

—now comes the great sale to which posted shoppers look forward to—a sale that every woman in town will be talking about—a sale that demonstrates anew that we undersell all other stores; in fact a sale without a competitor.

July Marked-Down Sale

—an important feature of this sale, one that must not be overlooked, is that regardless of the fact that prices are reduced from 25 to 50 per cent, we will give premium stamps the same as usual with every purchase.

BARGAINS

—like these wait for no one—Hurry!

7½c

All the beautiful Wash Materials such as Organdies, Baliste and Lawn that formerly sold up to 20c go in the Marked-Down Sale at, a yard..... 7½c

7½c

50 pieces of fine Zephyr Gingham plaid stripes and checks—12c was the price at one time this season—now priced, a yard..... 7½c

GOLD & CO.

The Peoples Store

Sale Begins Monday Morning, July 6th, 8:30 o'clock

BARGAINS

—like these will be snapped up quickly!

12½c

Entire stock of Beautiful Dotted and plain Silk Mulls and Marquisette Voiles—goods worth up to 45c—Marked Down to, a yard..... 12½c

12½c

32-inch Serpentine Crepe, comes in plain colors and large and small floral designs, fine for Kimonos—cheap at 18c, Marked Down to, a yard..... 12½c

Silkoline, the Best quality, good colors and designs, yard..... 8c

New Art Denims in a varied assortment of patterns, yd. 11c

Outing Flannel, 27 in., light colors, worth up to 12c, yd..... 9½c

Best Dress Prints Choice of any in the store at, yard..... 5c

10c TOILE DU WERD and Red Seal Zephyr Gingham, fancies and plain colors, yard..... 10c

Dress Percales, 32 inch, regular 12c quality, priced at..... 8c

Table Oil Cloth—white and colored, 5-4 size, a yard..... 15c

Amoskeag Apron gingham—Marked-Down Sale, a yard..... 6c

Window Shades—good quality, marked down to, each..... 23c

SHEETS—PILLOW CASES—FEATHER PILLOWS

—The Marked-Down Sale Offers Incomparable Bargains—Here are a few of the interesting items

50 dozen bleached pillow cases, 40½ x 36, ea..... 7c	72 x 90 unbleached sheets; 50c values..... 35c	Hemstitched pillow cases, 42 and 45 inch..... 15c
30 dozen bleached pillow cases, 40x36, ea..... 7½c	81 x 90 unbleached sheets; 60c values..... 45c	\$1.25 pillows, 3 pounds, marked-down sale, each..... 98c
15 dozen bleached cases, 42x36, 14c kind, ea..... 9½c	72 x 90 bleached sheets; 50c values..... 35c	\$1.50 pillows, extra quality, full ones, priced at..... \$1.23
2½-pound feather pillows, in best quality, blue striped ticking, ea..... 49c	81 x 90 bleached sheets; the same as other stores sell at from 85c to 95c, marked-down sale..... 69c	\$2.50 pillows, marked-down sale price..... \$1.73
	81 x 90 bleached sheets; fine quality, hemstitched; good \$1.00 values, in the marked-down sale..... 79c	

IN THE GREAT ECONOMY LINEN DEPARTMENT

Every Woman Knows that this Store Offers Great Bargains in Linens —Now Note Reductions

18 inch unbleached, pure linen crash; 12½c quality, a yd..... 9½c	58 inch bleached damask; 30c values..... 20c	50 dozen unbleached Turkish towels; extra heavy, size 22x38; 17c kind..... 12c
16 inch unbleached, pure linen crash; 11c quality, a yd..... 8c	60 and 66 in. bleached damask; 50c values..... 39c	30 dozen bleached Huck towels; size 18x34; 3 for 25c, each..... 9c
17 inch unbleached linen crash; 10c quality, at, a yd..... 7½c	70 inch bleached damask; 75c values..... 55c	54 and 56 inch colored table damask; guaranteed absolutely fast colors; 50 and 60c values, per yd..... 42c
18 inch bleached and unbleached pure linen crash; 15c and 16c kind..... 12½c	72 inch bleached damask; \$1.00 values..... 75c	
	54 inch unbleached damask; 35c values..... 27c	
	70 inch unbleached damask; 65c values..... 49c	
	72 inch unbleached damask; 85c values..... 65c	
	72 inch unbleached damask; \$1.00 values..... 75c	
	64 inch mercerized damask; marked-down sale price, a yard..... 43c	

