

1908

GREAT JULY CLEARING SALE

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FRED SCHMIDT AND BRO.
917-921 O St. OPPOSITE CITY HALL

Our Great Annual July Clearing
Sale is Now in Progress

FRED SCHMIDT AND BRO.
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AND WE ARE SACRIFICING PRICES IN ALL DEPARTMENTS ON STAPLE AND SUMMER MERCHANDISE

10 to 50 PER CENT DISCOUNT

will be given during this great July Clearing Sale on Dress Goods, White Goods, Wash Goods, Silks, Ribbons, Laces, Embroideries, Hosiery, Underwear, Domestic Staples, Table Linens, Shoes, Oxfords, Men's Furnishings and Women's and Children's Ready-to-Wear Garments.

20 Per Cent Discount

on all Dress Goods, White Goods, Waistings, Linings, Dress Gingham, Table Linens, Curtain Swisses, Curtain Nets, Madras Cloths, Muslin Underwear, Gauze Underwear and Hammocks.

AT 4c YARD
100 pieces of Embroidery Edges and Insertings, assorted widths, worth to 10c yard.
ONE-HALF OFF ON all Women's and Children's Fancy Colored Parasols.

AT 7½ EACH
60 dozen Women's Sleeveless Vests, white only, taped neck and arm holes, regular 12½c values.
ONE-THIRD OFF ON all Women's and Children's Hand Bags and Purses in latest styles.

AT 6c EACH
100 dozen Huck Towels in assorted sizes; plain, hemmed or fringed, a special lot, worth to 10c each.
ONE-THIRD OFF ON Women's Belts in newest styles and colors, either in silk or leather.

AT 3c YARD
A lot of 100 pieces of Val and Torchon Lace Edges and Insertings, assorted patterns, values up to 8c yard.
ONE-HALF OFF ON a lot of Wool Dress Goods, remnants in good lengths and qualities.

20 Per Cent Discount

on all Ribbons, Fancy Collars, Combs, Hand Bags, Belts, Gloves, Corsets, Lace Hosiery, Fancy Buttons, Dress Trimmings, Laces, Embroideries, Infants' Hoods, Sun-Bonnets and Umbrellas.

Cloak Room

- TAFFETA SILK COATS**
\$8.50 and \$7.50 values Black Etons, ¾ sleeve, sale price \$3.95
\$9.95 and \$9.00 values Black Etons, ¾ sleeve, sale price \$4.95
\$5.95 and \$4.95 values Pongee 28-in. Coats, sale price \$2.95
\$11.50 values Red and Blue, 28-in. Coats, sale price \$5.00
All other lines **ONE-THIRD OFF.**
- GRAVETTE RAIN COATS**
\$8.50 to \$11.50 values, your choice at \$4.75
\$12.50 to \$14.50 values, your choice at \$6.75
- COVERT COATS, SEMI-FITTING, 50-IN. LONG, AT ONE-HALF PRICE**
NOVELTY AND COVERT 28-IN. JACKETS IN FITTING, SEMI FITTING AND LOOSE STYLES
\$2.95 to \$3.95 values, your choice \$1.95
\$4.95 to \$5.50 values, your choice \$2.95
\$5.95 to \$11.50 values, your choice \$3.95
\$9.50 values Cream Serge Loose Coats, your choice \$4.95
All Black, Navy and Red Panama Jackets at ¼ Off.



Skirts

Assortment of 100 Skirts; solid colored, checked and striped; Panama cloth; some silk trimmed; some cloth trimmed; values from \$3.95 to \$14.50; your choice at **ONE-HALF PRICE**
Our regular line of Skirts, nothing excluded, will go at **ONE-THIRD OFF**
\$2.50 values Twill Wash Skirts, sale price \$1.25
\$1.95 values White Linen Skirts, sale price 98c

- BEST TAFFETA SILK DROP SKIRTS**
\$7.50 and \$5.95 values, your choice \$3.95
\$9.50 and \$8.50 values, your choice \$4.95
- SILK AND TUB SUITS**
\$13.50 values Taffeta Waist Suits, sale price \$6.95
\$14.50 and \$11.50 Taffeta Jumper Suits, sale price \$8.95
\$17.50 values Taffeta Jumper Suits, sale price \$11.50
\$5.50 and \$4.95 values Gingham and Lawn Jumper or Waist Suits, sale price \$2.95
\$7.50 and \$6.75 values Gingham and Lawn Jumper Suits, sale price \$4.95
Tailored Coat Suits in tan, Copenhagen blue and white, at One-Third Off.
- WRAPPERS AND HOUSE SUITS**
98c line Percales, sale price 78c
\$1.50 and \$1.25 line Percales, sale price 98c
Everything in Long and Short Lawn and Crepe Kimonos will go at One-Third Off.
59c line Percal Dressing Sacques 29c
69c line Percal Dressing Sacques 45c



