Annual ROUND-UP Sale

The Most Beautiful, New *and* Desirable Merchandise

Styles Where Style is Expected—Quality Where Quality is Essential—and an Absence of Old and Shelf Worn Stocks.

Every article which posseses drawing power has been included regardless of profit, regardless of Factory and Mill cost. It is a thorough, a complete rounding up of a beautiful stock of great proportions. Every purchase means a saving—Every purchase means closer union of customer and store. Always conservative the claims *of* every selling event inaugurated bave been fully and emphatically justified by the results. We have many surprises in store for shoppers. The closing of the week will find delightful customers telling their friends of purchases and prices.

A Surprise for You

Without the least equivocation it is safe to say that the surprise Sale holds the biggest bargains ever offered in this city. Prices are not quoted because they would seem unreasonable. And yet these bargains will amaze you.

This surprise sale will awaken wide interest once the values are known. At the wash dress goods counter the surprise will greet you. the goods have been selected from our regular stock, comprising colored linens, Linen Scrims, Figured Lawns, Voiles, Fine Ginghams, Figured Swiss, Wool finish Batiste, etc. While we intend to be generous we reserve the right to limit the purchase of any one person.

The goods will be displayed on a long table.

To get the benefit of these extraordinary bargains early shopping is necessary.

White Goods Bargains

Lace stripes, Nainsook checks, striped lawns, values up to 20c for 9c

46-inch India lawn, value 15c 10c

A handsome collection of embroidered lawns—regular prices from 65c to 85c, all at one price 37½c

15 pieces of Real Embroidered dot Swiss—regular 25c, 30c and 35c—only 19c

46-inch India Lawn, fine quality, regular price 25c, for 17½c

Toweling Reductions

20-inch Heavy Twill crash—8 1-3c for 6¼c

Blue and Red Check Glass Crash, 10c for 7½c

Colored Tea Cloths

36x36 inch, Pink, Blue, Yellow green.

Fine Damask Hemstitched, $2.25, for $1.25

Cross stitch Hemstitched, $1.50 for 75c

Hand Embroidered Pieces

Consisting of Scarfs and Squares. Price ranges from 25c to $3.75. At a reduction 25%

Hemstitched Damask Tray Cloths, 25c for 12½c

Table Damask Bargains

66-inch Bleached value 39c, at 25c

70-inch Bleached all Linen, value 75c 50c

72-inch Bleached, all Linen, value $1.10 at 85c

72-inch Bleached, all Linen, value $1.25 ..... $1.00

72-inch Bleached, all Linen, value $1.50 ..... $1.25

Napkin Bargains

Damask Napkins, value 90c, for 60c

All Napkins ranging in price from $1.00 to $5.00 per dozen will be sold in half dozen lots at from 35c to $2.00.

Towel Inducements

Glass Towels, value 12½c, for 8⅓c

Hemmed Huck Towels, value $1.25 dozen, for 98c

Hemmed, extra heavy, value $1.80 dozen, for $1.40

Hemstitched Huck, all linen, 35c each 25c

Hemstitch Huck (old bleach), 40c each, for 33⅓c

Hemstitched Huck, extra fine, $1.00 each, for 69c

Summer Waists

Thousands of Waists for Every Possible Occasion at Special Prices.

A feature of this sale which will attract widespread attention is the comprehensive assortment of waists. The qualities, styles and patterns will appeal to dainty dressers. And then you have the advantage of special prices decidedly below regular.

A fine Swiss waist, elaborately trimmed with German val lace and embroidery. Worth $7.95. Also a fine Mull, trimmed with German val lace and daintily embroidered. Regular value $6.00.