Curtain Swiss Figured and dotted, 36-in., 15c kind, yard..... 9½c

Curtain Madras White and colored, 25c values, yard..... 18c

Curtain Sorim Fancy stripe, 36-in., 12c kind, priced at, yard..... 8c

New Curtain Nets for Sash Curtains 24 and 27 inch, yard..... 9½c

15c 10 pieces fine white dotted Swiss, 23c and 35c qualities, a yard..... 15c

Linen Suitings 32-inch, white shrunk, now priced, yard..... 12½c

French Cambrie and fine Percale light and dark, cheap at 15c, yd..... 11c

Feather Ticking 32-inch, fancy stripe, marked down to yd..... 11c

Good Straw Tick plain blue, 30-inch, now priced, yard..... 7c

Marked-Down Sale of Gloves

HERE'S A BIG SNAP
10 dozen white silk gloves, 12 and 16 button lengths; worth \$1.00 and \$1.25, marked down to..... 59c

16 button brown silk gloves; plain and embroidered; \$1.75 and \$2.00 grades..... \$1.39

2-clasp lisle gloves; black, white, tan, grey; 25c and 35c values, cut to..... 17c

Black silk Jersey mitts..... 19c

16 button length lisle gloves; black, white and colors; not all sizes in colors, but all sizes in black and white; \$1.00 gloves..... 85c

Elbow length, black silk Jersey mitts; \$1.00 is regular price, now..... 65c

2-clasp white silk gloves; double tip; were advertised elsewhere at 75c, here..... 37c

Black silk lace mitts..... 15c

25 PER CENT DISCOUNT

We can't tell you all about the items in this limited space. We do tell you that 25 per cent off our regular prices means prices that are irresistibly low.

White Bed Spreads.....	¼ OFF
Baby Bonnets.....	¼ OFF
Children's White and Colored Dresses.....	¼ OFF
Infants' White Dresses and Cloaks.....	¼ OFF
White and Colored Waists.....	¼ OFF
Women's and Misses' Dress Skirts.....	¼ OFF
White and Colored Gingham Aprons.....	¼ OFF
Women's and Children's Cloth Jackets.....	¼ OFF
Women's and Children's Undermuslins.....	¼ OFF
Sateen and Heatherbloom Petticoats.....	¼ OFF
Scott's Hip Pads, Bust Forms, Dust Ruffles.....	¼ OFF
India Linon and Nainsook.....	¼ OFF
Art, Butchers and Sheer Linens.....	¼ OFF
Laces and Embroideries.....	¼ OFF
Fancy Net Waistings and All-Over Nets.....	¼ OFF
Plain and Fancy Ribbons.....	¼ OFF
Parasols and Umbrellas.....	¼ OFF
Underwear and Hosiery.....	¼ OFF

One-Fourth Off on all Wool Dress Goods—Supply your fall needs now at this great price advantage.

50 Per Cent Discount

—When an article is offered at Golds' at half price it means a tremendous price sacrifice—remember our regular low price, now see what we offer less 50 per cent

Women's and Misses' Trimmed Hats.....	½ PRICE
All Flowers in Millinery Department.....	½ PRICE
Women's White and Colored Princess Dresses.....	½ PRICE
Women's Wash Jumper Suits.....	½ PRICE
Women's Cloth Tailored Suits.....	½ PRICE
Tapestry Portieres and Corset Covers.....	½ PRICE
Entire Stock of Lace Curtains.....	½ PRICE
Dress Trimmings, Braids, Gimps.....	½ PRICE

SILK PETTICOATS
Black and colored silk petticoats—our \$6.00 and \$7.00 qualities; marked down to..... \$4.49

BLACK SILK PETTICOATS
Black silk petticoats, 14 inch shirred flounce and dust ruffle; marked-down sale price..... \$3.98

WHITE WAISTINGS
Entire line of Fancy White Mercerized Waistings divided into two lots:
LOT ONE
All waistings that sold up to 17c; per yard..... 10c
LOT TWO
All waistings that sold up to 45c; per yard..... 16c

MARKED-DOWN SALE OF CORSETS

All \$3.00 Corsets cut to..... \$2.39 All \$1.00 Corsets cut to..... 85c
All \$1.50 Corsets cut to..... \$1.19 50c and 75c Corsets cut to..... 39c

FERRIS' "GOOD SENSE" CORSET WAISTS
Women's sizes..... 85c Misses' sizes..... 60c Children's sizes..... 39c

MARKED-DOWN SALE of OXFORDS

—These offerings eclipse anything ever given. They are bargains that require no argument.

