Tomorrow Morning at 8 O'clock Begins the Sale of the



OF SEELEY-HOWE-LE VAN COMPANY



Des Moines Finest Dry Goods Store

LTHOUGH this stock was really worth \$100,000 it was sold to us for \$35,360. This is without question one of the most brilliant achievements in mercantile history. The character of the merchandise, which was the finest stock carried in Des Moines, and represents the products of the best looms and factories in the world, adds weight to the importance of the transaction. In disposing of this stock we will give you the greatest bargains ever known. This page of bargains illustrates how the entire stock will be sold.

Seeley-Howe-LeVan Co.'s

\$2.50 Petticoats 75c

All the petticoats from this stock in mercerized safeen, black and colored, Moire, black and colored, trimmed with many rows of ruffles, all this season's styles, on sale on main

Seeley-Howe-LeVan's \$2.50 Dress Goods 69c

In this great assortment of high grade dress goods are many etamine, barege, silk melange, silk and wool novelties, etc., also imported exclusive patterns in voile, etamine, mistral twine silk and wool mixtures in tans, ecrues, castors, grays, etc. Ladies' cloth and camel's hair in black and colors-your choice on front bargain square at, yard

Seeley-Howe-LeVan Co.'s Silks

Seeley-Howe-LeVan were known in Des Moines and the whole state of Iowa to carry the largest and most complete stock of high grade silks. We will place every yard on sale, including taffetas, brocaded silks, crepe de chines, foulards, chinas, etc.-

at 15c, 39c, 49c, 69c yd.

75c All Wool Challis 25c a Yard

75c imported all wool satin striped challis, plain colors, floral designs, light and dark grounds, at 25c yard. Also silk mousseline de soie, silk crepes with satin embroidered polka dots, in pinks, light blues and black, 75c quality, all at, yard

\$15.00 Paris Pattern Hats \$6.95

hats, the product and artistic ability

of the world's best designers. These

hats must be seen to be appreciated,

as no amount of descriptive phrase-

ology can convey their beauty and

LeVan Co.'s price \$156.95

Trimmed Hats \$3.95

Upwards of 460 trimmed hats that

for \$6.00 to \$8.00, and are considered

good values at those figures. These

hats are all that can be imagined

as distinctively summer hats.

mostly in bright shadings and black

of Zephyr weight. The lot con-

tains some handsome drooping soft

body braid effects, profusely trim-

Seeley-Howe-LeVan 3.95

med with laces and flowers.

\$3.50 Trimmed Hats \$1.50

ladies' and misses' trimmed hats, pro-

fusely draped with fine, pretty patterns

in nets, silks, chiffons and flowers-

\$2.50, \$2.00 and \$1.50 Street Hats

25c and 49c

Roosevelt hain, made of fine white Jap.

braid and trimmed with pretty straw

quills, gold ornaments and black velvet,

the brim being also slashed with black

1.50

25c-4 9

our price

Seeley-Howe-LeVan

velvet, Seeley-Howe-

\$1.50-our price

LeVan's price

Co.'s price \$3.50-

value-Seeley-Howe-



\$5.00 Trimmed flats \$2,50

Mearly a thousand splendidly trimmed hats A vast assortment of splendid ideas in made up after copies celebrated models of both Paris and New York designers. Ideas sold in Des Moines at \$5.00, this line of hats being famous throughout the state of Iowa as the best values for the money ever shown. These hats are all summer weight of light colorings, Besley-Howe-LeVan's price \$5.00-our price

\$3.00 Chiffon Hats 69c

1,000 street hats, including the famous Alice 40 dozen tucked chiffen and folded chiffen and silk combination and tude hats on silk wire frames, in cator, light blue and other colors, 69c Howe-LeVan's price \$3.00-our price

396 Boxes of sice Flowers 5c, 9c, 12c, 19c, 25c Bunch including a great assortr of foliage, daisy wreaths, black satin violets, black silk can Beauty roses, white Hyacinths, Lillies of the Valley, roses, big bunches of or species of flowers, now largely used. Seeley-Howewhite violets and many times as much as we ask-LeVan Co.'s prices we

gain counter at

5c, 9c, 1

Seeley-Howe-

LeVan Co.'s

c, 19c and 25c, Bunch

Muslin Underwear

Muslin' underwear, handsomely trimmed with the finest laces and embroideries, gowns, skirts, drawers and skirt

chemise, their price up to \$2, on bar-

at Just Half Price

69c and 95c

SEELEY-HOWE-LE VAN CO.'S

Laces and Embroideries

These laces and embroideries are clean and fresh and in the most desirable styles and patterns.

