

JULY CLEARANCE

A Money Saving Event of Tremendous Importance

Providing Opportunities to Save That Will Stamp This July Clearance Sale as Our Master Effort

The policy of this store does not permit of overlooking the fact that the customers of this store have always looked forward to our CLEARANCE SALES as a period to buy seasoned goods at LESS than regular costs. And the fact that we are at war, that goods are so scarce and prices advancing has only acted as a spur to redouble our efforts so as to provide the same type of values that have made a clearance sale at this store a talked about event for months and months to come.

Not necessary to go into further reasons. The items printed below and the values in the sale are the strongest and most compelling reasons why you should visit this store promptly and buy liberally.

Sale begins Friday morning, July 12th and will continue until Saturday, July 20th.



Odd Lots here and there that must be sold during this Clearance period.

The items in this column are from various sections of the store, but every one is important enough to deserve a special heading.

WHITE DRILL SMOCKS \$1.25
When you see these you will want several, and inasmuch as there are several styles, you can choose easily.

SLIP-ON SWEATERS \$2.98
Feature a v-neck and narrow shoulders and sleeves. All the wanted shades.

SUBSTANTIAL REDUCTION ON TOILET ARTICLES

50c Pebecco Tooth Paste	35c
20c Colgate's Talcum Powder	14c
25c Mennen's Talcum Powder	15c
10c Air Float Talcum Powder	07c
30c Kolyno's Tooth Paste	19c
25c Mum	19c
50c Daggett & Ramsdell's Cold Creams	35c
35c Daggett & Ramsdell's Cold Cream	27c
25c Daggett & Ramsdell's Cold Cream	17c
68c Djer Kiss Face Powder	49c
50c La Blanche Face Powder	35c
50c Lady Mary Talcum	35c
50c Lady Mary Face Powder	35c
50c Mavin Face Powder	35c
25c Woodbury's Face Powder	17c
25c Freeman's Face Powder	17c

WASH DRESSES FOR GIRLS 59c and 98c.
Pretty styles in Gingham, chambray and percales.

WOMEN'S HOSIERY

\$1.50 Silk Hose	\$1.10
\$1.25 Silk Hose	89c
89c Silk Hose	59c
50c Lisle Hose	35c

Women's Ribbed Union Suits 69c
Women's Ribbed Pants Lace and tight knee 49c

Bungalow Aprons 1.00
1.50 Value

HOUSE DRESSES 1.19
1.69 Value

Closing out discontinued lines in corsets 45c

The Reductions in the Yard Goods Section are important enough to warrant purchasing for needs six months in advance

Quite naturally most of the materials on hand are in short lengths or of limited yardage which is all the more reason why early selection is advisable.

YARD WIDE SILK POPLIN 1.19 a yd.
The type of values you can expect in spite of higher costs. One of the better than usual values. All shades.

NOVELTY VOILES 25c a yd.
Sheer voiles, in scores of lovely patterns; checks, two tone stripes, plaids, floral effects, Grecian scrolls, oriental designs; hundreds of patterns in beautiful color combinations. Values up to 45c a yard.

27-INCH DRESS GINGHAM AT 24c yd.
Ginghams of exceptional quality in gay plaids, smart checks and plain colors to combine with them. Gingham holds first place among cotton frocks this season.

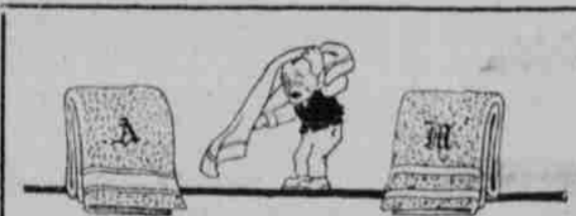
ROYAL IRISH LINEN 89c a yd.
Unshrinkable and non-crushable. The old price on these goods was 1.25. The present market price is nearer 2.00. Only a limited supply on hand. Blue, rose and white.

MERCERIZED POPLIN 39c
Cotton poplins are very much in favor this season. This poplin has a highly mercerized finish, and at first glance cannot be distinguished from silk. All the wanted shades.

