

POPLE'S DEPARTMENT STORE

REGULAR JULY REDUCTION SALE BEGINS THURSDAY MORNING, JULY 11. AND CONTINUES THE REMAINDER OF THIS MONTH.

THE Bargain event of the season, this decisive Reduction Sale. The time radical reductions are made in every department in the store to reduce stocks and effect quick clearances so as not to carry surplus stock from one season to another. Never have you had such opportunities to share in bargains that are bargains as in this sale beginning Thursday morning. The offerings in all departments are the greatest in the history of the store. Then, too, in this sale all Summer Goods will be cleaned up at very low prices. There will be wonderful bargains in Table Linen, Dress Linen, Wash Goods, Silks, Laces, Embroideries, Underwear, Men's and Boy's Clothing and Shoes. In fact you'll find tempting bargains all over the store. Values worth coming miles to share in. You can not afford to miss this important mercantile event for you'll be sure to find articles you want and need at prices that will more than please. Remember Thursday is the Day the Great July Reduction Sale Begins at POPLE'S.

Great Reduction in Ladies' Shirtwaists

Here are the greatest bargains in waists ever offered in Fairmont.



Dainty lingerie and white Lawn waists.

\$1.00 kind reduced to.....**75c**
\$1.25 & \$1.50 kind reduced to **\$1.00**
\$1.75 kind reduced to.....**\$1.25**

One lot of Ladies Silk Shirtwaists in sizes, many white, some with long sleeves, were \$3.00 and \$3.50, reduced this sale to **\$1.50**

Special Reduction on Summer Dress Goods

An opportunity to secure bargains in this department. The line is unusually attractive.

Organdies

10c. per yard, Reduced to.....**8c.**
12 1-2c. per yard, Reduced to.....**10c.**
15c. per yard, Reduced to.....**12c.**
18 and 20c. per yard, Reduced to.....**15c.**
500 yard of Zephyr Gingham formerly sold at 10c per Yard, Reduced to.....**8c.**
Manchester Percale full yard wide, none better. Reduced from 15c. per yard to.....**12 1-2c.**
Silk Tissue, sells at 25c. per yard, reduced to.....**20c.**
Silk Mull, sells at 25 and 30c. per yard, reduced to.....**20c.**

Calicoes and Gingham

A complete stock to select from in Calicoes at 6c. per yard. 1000 yards of the best apron Gingham that sell regularly for 7c, this sale 5 1-2c per yard. Bates' Seersucker Gingham, stripe and plaids, reduced from 12 1-2c. to 10c. per yard.

White Goods

MADRAS SHIRTWAIST GOODS.

12 1-2c. per yard values, reduced to.....**10c.**
15c. per yard values, reduced to.....**12c.**
18 and 20c. per yard values, reduced to.....**15c.**
25c. per yard values, reduced to.....**18c.**

India Linons

10c. per yard values, reduced to.....**8c.**
12 1-2c. per yard values, reduced to.....**10c.**
15c. per yard values, reduced to.....**12 1-2c.**
18c. per yard values, reduced to.....**15c.**
25c. per yard values, reduced to.....**20c.**

Persian Lawns

ALL 45 INCHES WIDE

Regular 25c per yard values, reduced to.....**20c.**
Regular 35c. values, reduced to.....**25c.**
Regular 50c. per yard values, reduced to.....**40c.**

Embroideries

All the very newest patterns at prices less than cost today. 1000 yards, the best assortment, during this sale at 4c. and 5c. per yard. Easily worth double the price.

10 and 12 1-2c. per yard, reduced to.....**8c.**
15 and 20c. per yard, reduced to.....**12 1-2c.**
50 and 60c. per yard, reduced to.....**40c.**
65 and 75c. per yard, 27 inches wide, reduced to.....**50c.**

LACES

The most popular designs we have ever shown—Vals. 6, 8, and 10c. values reduced to 5c. per yard. Also a complete stock of Insertion to match our laces. 6, 8 and 10c. per yard, reduced to.....**5c.**

RIBBONS

In all the popular shades and widths. During this sale a special Reduction in price will be made on all grades.

Special Reduction on Couch Covers—for this sale. The Regular 75c. values, will be sold at.....**60c.**

SUMMER WOOLEN DRESS GOODS IN PLAIDS AND PLAIN COLORS.

Regular 30c. per yard, reduced to.....**22c.**
Regular 50c. and 60c. per yard, reduced to.....**40c.**
Regular 75c. per yard, reduced to.....**60c.**

BLACK VOILE AND PANAMA.

\$1.00 per yard values, reduced to.....**85c.**
1 yard wide Taffeta Silk, the kind that sells regularly at \$1.00 per yard, reduced to.....**85c.**

LADIES' WALKING SKIRTS

For this sale 50 skirts will be offered at just one half the regular value.
\$2.50 values, reduced one half to.....**\$1.25**
\$4.00 values, reduced one half to.....**\$2.00**
\$5.00 values, reduced one half to.....**\$2.50**
\$7.00 values, reduced one half to.....**\$3.50**
45 Ladies Walking Skirts will be reduced to 1-3 price during this sale.