Embroideries and insertions, nice fine quality, All the torchon laces and insertions in medium **5**c widths - Seeley-Howe-LeVan's price up to Seeley-Howe-LeVan's price 15cgo at, yard 10c yard, go at, yard Swiss, nainsook and cambric embroideries, insertions and Fine wash laces from the Seeley-Howe-LeVan beadings, from the Seeley-Howe-LeVan stockstock, Normandy Valensciennes, wide torchons, their price 25c-go at, headings, etc., worth up to 20c, go at, yard All the narrow widths of French valensciennes laces and in-All the finest embroideries from the Seeley-Howesertions, very fine quality, from the Seeley-Howe-LeVan stock-their price up to 10c-LeVan stock-in all widths-their price up to 35c-go at, yard 10c

All the fine Cluny laces and insertions, black silk and cotton galoons, wide Platt Vals. from the Seeley-Howe-LeVan

SEELEY-HOWE-LEVAN CO.

\$2.00 Kid Gloves 59c

All the high grade kid gloves from the Corsets from the Seeley-Howe-LeVan stock, Sunbonnets from the Seeley-Howe-LeVan Seeley-Howe-LeVan stock, in black, white and all colors, all sizes, their price up to 59c

\$2 pair, go at

Underwear

SEELEY-HOWE-LEVAN CO.



Ladies' Summer Undervests in white, ecrue and fancy colors from the Seeley-Howe-LeVan stock, their price 25c each, go 10c

at All the ladies' finest vests and pants in lisie thread and silk mercerized from the

Seeley-Howe-LeVan stocktheir price up to 75c-go

15c-25c All the ladies' lace trimmed

union suits in lisle thread, Seeley-Howe-LeVan's price 75c-go at

25c and 40c Turkish Towels 15c

All the ruffled swiss and ruffled net

point de'esprite and bobinet cur-

ally sell up to \$2.50. 75C

Turkish towels, bleached

go at

All Seeley-Howe-LeVan's, 100

\$2.50 Ruffled Swiss

tains that gener-

all go at, pair

and unbleached-

SEELEY-HOWE-LEVAN CO. \$1.50 Corsets 49c

including Warner's Kabo, Gage Down,

Royal Worcester and American Lady, all up to \$2.50—go on bargain square, at

SEELEY-HOWE-LEVAN CO.

Hosiery



All Seeley-Howe-LeVan's wash goods, worth up to \$1 yard—

batiste, etc., most of them i mported goods, go at, yd

fringed bed spreads that

each, go at.....

are worth up to 1214c yard,

All Seeley-Howe-LeVan's 10c

36-inch percales, go at,

worth up to 7%c yard,

go at, yard

sold as high as \$2.50

including plain and dotted swiss, dimity, organdy,

All Seeley-Howe-LeVan's 25c and 40c All Seeley-Howe-LeVan's fringed and un-

15c

ren's lisle thread hosiery, in plain and lace effects, all sizes, Seeley-Howe - Le Van go at 100

SEELEY-HOWE-LEVAN CO.

50c Sun Bonnets 15c

SEELEY-HOWE-LEVAN CO.

Handkerchiefs

All linen handker-

chiefs, in all

stitched, Seeley

Howe-Levan price

price up 71 to 20e go at ... 72C

Swiss embroidered

and drawn thread

hemstitched and

lace trimmed

2¹c-5c

75c

stock, over 50 styles, all colors-

handkerchiefs, Seeley-

25c, go at

Plain white and fancy colored border hand-

kerchiefs, hemstitched, worth up to 20-

\$2.50 Comforts for 75c

All Seeley-Howe-LeVan's summer silkoline

All Seeley-Howe-LeVan's polka dotted

\$2.50 Linen Napkins 1.25

All Seeley-Howe-LeVan's napkins no

matter how much they sold them

for, no matter what they are worth,

all in one lot, all kinds of pure

bed comforts that sold

dress ducks-their price

15c yd., at

linen napkins, large

\$2.50, go at, dozen

size-many worth

sooks, dimities, batistes, etc.,

as high as \$2.50 each,

Howe-LeVan's price

each, on sale in

two assortments.

go at-

Ladies' hosiery from the Seeley-Howe-Le Van stock in plain lisle thread

and all-over lace effecttheir price 35c, go at Ladies' silk plated and silk lisle hosiery

in black and fancy colors, Seeley-Howe-LeVan's price up to 75c pair, go at ..

