at.....**10c**
- Men's Shirts at 50c
- Made in plain negligee, or with collar attached, the patterns are neat black and blue stripes and figures Special showing at.....**50c**
- Men's Shirts at \$1.00
- Made of fine fast color madras in soft collar or negligee styles. The colors are guaranteed fast. Special values in this sale at.....**\$1.00**
- Men's Silk Crepe Shirts at \$1.50, \$2.50 and.....**\$3.00**
- Men's 25c Lisle Hose 15c
- The colors are tan and black, only.
- Everwear Silk Hose for Men at 50c
- The colors are tan, white, blue, gray, purple and black

**Women's Oxfords**

- LOT I. This lot contains gun metals, tans and suede in one strap pump and oxford styles, former values were \$3.00, \$3.50 and \$4.00 sale price.....**\$1.45**
- Women's \$2.00 White Canvas Shoes, sale price.....**\$1.45**
- Women's \$2.50 White Canvas Shoes, sale price.....**\$1.95**
- LOT II. Women's \$2.50, \$3.00, \$3.50 and \$4.00 pumps, one and two strap pumps and button oxfords in gun metal, patent and tan, sale price.....**\$1.95**
- BOY'S CLOTHING
- During this sale we will feature special values in boys clothing at three prices: \$2.95, \$3.95 and \$4.95. These are all new spring styles and we guarantee every suit to be well made and strictly all wool.
- At \$2.95. At this price we are showing two all-wool fabrics the colors are tan and gray. The coats are made Norfolk style with two box pleats front and back and a belt all around. The trousers are knickerbocker style, cut full, belt loops and watch pocket for ages 6 to 17, sale price.....**\$2.95**
- Here is a suit that is appropriate for use as a school suit or dress suit. The colors are gray and tan striped chevrons and are absolutely all wool. The trousers have watch pocket, side buckles, full peg top and are lined throughout; for boys aged 6 to 17 sale price.....**\$3.95**
- These two models are made Norfolk style. The coat has clincher buttons and inside pockets. The trousers are made peg top, lined throughout. The materials are all wool blue and brown serge, sizes 6 to 17 years, sale price.....**\$4.95**

**DURNIL'S**  
Monett, Missouri