

Save this Circular and Wait Until Wednesday, July 12, at 9 o'clock a. m.

FAIR WARNING

Sale Beginning Wednesday Morning, July 12th at 9 o'clock

Cookeville's
Leading Store

PINCUS BROS.

Cookeville's
Leading Store

Will Inaugurate 10 days of the Most Remarkable, Matchless, Price-Cutting Event Ever Heard of in this Store

\$50,000 WORTH OF HIGH GRADE SUMMER MERCHANDISE

Consisting of Men's and Boys' Clothing, Hats, Shoes and Furnishing Goods, Dress Goods, Millinery, Ladies' Furnishing Goods, Trunks, Suit Cases, Carpets and Mattings is placed on sale for 10 days without reserve, and without withholding anything, and at prices that mean cash saving to every purchaser. This is a bargain event that will surpass anything ever attempted in the value giving line in Cookeville. Save this sheet and wait for Cookeville's greatest sale. Magnificent bargains. Thousands of surprises. Read on. Read every line, then wait for the 20th century's most remarkable and stupendous sale. It will be characterized by enough thrilling, sensational selling for a hundred sales. Don't hesitate. Now is the time. Act at once, when the bargain floodgates open Wednesday morning, July 12. We are not bound by former cost or selling prices. The greatest, biggest, broadest, grandest, most unparalled, liberal, legitimate and far-reaching merchandising event that has ever occurred in Cookeville. Remember this not an ordinary bargain sale. It is not a dissolution. It is not a fake of any sort. Look where you will; read what you please. Your eyes, your mind and your feet should turn towards this store, for so apparent will be the greatest money-saving benefits of this extraordinary sale event that it will pay you to investigate our statements, which will prove to you that this is no fairy tale, but actual facts. **Positively no goods will be charged during this sale.**

DRY GOODS

Of standard quality at prices that you will readily recognize as far below regular prices.

Hope Bleached Domestic... 13 yards \$1.00
\$1.00 worth to a customer.

Dress Woolens in Serges, Mohairs; standard weaves, all shades and regular 65c value... 39c
Summer Lawns, figured, striped and solid colors per yard... 9c
Regular 15c Bleached Cambric... 11c
Brown Domestic, 8c quality now... 5c

SHOES

For Every Member of the Family.

Every \$3.00 Shoe and Oxford in the house for Men and Women, at... \$1.98
One lot of Ladies' Oxfords, in Patent Leather, Kid and Tan. Regular \$2.00 kind, now... \$1.23
One lot of the famous Keith Conqueror and Florsheim shoes, regularly sold for \$4.00 and \$5.00. Fair warning price \$2.69

Ladies' Silk Hose

Our entire line of Silk Hose... 42c

Men's Silk Hose 23c

Men's Pure Silk Half Hose that sold for 50c... 23c

Men's Handkerchiefs 3c

Large Handkerchiefs, white and bandanas.

Bargains in Toilet Goods

Talcum Powder, sale price... 4c
Colgate's Talcum Powder... 15c
Williams' Talcum Powder... 15c
Colgate's Perfumes, 25c kind... 15c
Colgate's Dental Cream, large size... 20c
Colgate's Shaving Cream... 20c
Colgate's Dental Cream, small size... 9c
Household Ammonia... 5c
1 lb. Jergen's Violet Tale, worth 25c... 19c

\$3.00 Parasols \$1.23

In pure silk, all the new fancy colors, never equalled, while they last... \$1.23

Sensational Every Day Minute Specials

Every day during our Great Sale we will offer extraordinary specials, so be on hand during the mentioned hours.

Between 10:00 and 10:15 a. m., we will sell Apron Gingham, the best quality, sold at 6c for... **3 1/2c**
Limited 10 yards to a customer

Between 2:00 and 2:15 p. m., we offer Standard Calico, in all shades at Only 10 yards to a customer... **3c**

SPRING SUITS

For Men, Youths and Children, at prices that are less than wholesale cost.

We have one lot of \$7.50 Men's Suits, in green, blue, brown and mixtures. This lot is an exceptional bargain at... **\$3.45**

A beautiful selection of our regular \$10.00 suits which includes every desirable shade and pattern... **\$6.98**

Our better grade of \$18.00 Suits, which need no further recommendation... **\$11.75**

One lot of Men's Suits, worth \$5.00, Fair Warning price... **\$1.98**

One lot of Suits, nice range of patterns, this season's styles, worth \$7.50, Fair Warning price... **\$3.48**

Youths' Suits

\$5.00 Suits for Young Men in the latest colorings, good selection to pick from... **\$2.45**

\$9.00 Youths' Suits to be sold for... **\$4.44**

Our \$12.50 Youths' Suits, worsteds, cashmeres and serges... **\$7.95**

Men's and Boys' Pants

A beautiful selection of Men's Pants that sold for \$4.50, now... **\$2.45**

Regular \$1.25 Khaki Pants... **95c**

Suspenders for Men and Boys... **7c**

75c Dress Shirts, soft collars and with extra collar... **49c**

MILLINERY

Our entire line of Millinery to be sold at exactly half of the former price. New styles and new shades.

Ladies' Vests

Ladies' Fine Gauze Vest 15c value 3 for 25c
Ladies' Gauze Vest... 14c
Ladies' Gauze Vest, worth 25c... 14c
Ladies' Gauze Union Suits, low neck and short sleeves... 43c
Children's Gauze Union Suits, worth 35c... 21c

Ladies' Linen Suits

In white and all colors, very new style and worth up to \$12.50. Think of it! Fair Warning Price... **\$2.98**

Ladies' Dresses

Made of finest Lingerie Lawn, white, pink and blue, trimmed in dainty val. lace and embroidery. Worth up to \$10.00 each Fair Warning Price... **\$2.98**

Torchon Lace at 2c per yd.

As long as it lasts we will sell Torchon Lace and Insertion worth up to 10c, at... 2c
100 pieces of valuable lace in an awfully pretty line of patterns. You must hurry if you get these bargains... 4c

Muslin Underwear

Daintily trimmed Corset Covers and Muslin Pants at... 23c
75c Ladies' Muslin Drawers, open and closed, extra and regular size, with embroidery, lace and tucked ruffles... 42c
\$1.00 Gowns, Corset Covers, Combination Suits and Drawers, made extra full and trimmed with lace and embroidery... 79c

Remnant Table

Thousands of yards of fine goods in short lengths, at just half their original price. You will be surprised at the big bargains.

\$1.50 Brogan Shoes, best tap sole... \$1.29
12 spools Coats' Thread... 55c
25c Children's Straw Hats... 15c
40c White Aprons, ruffles and pockets... 19c

NOTIONS

Pearl Buttons... 4c
Pearl Buttons... 9c
Steel Thimbles... 4c
Kld Kurlers... 4c
Darning Cotton 2 for 5c
Wire Hair Pins... 4c
Hair Brushes... 10c
Dressing Combs... 9c
Curling Irons... 9c
Brass Pins... 1c in 1 4c
Cube of Pins... 4c

One forethought is worth a thousand regrets; therefore, this sale should have your instant attention. No idle talk, but a bona fide gigantic sale which includes every article in stock. If money saving means anything to you, read this and profit. No goods charged. Cash only.

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NOTIONS

Pocket Combs... 9c
Needles... 3c
Tape Measures... 4c
Side Combs... 9c
Dress Shields... 9c
Finishing Braid... 9c
Finishing Braid... 9c
Hooks and Eyes... 4c
Basting Thread... 4c
Button Moulds, doz... 4c
Hair Nets... 3c