Examples of War-time Savings in this July Clearance Sale

These prices will be a revelation to you

White check nainsook	32-inch Kimono Crepe
12 1/2	32c
36-inch Pevales	Apron checks
23c	23c
36-inch Sport Skirtings	Madras Shirtings
19c	26c
36-inch Bleached Muslin	Calico Shirting
21c	15c
36-inch Dress Linen	36-inch Bleached Muslin
49c	21c



TOWELS

Linen Huck Towels 25c
Made of heavy linen huck with Damask borders. They are the identical quality we are selling at 39c. Only a limited quantity to sell at this price.

Pure Linen Huck Towels at 35c
Size 16x32 which is the popular size demanded. Of a very heavy all linen quality and will wear for years. Absorbs water quickly and very soft on the face. Would be considered an unusual value at 59.

Toweling 11c a yd.
The same quality we are selling for 15c a yard. Used for drying glasses, dishes or for roller.

Turkish Towels 25c
Regular 35c and 39c grades, large size. Plain and colored. If you realized this value you'd buy a year's supply, so don't blame us if the lot is sold because you did not get here on time.

Turkish Towels 59c
Another extraordinary value, size 26x54, almost big enough for a bath-robe. Full bleached and a very heavy nap. You don't know how good it feels to dry your self on a big towel. This is our usual 75c grade.

Turkish Towels 15c
Good satisfactory size with red and white borders. The lot on sale will not last long at this price.

A Quick, Positive Clearance of Women's Coats and Suits

It matters not if manufacturers have discontinued making up special lots which have been offered in past seasons below prevailing costs. We bought heavily in the early part of the season because we wanted our customers to have full and complete choice and the fact that we have a larger quantity of suits and coats on hand rebounds to your benefit in the lower costs prevailing.

Important Clearance of Suits at \$12.50 and \$15.00

And these reduced prices have been put into force in spite of the fact that woolen goods are advancing in cost and are scarce, and in spite of the fact also that women will be wearing these self-same styles in the fall. So then to purchase any suit involved in this sale provides an opportunity to save that any woman looking ahead will be glad to take advantage of.

Two Special Groups of Coats at \$12.50 and \$15.00

Manufacturers are showing the identical styles for fall, and if this is any sign of coming fashions, the woman who buys one of these at the reduced price will be merely anticipating her fall needs at a worth-while saving. And she can get several months wear out of it this season. Materials are men's wear serge, poplin, velour and gabardine.

Clearance Prices Prevail on Practically Every Dress in the House

The clearance of wool, silk and a quantity of voile and lingerie dresses, will be complete and the extent of the reduced prices has been brought to the full attention of our customers.

Silk Dresses at \$10.00 and \$15.00

Stunning dresses of taffeta, satin, crepe meteor, crepe de chine, georgette and messaline—some combined with georgette crepe sleeves in all the fashionable shades including navy and black—also a few beaded georgettes.

Voile Dresses at \$5.00 and \$7.00

Made of novelty check and figured voiles in a variety of styles including the smart double skirt effect some trimmed with organdie, others self-trimmed. Sizes 14 to 53. There are only a limited number of these and we venture to say that the first woman who sees them will buy two or more. They are unusually pretty.

Gingham Dresses at \$3.95 and \$5

Instead of putting in to the above headline the reduction and the type of values offered, we feel that merely saying, "Gingham dresses at 3.95 and 5.00" will interest you at once.

These dresses are in the soft, silky ginghams and in styles that are smart, attractive and decidedly summery. The colors are bright and clear.

Separate Skirts and Waists at Very Decided Reductions

Unusual Tub Silk Blouses at \$1.69

Jap Silk and crepe de chine of an exceptionally heavy and serviceable quality. Values are so pronounced it is not necessary to go into full descriptions of the styles, suffice to say that there is ample scope of choice and the styles were made to sell in some stores at twice the price.

Two Wonderful Groups of Wash Skirts at \$1.98 and \$2.98

If you have placed aside a moderate sum for furnishing your summer wardrobe, to buy one or more of these tub skirts is the best investment you can make for the amount. The newest belts and pockets are shown, materials are cotton gabardine, pique and corduroy.