There are also a number of other very dainty waists worth from $5.00 to $8.50 for $3.95

95c White Lawn waist, yoke and front trimmed with val lace; long sleeve; buttoned in front. Will close out at 39c

A large assortment of Lawn, Swiss, Mull, and Japanese Silk; trimmed in the most nobby and up-to-date styles; also the plain tailored styles; long or short sleeve. Some of these waists sold regular from $3.50 to $5.00, to close out at $2.39

A very fine hand embroidered French Batiste waist, trimmed with fine val lace and pin tucks; long sleeves with dainty lace collar and cuffs, worth $8.50 for $3.95

$4.95 a very fine college blouse, made of a good quality of linen our round up price $2.95

95c white Lawn waists, yoke and front trimmed with val lace; long sleeves, buttoned in front. Special round up price 39c

Carpets, Rugs, Curtains, Silkolines, Portieres, Brass Beds, Etc.

Rounding-Up Our Entire Stock *and* Branding It With Lower Prices

The floor below has compelled attention—quality and style marking every piece of merchandise. Beiny a basement section, prices have been cut to the lowest possible point. That we undersell is a fact recognized by those who look around before buying. These reductions are made from close prices. Our basement section is noted for its moderate prices

Lace Curtain Sale

NOTTINGHAM—

A good, serviceable Curtain and good patterns.

$1.50 for 95c
$2.00 for $1.30
$2.50 for $1.75
$3.25 for $2.25
$4.35 for $2.95

CABLE NET CURTAINS—

$6.00 for $4.00
$7.50 for $5.00

Brussels Net, Cluny, Irish Point and Renaissance Lace Curtains—

This assortment includes all the latest ideas in Lace Curtains and are exceptional values.

$6.00 for 3.95
$6.75 for $4.50
$7.50 for $5.00
$8.50 for $6.70
$12.50 for $8.50
$14.50 for $9.75
$20.00 for $13.50
$25.00 for $16.75

Silkolines

All new patterns and the best quality, 15c for 12c

Imported Scotch Madras in fancy colors—

$1.15 for ..... 75c yard
$1.75 for ..... $1.15 yard
$1.50 for ..... 95c yard
$2.00 for ..... $1.35 yard

Portieres Reduced

$4.75 fringe top and bottom for $3.25
$6.75 Rep. with tap border $4.50
$9.50 Armuire with tap border $6.50
$10.50 Armuire with tap border $7.00
$12.00 Armuire with tap border $8.00
$17.00 (Mercerized) Damask $10.00
$22.00 Silk Damask $15.00
$25.00 Silk Damask $16.75

Rope Portieres

$6.00 for $4.50
$7.50 for $5.00

Leather Portieres

$8.00 for 5.75
$15.00 for $9.75

Carpets Branded

Bigelow Axminster, this season's patterns, $2.25 for $1.60

Bigelow Middleson, new patterns, $1.85 for $1.40

Axminster, $1.65, for $1.10
Velvets, $1.50 for $1.20
Velvets, $1.35 for $1.00
Velvets, $1.25 for 85c
Tapestry, 95c for 70c
Tapestry, $1.10 for 85c
Ingrain, 95c for 75c
Ingrain, 85c for 65c

All Carpets made and laid at these prices.

Couch Covers

$2.75 Tapestry for $1.85
$3.50 Tapestry for $2.50
$4.50 Tapestry for $3.00
$5.00 Tapestry for $3.50
$5.50 Tapestry for $3.95
$9.50 Tapestry for $6.50

Rounding Up Rugs

9x12 Wilton, $45.00 for $35.00
9x12 Axminster, $37.50 for $25.00
9x12 Smith's Axminster, $32.50 for $20.50
9x12 Tapestry, $20.00 for $10.50
9x12 Saxony Art Square, $13.50 for $10.00
36x63 Wilton, $9.00 for $7.50
27x54 Wilton, $5.50 for $4.25
36x72 Axminster, $5.50 for $4.25
Imported Mohair Rugs, $10.00
$10.00 size for $7.50
$6.00 size for $4.50
$3.50 size for $2.60