Waists

Our entire line of \$1.75 and \$1.50 grades, embracing the new Peter Pan and Sailor styles and variety of others, sale price 98c
Everything in Lace, Jap Silk, Taffeta Silk and Lawn Waists, with ¾ sleeves, will go at **One-Third Off.**

Wash Goods to Close

- 40 pieces of Printed Lawns in assorted colors and patterns in all this season's styles, values to 12½c, to close now 5c
60 pieces of Batistes, Dimities and Lace Striped Lawns, values up to 20c, your choice while they last, to close 7½c
35 pieces of Imported Wash Fabrics, such as Silk Mulls, Lisle Tissues, Organdies, Swiss Appliques and many other novelties, worth up to 35c, to close now 15c
A lot of Imported Waistings in plaids, checks and embroidery effects; in assorted colors, values up to 50c, now to close 19c



Don't You Miss This Shoe Sale!

GREAT CLEARANCE SALE OF SHOES

It's stock adjustment time in this store. Out go the last of the Spring and Summer Shoes in order to be ready for fall shoes, now on the way. The owners of thousands of pairs of feet can shoe them at a big saving, while this sale is on. We've made great cuts in all our full lines, and on our broken lines we've made double cuts.

THINGS WILL GO WITH A RUSH

To get an idea of what will be doing here, and of what your money will buy, during this great sale, we ask you to read these prices.

Misses' and Children's Shoes and Slippers

- Infants' Kid Shoes, sizes 2 to 5, up to 65c values, sale price 49c
Patent Leather Oxfords and Strap Slippers, sizes 8 to 11, sale price 79c
Misses' Shoes, Oxfords and Strap Slippers, sizes 9 to 2, sale price 99c

Women's Shoes and Slippers

- A lot of Women's Oxfords and Strap Sandals, \$1.25 and \$1.50 values, sale price \$1.09
A lot of Oxfords and Slippers, ¾ to 8, \$1.39
106 pairs of Women's Shoes, broken lots in different leathers, mostly narrow widths, good styles, regular price \$3.50 and \$4.00, sale price \$2.58
154 pair Women's Shoes, broken lots, \$2.50 and \$3.00 values, sale price \$1.98
31 pairs of \$1.75 and \$2.00 Shoes, sale price \$1.49

Boys' Shoes and Oxfords

- Boys' Shoes, sizes 2½ to 5½, reduced to \$2.48, \$2.25, \$1.79, \$1.58 and \$1.35
Boys' Tan Oxfords, Goodyear welt, sizes 1 to 5½, regular price \$2.75, sale price \$1.99
Boys' Kid Oxfords, 2½ to 5½, regular \$1.75, for \$1.35
Youths' Kid Oxfords, 13 to 2, regular \$1.50, for \$1.19
Little Gents, Kid Lace Shoes, sizes 9 to 13, for 99c

Men's Shoes and Oxfords

- Men's \$5.00 Patent Leather Shoes, for \$3.75
Men's \$3.50 and \$4.00 Shoes, 68 pair, sale price \$2.79
Men's \$2.50 and \$3.00 Shoes, 89 pair, sale price \$1.95
Men's \$3.50 and \$4.00 Oxfords, 72 pair, sale price \$2.95
Twenty per cent discount on all Canvas Shoes and Slippers. Special discount on all regular lines of Shoes, Oxfords and Strap Slippers during this sale.
Men's Soft Grain Iron Wearer Work Shoe, whang laces, sale price \$1.69

Specials in Muslins

- One bale full 36-inch L. L. Unbleached Muslin, good value, special 5c
One bale of Austin L. L. Unbleached Muslin, full yard wide, 8¼c value 7c
15 pieces of 36-inch Bleached Muslin, first crop quality, special 7c
20 pieces of Best Quality Hope Bleached Muslin, special at this sale 8c
15 pieces of Diamond Hill Cambric, full yard wide, 12½c value 8c
Best quality of Lonsdale Bleached Muslin, during this sale 9c

Prints and Percal

- A lot of Prints in Standard qualities in assorted light and dark dress styles, special now, at 4½c
15 pieces of 28-inch Dark Dress Percal, black and blue only, 8c values, to close 5c
32-inch Dress Percal in light and dark colors, our best 12½c Percal, now to close 8½c
Standard brand of 36-inch Dress Percal in light and dark colors, 15c values, to close now 9c

Silk Gloves

- 50 dozen Women's Silk Gloves, double tip, all colors, 50c values, to close now 33c
20 dozen Women's 2-clasp Silk Gloves, all the staple shades, 75c values, to close 55c
20 dozen 12-button Lisle Gloves in colors white and black, 75c to \$1.00 values, to close 50c
15-dozen 16-button Pure Silk Gloves in colors brown, tan, white or black; values up to \$1.50, to close 98c
All Lisle Gloves and Kid Gloves at 20 Per Cent Discount.