\$7 Georgette slip over Blouses	\$4.75	\$7 Tub Skirts	\$4.50
\$3 Voile slip over Blouses	\$1.98	\$7 Silk Skirts	\$4.50

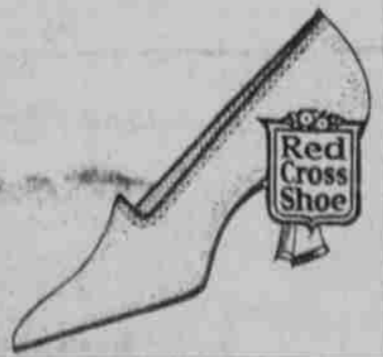
General Clearance of Women's and Children's Shoes

The same dependable qualities that you have always been accustomed to securing here and merely because this is our clearance period, the following values are made possible.

Women's High or Low Shoes—all leathers

3.00 Values, clearance prices	6.75
6.00 Values, clearance prices	4.75
5.00 Values, clearance prices	3.95
4.00 Values, clearance prices	2.98
3.00 Values, clearance prices	1.98

Children's high and low shoes—all leathers
Clearance sale prices 98c to 3.50



Undermuslins

It will be to your decided advantage to buy your full Summer needs during this Sale

Our complete summer stocks are now in, and we are simply going to crowd buying that would under ordinary conditions extend over five weeks into the next few days. The groups below are samples of others in the store and marked with July Clearance sale price tickets.

The reductions are from 33 1-3 to 50 per cent.

GOWNS, 98c
Very sheer materials, including nainsooks, batistes and crepes. Choice from such a variety of models gives evidence of the proportions of this showing.

AN EXCEPTIONAL GROUP OF UNDERMUSLINS AT 50c
Consisting of gowns, drawers, corset covers and chemises. It would be difficult to equal them at twice this price.

CHEMISES AND COMBINATIONS 98c
Three new models of nainsooks with embroideries, medallions, lace insertions, heading and ribbon. Notice particularly the splendid quality of nainsooks in these chemises.

A COLLECTIONS OF CORSET COVERS AT 17c
Made of soft materials with lace and embroidery edges. This is typical of our specialized efforts in the undermuslin section.

A showing of Girls' Muslinwear of special interest to mothers of girls

4 to 14 years of age.

This enlarged showing will prove of immediate interest during this July Clearance. Your daughter's undermuslin needs can be supplied at a price less than the cost of the materials.

GIRL'S UNDIES 65c
including drawers, gowns and Princess slips.
A special group of girl's drawers 25c

There must not be a single Hat in the store when the July Clearance Sale ends

We are determined as to that and the following sensational reductions will bring about the result.

\$4 and \$5 Hats, clearance price	98c
\$6 and \$7 Hats, clearance price	\$1.50

Extra fine Georgette and Milan Hats reduced to \$4.75.

July Clearance of Sheets and Pillow Cases, Bed Spreads

42x36-inch Pillow Cases 23c
Made of good quality muslin with two end hem.

72x90 SHEETS 1.00
These are made of full bleached muslin. Price is unusually low.

81x90 SHEETS 1.59
These are large size; have broad hem and the size allows for tucking so that the sheet will lie smooth on the mattress. Our regular price on these sheets are 2.25.

45x36-inch PILLOW CASES 39c
Splendid quality muslin. Fruit of the loom and other well known brands. Our usual 59c quality.

Included in This Event at Special Prices Are Bedspreads of Dependable Quality.

1.50 Bedspreads	1.00	4.00 BEDSPREADS	2.98
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Full size, hemmed or fringed; closely woven in several attractive designs.

2.25 Bedspreads	1.65	3.00 BEDSPREADS	1.98
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A strong, firmly woven bedspread of carefully selected cotton yarn. The patterns are entirely new of which there is an unusually large variety.

M. LURIE & CO.
THE WAR-TIME THRIFT STORE

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THE STORE FOR THRIFTY PEOPLE