

MID-SEASON CLEARING SALE

A Sale that will eclipse anything we have previously attempted, embracing as it does practically every section in our store—filled to the brim with brand new goods. However, we have too many goods on hand—the season was late in opening, so in order to turn an over supply into money quickly, we announce an unusual number of record breaking price concessions. The values need not be talked about here—they will speak for themselves. Every article placed on sale adheres strictly to the highest quality standard of our store. Every quotation is a decided reduction from the regular selling price. Values such as these are seldom offered upon seasonable merchandise. Be sure you cover your needs at your earliest convenience for some lots will not hold out long at the prices quoted.

The Bargain Bells are Ringing

Sale Begins Saturday Morning

These Values Will Be Appreciated by Mothers



The confidence of every mother in the city is won by such offerings in the children's section. You can clothe children of any age economically if you take advantage of the many good things on display in this section of our store.

Children's Tub Dresses

Girls Dresses made from fine Percales and Gingham, sizes 2 to 14 years, regular price \$1.25 **99c**

Children's Dresses made from print and Gingham, light and dark styles, sizes 3 to 14, regular price 50c **39c**

Muslinwear

Childs Drawers, small sizes, made from good muslin, trimmed with ruffle **7c**

Girls Drawers, sizes 8 to 14 years a very good bargain at 25c **19c**

Also several special lots of children's goods not mentioned here.

Waist Union Suits

Childrens knitted union suits made with taped buttons, waist and drawers combined in one garment, one of the most practical things a child can wear, regular price 50c **39c**

Childrens M Waists, knitted from good yarn, sewed buttons, regular 15c grade **11c**

Boys Wash Suits

Boys Suits made from Blue and White Gingham, regular price 75c **48c**

Boys Shirts and Drawers good quality regular price 25c **19c**

Reduced Prices on New Summer Waists

The Selection is Large and Varied and the Styles are Charming. Priced to afford splendid savings. Splendid values in the seasons most attractive styles, fabrics and colors. We are offering bargains in this section that will announce their supremacy in accents loud and clear—there isn't a word to be added—simply examine the garments and you will readily see why these values merit the interest and immediate response of every cool, calculating shopper intent on saving money

Voile Waists

A fine soft Voile Waist, made up in combinations of colors, one of the seasons latest styles, regular price \$1.50 **98c**

Ladies Shirts

Newest effects in Striped and figured Voiles, regular price \$1.50 **\$1.19**

Lingerie Waists

Fine clothes; beautifully trimmed in lace and embroidery values up to \$2.00 **\$1.19**

Striped Waists

Some made in tailored styles, values up to \$1.00 **39c**

A very large assortment of many other styles has been specially priced for this sale.



New Wash Goods

A wide variety of beautiful new styles to select from

Costume Crepe, one of the newest 25c clothes **17c**

Cotton Pongee, a very stylish cloth, regular price 15c **11c**

Plaza cloth, a good weight, mercerized rough surfaced Poplin, regular price 35c **22c**

Ratynette, a rough surfaced cloth **17c**

One lot Silk mixed cloths, regular price 35c to 50c **22c**

Oxfords and Pumps, Specially Priced

There is Nothing Hits Home Like the Price of Shoes. Read This!

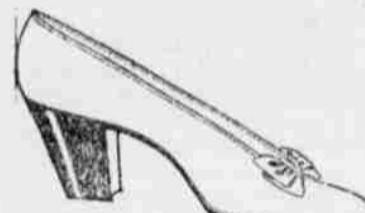
SMART STYLES for SMART BUYERS



Pumps

Black Gunmetal, of more than ordinary merit, latest style Walk-Over \$4 val. **\$2.98**

Our shoes certainly need no introduction in this community. For elegance of style, perfection of fit and extraordinary wearing qualities, they are now recognized by careful buyers as the Acme of Shoe Perfection. An opportunity of securing prices on shoes like these will be welcome indeed.



Pumps

Ladies White Nubuck Walk-Over \$4.00 grade, newest styles **\$2.98**

All Mens Walk-Over Oxfords in Patents Tans and Gunmetal \$4.00 grade **\$2.98**

Misses White Canvas 2 strap Pumps, sizes 11 to 2, regular price \$1.75 **\$1.39**

Special for Saturday

Wash Dress Patterns

We have cut up several thousand yards of wash goods into 8 yard dress lengths. We offer these special for Saturday.

