

STOCK REDUCTION SALE!

10 Big Selling Days—July 12th to 22nd Inclusive

CAN WE DO IT?

DO WHAT? Reduce the stock of this big store to a normal condition during the 10 selling days of July 12th to 22nd. The cold wet Spring kept our Summer goods from moving fast enough and now we are forced to sacrifice the profit on thousands of dollars worth of the best merchandise ever offered to the people of this territory.

HOW ARE WE GOING TO DO IT? By giving unusual values and by telling our friends, the buying public, about it in a very frank way. We believe there are so many thrifty women in Plattsburgh and this community that will appreciate an opportunity, now, in the face of high and still higher prices, to make their money go farther in the purchase of merchandise, that the time stated, will be sufficient for this store to get its immense stocks, which are far too big for this time of the year, down to the level. Are you going to stretch the purchasing power of your dollar?

Laces and Embroideries!

Don't fail to take advantage of our special low prices on laces and embroideries, including this season's newest designs. Of first importance under this head are the beautiful imported Organdie Embroidery Flouncings. These are expertly worked and can be used in many ways for Charming Dresses and Waists.

75c value, 36-inches wide, sale price	59c
\$1.25 value, 40-inches wide, sale price	85c
\$2.25 value, 40-inches wide, sale price	\$1.69
\$1.00 value, 27-inches wide, sale price	69c

BATISTE EMBROIDERY FLOUNCINGS

45c value, 27-inches wide, sale price	25c
60c, 75c & 85c values, 27-inches wide, sale price	48c
Large assortment of Platte Val. Laces, 2 to 5 inches wide, 15c values, Sale Price	7c

Special Prices on other Embroideries all marked to sell in this sale.

Summer Waist Special!



All this season's best numbers in Voiles, Organdies and Silk Crepes, stunning models that win unanimous admiration. Special lots marked for clearance.

Prices range from 95c and upward.

Sale of Summer Dresses!

Between 40 and 45 beautiful summer dresses, sizes 16 to 42, including Fancy Voiles and Colored Linen dresses, styles that can be worn through the hot months now, at prices that will mean a clean sweep. Many at less than cost.

White and Fancy Colored Voile dresses worth up to \$7.50	Sale Price \$1.95 to \$3.95
Colored Linen dress, worth up to \$6.00	Sale price \$1.95 to \$3.95

UNDERWEAR!

One lot of Ladies' Vests, regular 25c values, that we have in all sizes, worth 25c regularly, now selling each....18c

LADIES' JERSEY UNION SUITS, either lace or tight knee, regular 25c and 35c value, now....19c

LADIES' 50c UMBRELLA PANTS, sizes 4 and 5, now....35c

OTHER SHORT LINES NOT LISTED HERE.

TOWELS!

The price on this class of goods has been soaring upward for many months. It will pay you well to visit our towel table and secure some of these rare bargains. One special lot of Turkish towels

Sale price 15c

Down to Rock Bottom With Summer Wash Goods!

The newest of white and colored wash fabrics, featuring the daintiest of the new season's weaves, shown in generous assortments and priced now for quick selling. Our stock must be lowered at once and these prices will do it.

Read this List Carefully:

