

# OUR JULY

# CLEARANCE SALE

## BEGINS

Saturday, JULY 11th, and ends Saturday, JULY 18th

Certainly this is the greatest Sale event of the entire year. When you consider the fact that you have a Fifty Thousand Dollar Stock, of all the new merchandise to select from. Embracing as it does, every department in the Big Store—Dry Goods, Ladies' Ready-to-Wear, Millinery, Shoes, Men's and Boys' Clothing and Haberdashery.

**Modern Merchandising Methods and the Frequency of the Changing Styles Make This Sale Imperative.**

**THIS IS THE FINAL CALL**, and the Season's minimum prices will prevail during the 7 days Sale. **Remember the Date—and the Conditions of the Sale. CASH! No Goods on Approval.** No phone or mail orders filled during this Sale. Everything marked in plain figures. Our one price to all alike. Everything as advertised, and your money back if you want it.

**READ ON AND BRING THIS CIRCULAR FOR COMPARISON OF PRICES.**

### Ladies' Tailor-Made Suits Must Positively Go Regardless of Former Price or Cost.

We have divided them into three lots and three prices. All Wool Suits formerly were up to \$13.50. Final Clearing price.....\$4.98  
 All Suits up to \$18.50, Final clearing price.....\$7.50  
 Choice of any Suit in house, this includes Silk Suits from \$20.00 to \$30.00 values. Final Clearing Price.....\$10.00

### Ladies' Silk, Crepe de Chine and Longerie Dresses. This offer is made without any reservation.

Choice of any Dress in the Store .....\$12.50  
 Choice of any Dress up to \$10.00. Clearing price.....\$3.50  
**WE HAVE A FEW SILK COATS WHICH WILL BE SACRIFICED IN THIS CLEARANCE SALE.**

### Our Annual Oxford Sale.

We shall now proceed to rush out of our store by the means of cut prices our entire stock of low shoes.

#### NOW'S THE TIME TO BUY.

Thousands of pairs of this season's styles have been greatly reduced. This sale includes all our finest and most fashionable footwear. Nothing has been reserved or laid aside. Below are a few of the many bargains that will be offered in this Sale.

#### FOR MEN.

All \$6.00 Stacy Adams Tan Oxfords Reduced to.....\$4.92  
 All \$6.00 Stacy Adams Dull Calf Oxfords reduced to.....\$4.92  
 All \$6.00 Stacy Adams Patent Oxfords reduced to.....\$4.92  
 All \$6.00 Stacy Adams Kid Oxfords reduced to.....\$4.92  
 All \$5.00 Walkover Tan and Black Oxfords reduced to.....\$3.90  
 All \$4.50 Walkover Tan and Black Oxfords reduced to.....\$3.60  
 All \$4.00 Walkover Tan and Black Oxfords reduced to.....\$3.42  
 All \$3.50 Walkover Tan and Black Oxfords reduced to.....\$2.98  
 Special lot of Men's \$3.50 and \$4.00 Oxfords in Tan and Gun Metal Calf reduced to \$2.58.  
 Boys' \$3.50 Oxfords reduced to...\$2.40  
 Boys' \$3.00 Oxfords reduced to...\$2.20  
 Boys' \$2.50 Oxfords reduced to...\$1.98

#### OUR LADIES' LINE.

Wright-Peters, E. P. Reed and American Girl have all been reduced.  
 All \$4.00 Styles reduced to.....\$3.30  
 All \$3.50 Styles reduced to.....\$2.98  
 All \$3.00 Styles reduced to.....\$2.39  
 All \$2.50 Styles reduced to.....\$1.98

Special lot of Ladies' Styles in Patent, Dull Kid, Gun Metal and Tan will be closed out at less than factory cost.

Misses' \$3.00 Mary Jane Pumps Reduced to.....\$2.40  
 Misses' \$2.50 Mary Jane Pumps Reduced to.....\$1.98  
 Misses' \$2.00 Mary Jane Pumps Reduced to.....\$1.48  
 Misses' \$1.75 Mary Jane Pumps Reduced to.....\$1.30  
 Misses' \$1.50 Mary Jane Pumps Reduced to.....\$1.20  
 Don't Fail to See The Bargain Counter.

