

JULY CLEARANCE SALE

Radical Reductions in All Departments in Order to Effect A QUICK AND ABSOLUTE Disposal of All Summer Goods.

All Styles and Sizes in Skirts at Substantial Savings

Smart styles made of choicest fabrics may be secured during this sale at a mere fraction of their real worth: For example—

We have divided our stock into five lots and will put every skirt in the stock on sale including white serges.

- Lot 1—including many skirts that sell for \$6.50, none less than \$5 values..... **\$2.48**
- Lot 2—Newest styles in nice light mixtures, worth double the price..... **\$3.48**
- Lot 3—High grade cloths in a great variety of patterns..... **\$4.48**
- Lot 4—Skirts that you would think cheap at \$9 and \$10..... **\$5.98**
- Lot 5—All of our very finest skirts, no matter what the price all in one lot priced at..... **\$7.48**

Midsummer finds us with a larger stock on hand than we ought to have at this season of the year. Nothing wrong with the goods. But in our early spring enthusiasm we overestimated the probable demand. Then came the unseasonable spring and summer weather, materially reducing the volume of business we might otherwise have reasonably expected.

So it happens that now, when it is time for us to plan our fall purchases, we find our shelves and counters filled with thousands of dollars worth of summer goods which must be moved promptly, even though considerable loss of profit result. We never allow goods to accumulate from one season to another. It is for this reason that we hold this Drastic Price Lowering July Clearance Sale—an occasion for quick action, decisive stock reducing and small or no profits.

Help us to accomplish our task and we will help you to some of the most remarkable bargains ever placed at your disposal. Remember the summer is not yet half over. You'll want and need many of these splendid summer goods long before the summer comes to an end. Buy them now. Have the use of them now and still save almost as much as you spend.

Sale Will Commence Saturday Morning, July 13th, When the Doors Open Promptly at 7:30 a. m., and Continue until August 1st.

Best selection will be insured by attending promptly. Below are listed items which command the attention of every thrifty person. Yet this list is only a small part of the story.

These Waists Must go—Therefore These Reductions

Notwithstanding that there is good three or four months service in these Summer waists, we must speed them along with the aid of the following big reductions—

- Lot 1—In this lot are waists that have sold readily as high as \$1.50 odd ones thrown into one lot at..... **49c**
- Lot 2—Fine waists in all kinds of styles, if you want something nice but not expensive, see these, priced at..... **69c**
- Lot 3—In this lot you can find most anything you are looking for, nice snappy styles fine material, price..... **98c**
- Lot 4—Still finer qualities, the kind you will feel are nice enough for any kind of wear, priced at..... **\$1.29**
- Lots 5, 6 and 7 are made up from our very nicest materials, in beautiful styles high neck and short sleeves, high neck and long sleeves, dutch neck and short sleeves, peplum styles, etc., no matter what your taste you will be able to gratify it from these lots, priced at \$1.00, \$1.98 and..... **\$2.48**

Save on Season's Smartest Suits.

Here are fashionable models, dependable fabrics, correct colors and patterns. Extraordinary low clearance prices now rule.

- We have divided all our suits into two lots pricing all our \$35, \$25 and \$20 suits including white serges at..... **\$12.48**
- All of our suits that have sold for \$18, \$15 and \$13.50 we have put in one lot at..... **\$7.48**

Women's Coats at Substantial Savings.

- All of our best styles in fancy cloth coat garments that have sold all season for \$20, \$18 and \$15 comprise this lot at..... **\$9.98**
- All of our medium priced coats that have sold at \$12 and \$10 and will be in one lot at..... **\$7.48**
- One lot of Junior Coats suitable for girls from 13 to 17 years old shoe top lengths made from fancy woollens all at one price..... **\$3.48**
- Ladies 34 and 36 inch Spring Jackets made from mixed cloths..... **\$1.98**
- Ladies Jackets made from white whip cord 36 inches long, garments have sold for \$15 price to close..... **\$4.98**
- One lot Childrens Jackets made from fancy woolen cloth sizes 8 to 14 years. A bargain at..... **.98c**

Deep Reductions on Dainty Dresses.