Petticoats

- Entire line of Heatherblooms **ONE FIFTH OFF**
Entire line of Sateens **ONE FIFTH OFF**
Entire line of Gingham **ONE FIFTH OFF**
CHILDREN'S DRESSES
Entire line of White and Colored at One-Half Off
CHILDREN'S JACKETS
Entire line at One-Third Off
LACE CURTAINS
Have your choice of our line at One-Fifth Off
Ruffled Swiss Curtains at One-Half Price
GARMENTS AT CLOSING OUT PRICES
Ladies' White Linen Etons, worth \$3.95, to close, at 98c
Children's White Linen Coats, worth \$1.50 to \$2.25, to close, at 75c
Ladies' Lace Etons, worth \$9.95, to close \$4.95
Ladies' Lace Etons, worth \$14.50, to close, at \$7.50
Children's Accordion Pleated Skirts, worth \$4.95, to close, at \$1.95
Ladies' Mackintoshes, worth up to \$6.50, to close, at \$2.50
25 Waists, worth 75c to \$1.75, to close, at 49c

Men's Furnishing Specials

- SPECIAL DISCOUNT**
On all Underwear, Work Shirts, Overalls, Jumpers, Work Gloves and Suspenders.
WASH TIES 12½c
One gross Men's Four-in-Hand Wash Ties in assorted colors and white, 25c values, to close, 2 for 25c
20 Per Cent Discount on all other Neckwear
BOYS' SHIRTS
15 dozen Boys' Dress Shirts in light and medium dark colors, also plain blue, in all sizes, a special good lot, worth 50c, to close now 35c

Greatest of all Silk Sales

We have put on other Silk Sales and gave big values at such times, but never such values as at the present sale.

OVER 4,000 YARDS

In this lot—mostly black and white—a few fancies. This lot was picked up by our buyer when east a short time ago, at a very low price.

- AT 39c YARD**
About 2,500 yards in this lot—19 to 27 inches wide—in such silks as Waterproof Jap, Taffetas, Pean de Cygne, Louisians and many other fashionable silks, worth to 85c, to close 39c
- AT 65c YARD**
1,500 yards of 18 to 27-inch Silks in Fancies, Plain Colors and Blacks. This is a lot composed of the most stylish silks out for fall. Values in this lot run to \$1.50 yard. During this sale, your choice 65c
4 pieces of 36-inch Black Taffeta, our regular \$1.50, now at \$1.00

Men's Furnishing Specials

- UNDERWEAR BARGAINS**
50 dozen Men's Shirts and Drawers, ribbed, in tan color, a special good value, to close now, garment 19c
One case of Men's Porosknit Shirts and Drawers, all sizes—32 to 46, 50c values, to close now 35c
An odd lot of Men's Balbriggan Shirts and Drawers in ecru and gray, a 35c value, to close 25c
Special Discount on all other Men's Underwear
- MEN'S HOSE**
A lot of Men's Fancy Hose, also plain black and tan, during this sale, to close, 2 pair 15c
Choice of any of our Men's Fancy Hose, assorted colors, 25c values, to close now 19c
- WORK SHIRTS**
100 dozen Men's Work Shirts in all sizes, in fancy stripes and checks, assorted colors, 50c values, to close 39c
- DRESS SHIRTS**
A lot of Men's Dress Shirts, collars attached or detached; in assorted stripes, checks and plain colors; values in this lot run 75c to \$1.00; special to close, now 45c

Muslin Underwear Specials

- WHITE PETTICOAT SALE**
On all Felt and Straw Hats, Dress Shirts, Pants, Neckwear, Belts, Jewelry and Dress Gloves, 0.1.1.5 each, asst. that the same amaw
- MUSLIN DRAWERS**
30 dozen Women's Muslin Drawers, to close 18c
15 dozen Women's Muslin Drawers, worth to 60c to close 39c
5 dozen Women's Pants, \$1.00 values, to close now 75c
- MUSLIN GOWNS**
15 dozen Women's Full Sized Gowns, made of good quality muslin, special to close 39c
25 dozen Women's Muslin Gowns, assorted styles, worth to \$1.00, to close 75c
10 dozen \$1.50 Gowns, to close now 98c
All Corset Covers now One-Fifth Off

Ribbons and Small Wares

- A lot of No. 100 All Silk Ribbon, assorted colors, to close now 10c
All Fancy Mounted Side and Back Combs One-Half Off
5 cent Pearl Buttons, 2 dozen 5c
Hooks and Eyes, Black or White, card 1c
All Fancy Ribbons One-Half Off
All ready to wear Face Veils One-Half Off
35c Clothes Brushes, to close 18c
Women's White Handkerchiefs, dozen 15c
Air Float Talcum Powder, 10c box, now 5c

Special Discounts

On all Prints, Gingham, Shirtings, Tickings, Denims, Percal, Chambrays, Towels, Towelings and Oil Cloths.

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