Brass Beds

BRASS BEDS—All 2-in. pillars; best finish—

$95.00 for $75.00
$75.00 for $59.00
$70.00 for $54.00
$65.00 for $50.00
$55.00 for $42.50
$50.00 for $39.00

All $5.00 *and* $6.00 Oxfords at
All $5.00 *and* $6.00 Shoes at
All $5.00 *and* $6.00 Slippers at **$3.65**

All $4.00 Oxfords at
All $4.00 Shoes at
All $4.00 Slippers at **$3.35**

All $3.50 Oxfords at
All $3.50 Shoes at
All $3.50 Slippers at **$2.95**

HUNDREDS of PAIRS WOMEN'S OXFORDS, in Patents, Tans, Kids, at **$1.45**

WOMEN'S COMFORT HOUSE SLIPPERS, many styles. at **$1.25**

Boys' Oxfords, $1.95 Any pair Tan Russia Calf in stock, regular values $2.25 to $3.50.

Boys' Shoes, $1.95 Some unusual values in Shoes that will wear.

MISSES' *and* CHILDREN'S SLIPPERS, $1.45—Pretty, stylish effects, all patterns and styles.

INFANTS' SHOES, 50c to $1.25—Many new styles for the babies at bargain prices.

The Story *of* a Real Round-Up

The Round-Up is a yearly event typical of the West. The purpose is to separate the cattle according to brands, to brand the calves, and to ship certain beef to the market

The round up on the range is applicable to modern merchandising methods in that stocks are rounded up annually in order that no old goods may be carried over, thus avoiding accumulations. But the round up of merchandise means the placing of an entire stock on sale, for there is small accumulations of stock where department stores regularly have sales.

On the range the personal life of the cow boy is interesting.

Men of all circumstances are there—even the college graduate.

The exhilleration of the swift chase, a life close to nature, fascinates and hold them.

It is a hard life, and yet picturesque.

A round up on a clear spring night lends a peculiar charm to the landscape.

The wagons stand near a stream. Under them men sleep in rolled blankets.

The saddle horses are picketed.

At midnight a lonely rider gallops into camp. He arouses two of the sleepers and tells them to rustle out; and in a minute he himself is rolled up and asleep.

The men pull on boots; buckle on spurs; take bridles from the bed and hurry to where the horses are staked. As the saddle touches the back of the sleeping broncho, the cowboy is astride, the spurs are dug into the flanks and away with a rush goes the horse and rider into the sombre night, the clatter of the hoofs growing fainter and fainter.

He reaches the bunch. "Hello Rocks," is the salutation to the weary outpost. Then reining his horse to a walk lights his pipe, pulls his coat up around his throat, and slowly rides around the herd until he meets his "pard," who rides in the opposite direction at every half circle.

Two hours pass. Another relief comes. At 3 one of the relief rides in to awaken the cook.

The herd is brought in close to camp. On reaching there the rider calls, "Horses, horses."

Every man is out of his blanket in a moment; he washes in the creek; rolls up his bed, and at 3:30 the cook calls "chuck." The bill of fare is generally salt side, potatoes, flap jacks and coffee. Every man grabs his tin plate and cup, a knife and fork, and sets on the ground to eat. By 4 they are in the saddle for the day's work.

The cowboys come in from all parts of the adjacent country to the round up. The oldest foreman takes charge. Ten men are sent to the outside north circle; a like number to the south side circle, and ten men to each of the inner circles. The outside circles cover about 75 miles. The cattle are rounded up from canyons and grazing plains. The cattle are separated and the calves branded. The mothers are turned back to the range. Four-year-old beef cattle are gathered together, held a few days and shipped to market. As fast as one circle is completed, the wagons move down stream and other circles are thrown out.