- Ladies White Serge Dresses, made in the seasons latest models from fine all wool serges, workmanship is of the very best, \$13.50, \$12 and \$10 models at..... **\$7.48**
- Ladies Silk Dresses made in beautiful styles some bordered foulards in novelty patterns none of this lot are worth less than \$15.00 all at one price..... **\$9.98**
- Ladies Silk Dresses made from Massaline and Chiffon Taffeta new styles nicely made all \$12 and \$10 values in one lot at..... **\$7.48**

Substantial Savings on Smart, Serviceable Shoes.

New shoes, comfortable shoes, stylish shoes at following out-of-the-ordinary savings:

- One lot about 100 pairs of tan, black, white and wine colored oxfords and pumps run mostly in narrow widths and sizes up to 5 and 5½ all are fine shoes that have sold from \$2.00 to \$4.00 a pair most of them at \$3.50 and \$4.00. If you have small feet here is your chance. All go at one price..... **98c**
- One lot Ladies Oxfords and Pumps in all kinds of leathers, all nice fine shoes nearly all \$3.00 and \$3.50 grades, this lot priced at..... **\$1.48**
- One lot Ladies Oxfords and Pumps made from gun metal, patent and suede leathers. All sizes and styles regular \$3.00, \$3.50 and \$4.00 lines all at..... **\$1.98**
- All of our best grade Ladies Walk Over Oxfords in \$4.00 grades, the finest line to be found in the city, all go through this sale at..... **\$3.29**
- All of the newest styles in Ladies \$3.50 grade of Walk Over Oxfords including White Neubuck, Tan and patent leathers all priced at..... **\$2.79**
- One lot Misses Pumps in one strap style patent leather good year welt, one of the classiest styles in our line. Regular \$2.50 grade..... **\$1.79**
- Misses and Childrens Oxfords and Pumps sizes 1½ to 2. All newest and best styles regular \$2.00 and \$1.75 qualities all in one lot at..... **\$1.48**
- Children Oxford and Pumps sizes 3½ to 11 all new styles and a good assortment of sizes in each. Regular \$1.50 and \$1.75 shoes priced to close quickly..... **\$1.29**
- One lot Misses and Childrens Oxfords and Pumps odd lot, all sizes but splendid bargains at..... **98c**
- Boys' Oxford odd lots in good quality leathers only a few pairs left you should come early to get these at..... **\$1.29**
- Men's Oxfords, a few odd sizes in different styles regular \$2.50 and \$3.50 grade all in one lot to close at..... **\$1.29**
- One lot Men's Walk Over Oxfords \$4.00 line priced at..... **2.48**
- Men's Walk Over Oxfords button style gun metal and tan leathers Dope last, \$4.00 grade..... **2.98**

Muslin Underwear

- Children Drawers made from good muslin, sizes up to 12 year..... **8c**
- Ladies Chemise, nicely made, good muslin, 65c quality..... **39c**
- Ladies Gowns slip over style, nice grade of cambric, nicely trimmed with good lace and embroidery, \$1. values Colored Slips nicely made extra nice quality, regular \$3. grade..... **\$1.79**
- Ladies White Underskirts, made in nice styles from good cambric, trimmed with four rows of Lace Insertion..... **\$1.19**
- Ladies Muslin Drawers made from good grade muslin, 5 inch ruffle..... **19c**
- Ladies Muslin, Combinations, good muslin, nicely trimmed, with lace \$1.00 quality..... **79c**
- Ladies Chemise made from fine cambrics, nicely trimmed, regular \$1.25 and \$1.00 grades..... **79c**

There will also be other items out on sale from our Muslin Underwear Department.