\$3.00 oxfords cut to..... \$1.89
\$2.50 oxfords cut to..... \$1.49
\$2.00 oxfords cut to..... \$1.29

Misses' and Children's white and brown canvas oxfords, \$1.25 grades; 1½ to 2..... 85c

\$1.15 grades; 8½ to 11..... 79c
\$1.00 grades; 5 to 8..... 75c

Women's canvas oxfords, white and brown, \$2.00 grades priced..... \$1.29
\$1.50 grades priced..... 98c

White canvas oxfords, broken lines, \$1.50 and \$2.00 values..... 75c

Baby soft-sole slippers; all colors, all sizes..... 38c

Misses' button and lace patent oxfords; 1½ to 2; were \$2.00, now..... \$1.37

Broken line of children's colored-top oxfords, worth \$1.25..... 75c

Misses' and children's black and tan oxfords; sizes 8½ to 2; worth \$1.50 and \$1.75, marked down to..... 98c

Misses' button and lace oxfords; sizes 8½ to 11, that were \$1.65, now..... \$1.19

MEN'S OXFORDS
\$3.50 and \$4.00 values, now..... \$2.79

Patent leather and velour calf, welt soles, good styles. Men, don't miss a snap like this.

Men's Oxfords, \$3.50 values, now..... \$1.49

Plain toe, patent leather oxfords, small sizes only. See if we haven't your size.

An Astonishing Buying Chance
\$3.50 and \$4 Oxfords..... \$2.39

—entire stock of finest grades of Women's high grade Oxfords that were \$3.50 and \$4.00 marked down to \$2.39 a pair.

Marked-Down SILK SALE

26 inch black taffeta silk, 90c quality, a yard..... 59c

36 inch black taffeta, \$1.25 and \$1.35 quality, yd..... 85c

19 inch colored taffeta, best 75c grade in city, yard..... 59c

27 inch black, white and colored wash silks, a yard..... 42c

One Cent Notion Snaps

Wire hair pins, paper..... 1c
Large bone hair pins, ea..... 1c
Good quality pins, paper..... 1c
White and black buttons dozen..... 1c
Safety pins, good ones, dozen..... 1c
Corset stays, a set..... 1c
Ironing wax, each..... 1c
Basting thread, 200-yard spool..... 1c
Hooks and eyes, card..... 1c
Braibard and Armstrong wash and embroidery silk, best made, 3 for..... 10c
Corticelli spool silk, all colors and black; 100 yard, 8 cents; 50 yard..... 4c
Best quality spool cotton..... 4c

Men's Furnishings Greatly Reduced

—Wonderful Buying Chances in the July Marked-Down Sale

\$1.50 union suits reduced to..... \$1.19
\$1.00 union suits reduced to..... 79c

50c plain and fancy balbriggan underwear..... 39c

35c men's balbriggan underwear cut to..... 21c

25c boys' balbriggan underwear cut to..... 19c

50c neckwear cut to..... 29c

25c neckwear cut to..... 19c

15c plain and fancy socks..... 11c

25c suspenders, good ones..... 19c

25c belts..... 19c

50c belts..... 39c

75c belts..... 59c

\$1.00 overalls..... 79c

75c overalls..... 65c

50c overalls..... 43c

50c work shirts..... 43c

SHIRTS, of fine cream mercerized cloth, with collars attached; best \$1.50 shirt in Lincoln; also fine white pleated busom shirts, worth \$1.25—all priced at..... 98c

19c for Boston Garters

15c Arrow Brand COLLARS 10c

PATTERNS
Standard Patterns Reduced
15c kind cut to..... 11c
10c kind cut to..... 7c

VEILS
Dotted Chiffon Veils \$3.00, \$2.50 and \$2.25 cut to..... \$1.59

BAGS
Blanch Ring Bags
50c sizes cut to..... 35c
\$1.00 sizes cut to..... 65c

BELTS
One big lot of novelty leather, silk and elastic belts; 50 cent and 75 cent kind priced..... 37c

Handkerchiefs
Women's linen handkerchiefs; hemstitched and embroidered; 25c and 35c values; are slightly soiled; marked down to, each..... 11c

50c Diana ribbon combs..... 43c
25c chain purses, now..... 17c
25c hair varretts, now..... 11c
30c beaded velvet neckbands..... 21c