COSTUME CREPE—32-in. wide, comes in colored and white grounds, many patterns worth 22c. Sale Price	15c
LACE CLOTH—dainty floral patterns in good looking lace cloths, make serviceable dresses, value 12 1-2c. Sale Price	7c
COLORS AND FANCY VOILES AND FLOWERED ORGANDIES, a large assortment make beautiful summer garments at low cost, 19c values. Sale Price, per yard	10c
LINGERIE and DRESS CREPE. Splendid for summer dresses and under garments, regular 12 1-2c value, now for	10c
MISTLETOE BATISTE—black and white grounds with dot patterns, worth 15c. Sale Price	12 1/2c
EMBROIDERED MULLS. A small lot including some silk mulls, make good looking waists, 50c to 65c values, for IMPORTED PLAID NUB VOILES—one of the seasons newest creations, make sheer summer waists and dresses. Worth \$1.20. Sale Price ..	38c
NEW FIGURED NOVELTY SILKS, seasonal shades with little self color dots and floral patterns, 75c values. Sale Price	89c
HANDKERCHIEF LINEN, of beautiful sheer construction, plain colors and white grounds with stripes, 40 inches wide. Sale Price	48c
WHITE AND BLACK STRIPPED SKIRTING, Awning Stripes and Palm Beach cloth very popular, 50c and 65c values. Sale Price	59c
POPULAR LINEN SUITINGS, colored almost impossible to buy on the market as it is today, really exceptional values at 65c and 75c. Sale Price	42c
50c COLORED LINEN SUITINGS. Sale Price	49c
WHITE AND COLORED RATINE SKIRTING, good shades, rose, open, tan and white, would make serviceable school dresses; 50c and 75c values. Sale Price	39c
GINGHAMS! GINGHAMS! Drop patterns and short lengths, a generous collection of first-class numbers, a bargain you can't match at any other sale, value 12 1-2c. Sale Price ..	25c
ODDS AND ENDS IN WHITE GOODS. A lot of skirtings—some slightly soiled that we are putting in one bin at half price.	8c
COTTON CHALLIES with side bands suitable for making summer kimono all shades, regular 18c and 25c values. Sale Price	9c
VOILES, ORGANDIES and NON-SHRINKABLE MODETTES, 36 and 40 inches wide, a big lot of the most popular summer dress goods. 25c and 35c values. Sale Price ..	18c

Get in On this Sale of Curtain Goods!

We have taken all cut pieces of Scrims, Marquisettes, Voiles, Nets and Swiss, put them on a table and marked them in plain figures on yellow tags. In many cases prices below cost—good reason—we want to have our shelves clean for the fall lines that will come in soon. These bargains won't last long, they're too good.

Last But Not Least—Remnants, Etc.

In preparing our stock for this big event we find many remnants and short lines of piece goods that we cannot list because we haven't enough of any one item to give it space. We put them all on one big table. Remnants, odds and ends, etc., left from the season's selling. All marked in plain figures, giving the yardage of piece and priced for saving our customers real money.

July Clearing of Corsets!

Reducing Corsets Odds and Ends and Broken Sizes in a wide variety of styles—Don't miss this sale! It is bound to create a sensation. Popular brands in back lace corsets, perfect fitting, styles for every occasion, values up to \$5.00, Sale Price



\$1.25

One Special Lot of Batiste Corsets, a regular \$1.50 value, comes in all sizes, goes at

95c

Popular summer net back lace corset \$1.00

Front lace summer net corset .. \$2.00

Sale of Undermuslins!

Hundreds of fresh new summer Under Muslins, most attractive styles, which at regular prices were extra good values, now cut in price for quick clearance. Some garments slightly mussed.

Night Dresses, 49c up.

White Petticoats, 49c up.

Corset Covers, 19c up.

Lace Back Brassieres, special lots, 50c Values, 39c; \$1.00 values, 50c



Handkerchief Sale!

We are going through our large stock of kerchiefs for men, women and children. Make special lots of short lines and putting them out on the counters for bargain prices. Our large fall line will come in before long, and we must get our shelves in readiness.

There will be lots at 2 1-2c and 5c, and on up as high as you want to go.

Hair Goods Sale!

Beautiful fluffy four-strand switches, good lengths, first quality, we're closing out these goods at exactly half price. Think of it, at least 20 per cent below cost. Values \$1.00 to \$7.00.

Sale price—

50c to \$3.50

Umbrellas & Parasols

Big cuts in all fancy parasols. You'll see the season's new styles here, worth from \$1.00 to \$5.00. Yellow tag price.

69c to \$3.50

Special bargains on umbrellas, many new handle styles, guaranteed covers, worth up to \$1.50. Sale Price

—95c

ALL GOODS MARKED WITH THE YELLOW SACRIFICE TICKET—PLAIN. FIGURES ARE OUT ON TABLES PREPARED FOR QUICK SELLING

E. G. DOVEY & SON

BE ON HAND WEDNESDAY MORNING—THE DOORS OPEN AT 8:00 O'CLOCK. FIRST COME GET FIRST CHOICE.