

# Merchandising Event

## OUR CO-OPERATION?

### Men's Hosiery

Quantity Mens Silk Hose in Dark Gray, we know the price is off but look at the price.  
 July Sale ..... **19c**

Mens Silk Hose in Black or Brown.  
 July Sale ..... **35c**

Mens 50c Lisle Hose.  
 July Sale ..... **35c**

Mens 25c Cotton Hose.  
 July Sale ..... **15c**

### Hosiery

Children's 3/4 Socks, was 45c  
 July Sale ..... **39c**

Children's Lisle in Black or White, a very recommended second, was 50c. July Sale ..... **35c**

**Velveteens**  
 Was \$1.10—July Sale  
**79c**

**\$1.65 Umbrellas**  
 Both Men's and Ladies'  
 July Sale  
**\$1.00**

**Boudoir Caps**  
 Every one we own  
**19c**

**R. M. C. Crochet Cotton**  
**8c Ball**

**Silk Ribbons**  
 LOT NO. 1—Wide Hair Bow Ribbons up to 40c—July Sale—  
**19c**  
 LOT NO. 2—Extra wide Hair Bow Ribbons, up to No. 200 in width and \$1.25 in price—July Sale—  
**49c**

### High Grade Silks at the Biggest Savings in the History of Alma Merchandising



Canton Crepe 42 in. wide, all wanted colors, good weight. July Sale yard ..... **\$2.69**

Silk Foulard, Blues and browns. July Sale, ..... **\$1.69**

Rippolette, a beautiful knit silk fabric, was \$3.50. July Sale **\$2.15**

Crepe de Chine—large range of colors—extra quality. July Clearance the yard ..... **\$1.49**

Georgette, the best, all colors. July Sale, yard ..... **\$1.39**

Taffeta, Black and colors. July Sale, yard ..... **\$1.59**



## ANOTHER HOT ONE--ALLIES WOOL YARN 35c

Allies Yarn sells at 50c skein everywhere and will cost more for fall -- Cover your needs -- 1/4 lb. skeins at

any Feather Ticking, was 59c. July Sale yd. **37 1/2c**  
 with Robe Materials, was 69c. July Sale yd. .... **45c**

### ICE CORSETS

buy a new Corset?  
 opportunity:

Madame Grace \$4.25 Corsets  
 July Sale ..... **\$2.75**

Madame Grace \$5.00 Corsets  
 July Sale ..... **\$3.00**

Madame Grace Brassiers  
 July Sale ..... **39c**

**1 oz. Skeins Yarn**  
 Nearly all colors  
**5c Skein**

**Dexter Knitting Yarn**  
 July Sale  
**10c**

**Printed Flaxons**  
 Regular 35c Value  
 July Sale  
**23c**

**Babies' Rubber Pants**  
 Was 59c July Sale  
**39c**

**Ladies' Black Petticoats**  
 Up to \$3.15  
 July Sale  
**98c**

Tricolette, while it lasts.  
 July Sale, yard ..... **\$1.69**

Charmeuse, heavy quality,  
 Black and Navy. July Sale ..... **\$2.89**

Pongee Silk, was \$1.45.  
 July Sale, yard ..... **98c**

**WHITE GOODS AND FANCY WAISTINGS**  
 We have put it all in one lot to sell fast. This is very cheap.  
 July Sale, yard ..... **39c**

**SILKOLINES**  
 Everything we own in Silkolines one price. July Sale yard ..... **19c**

**COTTON CREPES**  
 Pink, Blue and White, 30 in. wide, was 39c yard. July Sale, yd. **25c**

Steifels Denim for heavy shirts and romper suits, was 25c. Sale **19c**

Art Linen, natural linen color, All Linen. July Sale ..... **50c**

Art Linen, pure white, all linen July Sale, yard ..... **70c**

Steven's Crash, a pure linen Crash, 18 in. wide. July Sale ..... **19c**

Messalines, all colors.  
 July Sale, yard ..... **\$1.35**

Black and White, Navy and White Check Silk. July Sale ..... **\$1.45**

Extra heavy Messaline, Black only. July Sale ..... **\$1.69**

**KIMONO CREPES**  
 Serpentine and Japtok Crepes, 30 inches wide and a splendid line of patterns. Buy all you want at July Sale, yard ..... **29c**

**LINENE OR BEACH CLOTH**  
 The season's popular suiting for sport dresses. White Tan, Old Rose, Green, yard wide. July Sale ..... **29c**

**CRETONNES**  
 All 25c Cretonnes, July Sale, yard ..... **19c**  
 All 40c Cretonnes, July Sale, yard ..... **27 1/2c**

Cotton Challies, yd. wide, was 20c. July Sale, yard ..... **13c**

Colored Mercerized Sateens was 50c. July Sale, yard ..... **33c**

Printed Sateen Linings, was 69c. July Sale, yard ..... **49c**

A. C. A. Feather Ticking was 40c. July Sale, yard ..... **25c**

# Benedict

CHIGAN

Turn to next page for Extraordinary Shoe Bargains