## Dry Goods Department

### All Spring and Summer Silks Sacrificed.

27-in. Foulard and Taffeta Silk, \$1 quality, in sale.....59c  
 40-in. plain and flowered Crepe de Chine, price.....50c  
 27-in. plain colors and striped Seco Silk, sale price.....19c  
 Lot dotted Seco Silk, 25c. quality, sale price.....12½c  
 36-in black Chiffon Taffeta, \$1.25 grade, sale price.....98c

### Table Linen and Towels.

60-in. Mercerized Table Damask, price per yd.....23c  
 64-in. Table Linen, 50c. value, sale price.....35c  
 72-in. Heavy Table Damask, \$1.25 grade, price.....90c  
 20x40 Heavy Huck Towels. Sale price each.....10c  
 22x45 Heaviest Bath Towels (note size) price each 20c

### Big Price Reduction in Room Size Rugs.

We carry the largest line of Smith's Wilton, Velvet, Axminster and Brussels Rugs of any house in this part of the State.  
 Smith's Axminster Rugs, 9x12 feet, in sale.....\$19.50  
 Smith's \$22.50 Axminster Rugs, 9x12 feet.....\$18.50  
 Smith's \$20.00 Axminster Rugs, 9x12 feet.....\$16.50  
 Smith's \$18.00 Velvet Rugs, 9x12 feet, in sale.....\$14.50  
 Smith's \$15.00 Brussels Rugs, 9x12 ft., in sale.....\$12.90  
 Smith's \$12.50 Brussels Rugs, 9x12 ft., in sale.....\$10.00  
 Smith's \$10.00 Wool Rugs, 9x12 ft., special.....\$6.98  
 Best Grade Matting Rugs, 9x12 ft., special.....\$2.50  
 Best Grade Matting Rugs, 30x60 in., special, each.....35c

**MILLINERY**—We are making ridiculous prices in order to clean out every Ladies' and Child's hat in our store. Choice of any Trimmed Colored Hat in Store up to \$5.00, in sale 98c. Choice of any Trimmed Hat in Store for \$1.98. Our hats are all the season's best styles and the above prices are but a fractional part of the cost.

**Remember Date and Conditions of Sale and Come Early to Get Choice**

*Morgan, Verhine Co.*  
*Outfitters for all Mankind*

The Largest Distributors of Merchandise in This Part of Tennessee.

Ladies Separate Skirts, were \$5 to \$6, in Sale.....\$3.50  
 Ladies Separate Skirts, were \$2 to \$3, in Sale.....\$1.00

Ladies White Waists including Voile and Crepe, \$1.25 and \$1.50 waists. Final Sale Price.....75c  
 Big lot of \$1.00 and \$1.25 Waists, in sale, each.....50c

Ladies' and Misses' White Middy Blouses—Choice of all \$1.00 and \$1.25 grades go in sale at.....89c  
 One big lot of White Middys in sale at.....45c

2000 yards, our entire stock of Lawn, Batiste, Crepe and Ratine, plain and flowered, choice styles, including everything up to 12½ cents, all go in sale at 6-7-8 cents per yard. **THIS IS VERY SPECIAL.**

3000 yards fine Crepe, Poplin and Ratine, 27 and 40 inch widths, 25 and 35 cent grades. All in sale at one price, per yard.....19c

3500 yards Choice Best Brands of Calico, in sale at per yard.....4½c

1 case of Hope Domestic, long as it lasts, per yd.....7½c

1000 yards of Fine Swiss, Voile and Crepe Embroidered Flouncing, 18, 27 and 45 inch widths. Choice of the lot 25 cents per yard. This is not half their value.

Connestoga Feather Bed Tick, best made, per yd.....18c

### The Final Call on All Men's and Boys' Suits, Shirts, etc.

It is a rare chance for you to have choice of such well-known clothing as Straase & Bros., Society Brand and Style Plus Suits at COST.

**ALL MEN'S SUITS  
 ALL BOYS' SUITS  
 ALL MEN'S PANTS  
 ALL BOYS' PANTS**

## At Cost

Choice all Men's \$1.50 Shirts in sale.....\$1.20  
 Choice all Men's \$1.00 Shirts in sale.....79c  
 Choice all Men's 50 cent Shirts in sale.....45c

Men's and Boys' 50c Caps in sale.....35c  
 Men's and Boys' \$1.00 Caps in sale.....69c  
 \$5.00 and \$6.00 Panama Hats in sale.....\$3.50  
 Men's \$3.00 Fur Hats, in sale.....\$2.40  
 Men's \$2.00 Fur Hats, in sale.....\$1.50  
 Men's \$1.50 Fur Hats, in sale.....\$1.20

All Men's and Boy's  
**Summer Underwear**  
 at House Cost.

Choice of our Big Stock of Fink's and Duck Brand, best grade of Overalls. Sale price

-79c-