SEELEY-HOWE-LEVAN CO.'S

Wash Goods, Linens, Etc

\$2.50 Bed Spreads 75c

All Seeley-Howe-LeVan's all linen Russia All Seeley-Howe-LeVan's 7-4, 8-4, 8-4 and All Seeley-Howe-LeVan's 10c and 15c nain

All Seeley-Howe-LeVan 36-inch wide mus

lins, every grade, including those that

apron ginghams, go at, yd

yard

All Seeley-Howe-LeVan's print

go at, yard

Seeley-Howe-LeVan's 121/2c and 150

\$1.00 Ribbons 10c Yard

SEELEY-HOWE-LEVAN CO's.

All of the ribbons from the Seeley-Howe-LeVan stock, including plain taffeta, satin taffeta, Liberty satin, wide sash ribbons worth \$1 yd., fancy stripes and plaid ribbons, none worth less than 25c yd., many would be cheap at \$1 yd., all of them all silk and all go at, yard

Seeley-Howe-LeVan Co.'s \$75 Robes \$25.

Choice of all Seeley-Howe-LeVan Co.'s black Point d'Esprife, embroidered, black taffeta and silk velvet appliqued robes. These are the latest models, shown in dress goods department-choice for entire robe, waist and skirt

\$35 Linen Colored Lace and Net Robes \$8.98,

Choice of all Seeley-Howe-LeVan linen and ecru lace robes elaborately trimmed with Renaissance and Honitan lace, entire robe, waist and skirt, in dress goods department

\$1 Waistings 25c a yd.

All Seeley-Howe-LeVan Co.'s, linen colored batiste and lawn waistings with satin stripe and lace insertion, also satin embroidered linen colored batistes, guaranteed \$1.00 qualityon sale on main floor, yard

SEELEY-HOWE-LEVAN CO'S.

Tailor Made Suits Skirts Etc



All the Seeley Howe-Levas Co's. \$22.50 and \$25.00 Suits

Made in the new shapes, Eton, Blouse and Gibson effects, in new this season's materials, new colorings, trimmed and plain, some with silk drop lining-choice Monday

\$15.00 Suits \$5.00.

All of Seeley-Howe-LeVan Co.'s tailor made suits, in etamine, basket weaves, serges, Venetians and coverts, with the new taffets, moire and satin trimmings, in Blouse, Eton and Gibson effects, flounced skirts. These are positively the greatest values that we have \$5 ever offered, your choice Monday on 2d floor, at

\$5.00 Suits 98c.

Misses' and children's two-piece suits, jackets and skirt, in mixtures, pin checks, dark colorings in ages 6, 8, 10 and 12 years. Seeley-Howe-LeVan price \$5.00 and \$6.00,

\$5.00 Rainy Day Skirts at \$2.85. \$12.50 Skirts at \$6.50.

tucked and corded, in the new shades of oxford and 2.85 All of Seeley-Howe-LeVan Co.'s \$2.50 Rainy-day Skirts, flounced

Choice of any of Seeley-Howe-LeVan Co.'s Choice of the Seeley-Howe-LeVan Co.'s

silk skirts, taffeta, moire \$5.00 rainy day skirts made with flounce, and peau de soie, all this 6.50 season's shapes, at Ladies' light weight jackets, choice of all the Seeley-Howe-LeVan Co.'s this season's jackets, made of broadcloth, covert and serge, Eton and Ping Pong, Blouse 1.98-3.50

\$2 White and Colored Shirt Waists 95c

We offer you the choice of the finest waists from the Seeley-Howe-LeVan stock for 95c. They are worth \$2.00 and \$2.50. They are made of fine white lawns and the finest dimities in white and colored. A vast array of the very newest styles-beautiful effects-many are hand somely embroidered and tucked-a great bargain at



SEELEY-HOWE-LE VAN CO.'S Men's Hosiery and Underwear

All of Seeley-Howe-LeVan Co.'s Men's 25c Underwear 12tc All of Seeley-Howe-LeVan Co.'s Men's 50c Underwear 25c All of Seeley-Howe-LeVan Co.'s Men's 75c Underwear 35c All of Seeley-Howe-LeVan Co.'s Men's \$1.00 Underwear 50c Men's 25c silk mercerized Hose in plain and fancy colors 12tc

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