TABLE LINENS

Best quality of bleached and unbleached.
The 50c. per yard values now.....**40c.**
The 75c. per yard values now.....**60c.**
The \$1.00 per yard values, now.....**85c.**

REDUCTION IN CRASH TOWELING.

The 7c. and 8c. per yard, this sale.....**6c.**
The 10c. per yard, this sale.....**8c.**
The 12 1-2 per yard, this sale.....**10c.**

LADIES' MUSLIN UNDERWEAR

The prices of muslin underwear have advanced continually but this store was fortunate in having made purchases before the advance and we are reaping the benefit of these purchases now in the big increase of our sales in this department.

SKIRTS.

50c. values, reduced to.....**40c.** \$1.50 values, reduced to.....**\$1.25**
75c. values, reduced to.....**60c.** \$2.00 values, reduced to.....**\$1.50**
\$1.00 values, reduced to.....**85c.** \$2.50 values, reduced to.....**\$2.00**

GOWNS

50c. values, reduced to.....**40c.** \$1.50 values, reduced to.....**\$1.25**
75c. values, reduced to.....**60c.** 25c. values, reduced to.....**20c.**
25c. values, reduced to.....**20c.** 50c. values, reduced to.....**40c.**

BIG REDUCTION IN LACE CURTAINS

65c. per pair, reduced to.....**50c.**
75c. per pair, reduced to.....**55c.**
\$1.00 per pair, reduced to.....**80c.**
\$1.25 per pair, reduced to.....**\$1.00**
\$1.50 per pair, reduced to.....**\$1.10**
\$2.00 per pair, reduced to.....**\$1.50**
\$2.50 per pair, reduced to.....**\$2.00**
\$3.00 per pair, reduced to.....**\$2.25**
\$4.00 per pair, reduced to.....**\$3.25**
\$5.00 per pair, reduced to.....**\$3.75**
One Lot of Odd Curtains, at one-half price.

LADIES' AND GENTLEMEN'S UMBRELLAS

\$1.00 values, this sale.....**75c.**
\$1.25 and \$1.50 values, this sale.....**\$1.00**
\$2.00 values, this sale.....**\$1.50**
\$2.50 and \$3.00 values, this sale.....**\$2.25**

Economies in Carpets, Druggets, Mattings and Rugs

Ingrains
Best all wool, regular 75c. per yard, now.....**60c.**
A lighter weight, regular 65c. per yard, now.....**50c.**
Brussels
Velvet—Regular \$1.00 per yard, now.....**75c.**
Tapestry—Regular 75c. per yard, now.....**60c.**
Druggetts
\$6.00, 9x12 heavy quality Ingrain, reduced to.....**\$5.00**
\$15.00, 9x12 good quality Tapestry, reduced to.....**\$12.50**
\$25.00, 9x12 Axminster, reduced to.....**\$20.00**

Several remnants of Matting that will be closed out during this sale at from 10 to 20c. per yard. Worth double the money.

This sale means an opportunity to make big savings on footwear. The prices on all our shoes will be greatly reduced. Our Shoe Department is second to none in this section.

Hundreds of odd pairs of Men's, Women's and Children's Shoes, at from \$1.00 to \$1.50 per pair.

SHOES

Save Money on Groceries

This department is complete, and we can sell you first class goods at the lowest prices.

- Baker's Tomatoes at 9c. per can.
- Baker's Corn at 7c. per can.
- Wedding Bell Peas at 7c. per can.
- Jelly Glasses at 22c. per dozen.
- MASON FRUIT JARS:
- Pints, 40c. per dozen.
- Quarts, 45c. per dozen.
- Half Gallons, 60c. per dozen.

MEN'S SUITS Reduced

The Assortment is complete and comprises the finest things in the clothing line.

\$17, 18 and \$20 Suits reduced to.....**\$15.00**
\$14 and \$15 Suits, reduced to.....**\$11.00**
\$11 and \$12 Suits, reduced to.....**\$7.50**
100 Suits, regular \$9 and \$10 Suits reduced to.....**\$6.00**
25 Suits, many small sizes, good values, at.....**\$4.00**

BOYS' SUITS

A complete stock to select from.
\$2.00 values, reduced to.....**\$1.50**
\$2.50 values, reduced to.....**\$2.00**
\$3.00 values, reduced to.....**\$2.50**
\$3.50 values, reduced to.....**\$2.75**
\$4.00 values, reduced to.....**\$3.25**
\$5.00 values, reduced to.....**\$4.00**

Men's Odd Pants

\$2.00 values, reduced to.....**\$1.50**
\$2.50 values, reduced to.....**\$2.00**
\$3.00 values, reduced to.....**\$2.50**
\$3.50 values, reduced to.....**\$2.75**
\$4.00 values, reduced to.....**\$3.25**
SPECIAL:
An odd lot Pants at \$1.00 per pair.

REMNANTS

During this sale we will have a lot of Odds and Ends too numerous to mention here that we will sell our customers at a Special Price.

Don't Miss this Great REDUCTION SALE

Great Values Like the Above Ought to Satisfy the Most Economical. Our Goods Are High in Quality but Low in Price.

J. S. POPLE

A DEPARTMENT STORE THAT IS COMPLETE IN EVERY DEPARTMENT.