8 yard pattern 10 to 12c Batiste.....**37c**

8 yd pattern 15 to 18c Printed Batiste...**79c**

8 yd pattern 20 to 25c fancy wash goods**\$1.29**

8 yd pattern 35c Wash Goods.....**\$1.79**

Don't fail to come and get a new dress.

Undermuslins at Extraordinary Low Prices



Night Gowns
Nainsook, full length, full width, beautiful trimmings, regular \$1.00 values and winners at that **79c**

Petticoats
Nainsook Petticoats, trimmed in fine quality laces and embroideries, splendid \$1.50 values **98c**

Stocks unrivaled for completeness and every garment is an unexcelled value. The money saving advantages made possible by this special sale event will greatly exceed your highest expectations. We make extensive preparations in bringing together, earlier in the season, a large variety of attractive styles in the best material at the lowest possible prices. Priced regularly these values have been exceedingly popular. At concessions quoted they will prove "thrillers" for the thrifty buyers.

Princess Slips
Fine quality Princess Slips, extra fine quality of trimmings, excellent \$1.25 and \$1.50 values **98c**

Combinations
Nainsook Combination corset cover and drawers, nice trimmings regular \$1.25 and \$1.50 quality **98c**

GROCERY NEWS REDUCING THE COST OF LIVING.

Granulated Sugar (beet) 20 lbs.....	\$1.00
Granulated Sugar (can) 18 lbs.....	1.00
Corn (Grand Island) 4 cans.....	.25
Ginger Snaps per lb.....	.06
Oatmeal large pkg.....	.20
Oatmeal small pkg.....	.10
Tomatoes large can.....	.10
Kingsfords Starch pkg.....	.08
Corn Starch pkg.....	.05
Gloss Starch pkg.....	.05
Macaroni 3 lbs.....	.25
Corn Flakes 4 pkgs.....	.25
Oil Sardines 6 for.....	.25
Sweet Patatoes per can.....	.12
Lewis Lye per can.....	.08
Diamond C Soap 7 bars.....	.25
Alaska Red Salmon 1 lb can.....	.15
Crackers large box per lb.....	.06
Swifts Premium Hams per lb.....	.22
Pic Nic Hams per lb.....	.17
Tulip Flour per Sack.....	1.35
Union Flour per sack.....	1.40

5c a sack less in 10 sack lots. BRING US YOUR BUTTER AND EGGS

Good News for the Well Dressed Woman

Unprecedented Value Giving Opportunity in

LADIES SUMMER DRESSES

Purchased as our dresses are from the leading makers in this country and selected by us in the most painstaking manner, you are assured of the season's latest style production when you buy here. The models show refined elegance and inimitable beauty in every line, while the fashions are in the height of vogue in every style center of the country. At the regular price these dresses have been remarkably good values, so at the special prices we are naming they will prove unusually attractive to the fashionable woman who wishes to economize.

Fine Dresses

Both in White Embroidered Voiles and extra grade Linens in colors all of our \$10.00 and \$12 quality **\$7.48**

White Embroidered Dresses

Made from nice pattern of fine Voile flouncing combined with lace, \$7 to \$9 val **\$5.48**

Wash Dresses

Ratines, Linens and all the new fabrics, all \$5.00 and \$6.00 dresses, the newest styles **\$3.98**



Men's Summer Underwear

The Perfect Fitting Kind

Men's Balbriggan Underwear, double seated drawers, cream Color per garment **19c**

Men's cotton union suits 1.00 poros knit and 1.25 ribbed suits **79c**

Men's 2.50 union suits 1.69 3.00 mens union suits **\$1.98**

Men's Shirts and Drawers, Porosknit and ribbed garments **39c**

Special Shirt Value



Excellent quality shirts at unusually low prices. Neat and fashionable effects for summer wear.

Men's 1.00 Neglige Shirts Collars and cuffs attached **79c**

Men's 1.50 Neglige shirt soft collars and cuffs plain and striped patterns **\$1.19**

Rugs and Carpets



The most critical will immediately acknowledge the superior value of these rugs, in many rich color effects.

Axminster Rugs

27x54 inch..... **\$1.69**
36x63 inch..... **2.98**

Fiber matting just the thing for bedroom per yard **29c**

Women's Summer Underwear

Money Saving Reductions

Women's Low Neck and Sleeveless Vest nicely trimmed with lace regular 15c goods **9c**

Women's fine Union Suits lace trimmed umbrella knee 1.00 grade **69c**

Women's extra quality union suits 1.25 and 1.50 qualities **98c**

Women's Vests in good grade of cotton nicely trimmed 30c value **11c**