Dry Goods

- Pilgrim Prints per yd..... **4c**
- Percales double fold, light and dark colors, while the lot lasts..... **5c**
- Heavy Linen Crash, an extra good 15c quality, all linen..... **11c**
- Dress Gingham, fine imported scotch gingham, the best 25c cloth we ever had, July price..... **19c**
- Dress Gingham, a few pieces of one of the best known domestic brands, made to retail at 10c, sale price..... **8c**
- Bleached Table Linen, 72 inch, good weight all linen cloth, our best \$1. quality, sale price..... **83c**

Wash Dresses.

- Ladies White Dresses trimmed with luney lace nice material..... **\$2.48**
- Ladies Gingham Dresses some styles have sold up to 3.50..... **1.79**
- Ladies Gingham Dresses odd lot have sold at 2.00 and 2.50..... **1.48**
- One lot Ladies Gingham House Dressed made of good material All our \$5.00 and \$6.00 wash Dresses will go in one lot at..... **3.79**

Wash Goods.

- All of regular 10c line of printed batistes and lawns will be placed in one lot and priced..... **5c**
- All thin goods in finer cloths that sell in a regular way at 12c you will find in this lot at..... **7c**
- High grade batistes and dimities in a good selection of patterns, all our regular 15c cloths priced this sale at..... **10c**
- All 20 and 25c printed goods including flaxons, linen tissues, etc., all go at..... **15c**
- Dianna silk voiles, Avoka embroidered voiles, Regent De Luxe, etc., high grade 35c cloths in a nice selection of colors..... **22c**
- Fine striped silk voiles tissues etc., the very high grade wash goods, regular 30c values..... **33c**

Men's Furnishings.

- Mens Straw Hats, a great variety of styles none of which have sold for less than \$1.00 and from that to \$3, fine sailors, all go at one price..... **79c**
- Mens Fine Shirts, a good variety of patterns from our well known \$1.00 line, priced at..... **79c**
- Mens Fine Shirts high grade the regular \$1.50 quality you will need half a dozen of these priced for quick action at..... **98c**
- Mens Underwear fair quality shirts and drawers, nicely made, each..... **19c**
- Mens Athletic Shirts, no sleeves, no buttons, the thing for hot weather..... **19c**
- Mens fine Shirts and Drawers in ribbed or mesh style of fabrics, they won't last long at..... **39c**
- Mens Union Suits, good quality, regular \$1.00 grade of a well known advertised brand, certainly a bargain..... **69c**
- Mens Work Shirts, standard goods, good patterns and cloths..... **39c**

Hosiery and Underwear.

- Ladies' Hose, forty gauge yarn, color black, per pair..... **8c**
- Ladies' gauze lisle hose made with double sole and heel, wide reinforced garter top, colors black, tan and white, price..... **19c**
- Childrens' hose 1 and 1 rib, made from good yarns all sizes..... **11c**
- Boys and Girls' Hose, both light and heavy weight, colors black and tan, a hose you will appreciate the quality of, per pair..... **17c**
- Childrens' Waist Union Suits made with taped buttons, our regular 50c quality, July price..... **39c**
- Ladies' Gauze Vests, regular 10c values, sale price..... **7c**
- Ladies Gauge Vests, finer yarn and better made, regular 15c quality..... **11c**
- Ladies' Gauze Vests, finer quality, regular 25c number, sale price..... **19c**
- One lot Ladies' Vests, fine lisle thread, several numbers that have sold at 50c, while they last..... **33c**
- Ladies Union Suits, we are overstocked on high grade goods and offer you \$1.75 grade for..... **\$1.29**
- \$1.25 and \$1.50 quality at..... **98c**

Millinery at Bargain Prices.

Miss Whittaker will close the summer season on August 1st, and be away from town until the opening of the fall season. From now until August 1st, you can buy stylish millinery at prices that will let you have that extra summer hat you wanted.

Wilcox Department Store.

