

OUR ANNUAL JULY

Notice!

THIS Sale Starts on Thursday, July 14, but we reserve the privilege of withdrawing it any day thereafter without notice.

CLEARING SALE

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It is customary for most all progressive stores to have—during the month of July—what is termed a “Clearing Sale”—some hold them through matter of form, simply because the other fellow does. With this store it is different, and we believe that our thousands of customers know that when we advertise a “Sale” we give values of high quality and real merit—such a sale you will find this to be. We have given you a general idea of how great the reductions will be, but by no means have we been able to mention all of the things that we will have on sale and displayed on our counters, so we extend you a cordial invitation to come and inspect the goods in person—thereby enabling you to be your own judge of the values offered.

54c Per Yard For 72 inch Full Bleached, Table Damask, worth 75 cents.	10c Per Yard For “Ramie” Linen Suitings, all colors, black and white, worth 15c.	15c Per Yard For Colored Silk Mulls, some with embroidered silk dots, worth 25c.	25c For 3 Ladies' Vests, full sizes, taped arm holes worth 15c each.	12 1-2c Per Yard For 40 inch Killarney Linen, white only, worth 20 cents.	15c Per Yard For White Mercerized Chiffon, worth 25 cents per yard.	5c For Ladies' Embroidered Cross Bar Handkerchiefs, worth 10c each.	10c For Ladies' Pure Linen Handkerchiefs, edged with lace, worth 15c.	17 1-2c Per Yard For 18 inch Corset Cover Embroidery, worth 25 cents.
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GREAT REDUCTIONS

In Ladies' Ready-to-Wear Department

THE writer is going to eliminate the usual form of giving lengthy, and sometimes tiresome, descriptions, as is customary with most ad men, and instead, merely state the FORMER PRICE and the REDUCED PRICE of the goods on sale. However, we want to assure you in all earnestness that the values have not been “inflated” or “marked up,” but are just exactly as they stood up to the opening of this sale. ALL MARKS IN PLAIN FIGURES—AND THIS LIST SHOWS EXACT REDUCTIONS.

8c Per Yard For White Persian Lawn, worth 12 1-2c.	7c Per Yard For 36 inch Bleached Domestic, worth 10 cents.	8 1-3c For Red Bordered Huck Towels, worth 10c.	10c Per Yard For Fancy Shirting Madras, worth 15c.	8c Per Yard For Figured Lawns and Batiste, worth 10c and 12 1-2c.	15c Per Yard For fine sheer “LYK-LINEN” Lawn, worth 25c.	50c For Wash Petticoats with embroidered flounce, worth 75 cents.	7 1-2c Per Yard For White Checked Nainsook, worth 10c.	10c For Children's Hose, in pink, blue and red, worth 25c.	25c For Ladies' Elastic Belts, worth 50c.	5c For Children's Black Lace Hose, worth 25 cents.
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Ladies' Wash Suits in white and colors faultlessly made of excellent materials and trimmings. \$4.50 Values Reduced to... \$2.25 \$6.00 Values Reduced to... \$2.98 \$7.50 Values Reduced to... \$3.75 \$12.00 Values Reduced to... \$5.98 \$15.00 Values Reduced to... \$7.50	Ladies' White Lingerie Waists at 50c We have a big lot on hand at this price, prettily trimmed with laces and embroidery, and made of splendid materials. Sold formerly up to \$1.00	Ladies' Tailored and Embroidered Waists at 98c Some are tailored with embroidered fronts—others are lingerie with dainty lace and Baby Irish embroidery trimmed. Former price was \$1.25 and \$1.50	Fine Silk Dresses in fancy silk, foulards and pongee. They don't make them prettier than these at any price. \$10.00 Values Reduced to... \$5.00 \$12.50 Values Reduced to... \$6.25 \$15.00 Values Reduced to... \$7.50 \$17.50 Values Reduced to... \$8.75
Ladies' Wool Coat Suits Two lots to offer in this sale—and they are elegantly tailored and beautiful materials and colors. \$16.50 Values Reduced to... \$8.25 \$19.50 Values Reduced to... \$9.75	Fine Net and Silk Waists These come in black, white, cream and fancies, and are handsomely trimmed: \$3.50 Values for \$1.75 \$5.00 Values for \$2.50 \$7.50 Values for \$3.75	Ladies' Wash Skirts In white and colors. The materials are Linen and Linene—the styles are the newest: \$1.25 Values for 75c \$3.50 Values for \$2.50	Ladies' Wool Skirts These are in novelty and plain weaves and include a great variety of models and the season's most wanted colors. \$11.50 Values Reduced to... \$5.50 Ladies' Wool Skirts --In colors, formerly sold for \$5.50 to \$8.00 now only \$3.50 Silk Petticoats --In a great variety of colors and styles \$5.50 values now \$3.00 “Rustle” Petticoats --In black and colors, prettily made and full widths, \$1.50 values 98c

MEN'S AND BOYS CLOTHING

ALTHOUGH the “Sale” in this department was inaugurated on the first of the month and notwithstanding the “heavy selling” since that time, we are still in a position to offer you as great values now as we did at the beginning. Every one who is familiar with the brands of clothing we carry (and most of you are), know that when we make such substantial reductions on Hart, Schaffner & Marx, Cohen, Endell and “Carrollton System” clothing, that we are offering you an unusual and “sure” way of saving money. And furthermore, not only the best brands, but the “best patterns and colors” are included in this sale—such as the light and dark grey stripes and mixtures which are “fashion leaders” in all localities. Read the list of “SHO' NUFF” reductions and then come and “get the goods.”

Men's \$25.00 Suits now... \$18.95 Men's \$22.50 Suits now... \$17.50	Men's \$20.00 Suits now... \$15.95 Men's \$10.00 Suits now... \$7.95	20 Per Cent Off on All Black Suits Men's \$18.50 Suits now... \$13.75	Men's \$15.00 Suits now... \$11.95 Men's \$12.50 Suits now... \$8.95
15 Per Cent Off All Boys Clothing		10 Per Cent Off All Men's Trousers	

8c For Children's Ruffled Drawers, sizes 1 to 10.	19c Ladies Tucked Cambric Drawers, worth 25c.	48c For Ladies' Nainsook Gowns, lace trimmed, worth 75 cents.	9c For Embroidery Edges and Insertions, worth fully 12 1-2 and 15c.	10c For Men's and Boys' Straw Hats, worth 50 cents.	8 1-3c For Men's White Foot Sox, worth 12 1-2c.	39c For Men's Madras Negligee Shirts, worth 50c.	25c For a 4-in-hand Necktie and a Handkerchief to match, worth 50c.	25c For Odd-Lot Corsets, worth up to \$1.00.	5c For Val. Lace Edges and Insertions, worth 10c.	10c For Ladies' Figured Lawn Kimonos.
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THE GRAND LEADER