TOILET ARTICLES

In a New Location—Directly in front *of* the Office

Sozodont tooth wash, regular 25c each, for 2 for 35c
Rubifoam tooth wash, regular 25c each, for 2 for 35c
Mennen's Borated Talcum, regular 25c, for 2 for 25c
These three items are limited 2 to a customer.
J. B. Williams' Shaving Soap, for 5c
25c Tooth Brushes, sale price 10c
2 for 5 Ironing Wax for ..... 1c each
2 for 5c Tape, White or Black at ..... 1c each
5c shoe laces, 2 pairs for 5c
15c yard Featherbone, for 10c
10c and 15c Featherbone Braids, each 5c
Skirt Braid, 2 kinds, 15c and 25c, for 5c
10c Silk shoe laces, for, pair 5c
15c Shields, will wash, for 10c
10c Curling Irons, for 5c
15c Curling Irons, for 10c
5c Toilet Pins for ..... 2 for 5c
10c Cube Pins, White or Black for 8c
8c Cube Pins, White or Black for 4c
3c Lace Pins, White or Colors for 1c

Exquisite Neckwear—*The* Latest Conceptions—Daintiest Styles

Beautiful line of stock collars, the new styles in Silk, Embroidery and Batiste. Regular prices from 35c to 50c, for the round up sale, your choice 22c

Mexican Drawn work, and Embroidery Turn-Over collars, in a great variety of styles, regular prices 35c and 25c, special round up price 13c

Dainty stock collars in Silk and Embroidery, white and black, all this season's styles, nice variety to choose from 18c

Fine Embroidery Turn-Over collars, round up price 15c

Four-in-Hand Silk ties in all the new shades, beautiful quality of silk. Regular prices 50c to 75c, round up price 37c

TEN PER CENT off on all Chimmesettes. These are in Embroidery and lace, and ange in price from 35c to $2.00 each.

All our fancy Chiffon veilings, white and black, and colors. We have these from 35c to $1.00 per yard HALF PRICE.

New Drape Veils in all colors, Chiffon, and plain net; also the Lace designs. From 50c to $3.00 each. For this sale ..... ONE-THIRD OFF.

Collar and Cuff sets for coats, jackets or dress trimmings, made of Islet Embroidery, Lace and Linen, HALF PRICE.

Large Lace collars for coats in white, cream and black, your choice of any ..... HALF PRICE.

Stock collars with tie attached, made of fine Linen and dotted Batiste, regular prices 75c to $1.00, for one week, each 35c

Buster Brown collars, Embroidered Linen, and Lace ..... HALF PRICE.

Lace and Linen Bolero Jackets, ... ONE-THIRD OFF.

Beautiful Hand Embroidered collor and cuff sets. The finest Linen and the work exquisite. Regular prices $5.00 and $6.00 per set. For this sale ..... HALF THESE PRICES.

Embroidered Turn-Over collar and cuff sets, in colored and all white Linen. A variety of styles, regular prices 50c to $1.00, special 25c

BIG SALE OF EMBROIDERIES AND LACES

Our entire stock of Embroidery, narrow edges, wide flouncings, handsome insertions, corset cover embroidery, all at a discount of 10 PER CENT

Handsome showing of corset cover Embroidery, 1½ yards to the piece, worth $1.00 a piece 57c

Beautiful Val Laces with insertions to match, worth up to $1.50 a dozen 65c

Embroidery flouncings, 10 to 27 inches wide, worth up to $2.00 a yard, special 69c

Allover Embroidery, Swiss and Nainsook, special, yard 65c

Hand Embroidery Corset Covers, regular $2.25, for $1.85

Our entire stock of applique laces, allover laces, and black laces at a discount of 10 per cent. Imitation torchon laces with insertions to match, worth up to 20c a yard, special 5c

Allover Net Laces in cream and white, worth up to $1.50 a yard, special 69c

A large line of Embroidery flouncings, 12 to 17 inches wide, shown in Cambric and Nainsook, worth up to $1.00 a yard. Round up special 29c

Another choice lot of Embridery insertions, 2 to 5 inches wide, used for trimming linen dresses and suits, worth up to $1.00 a yard, special 29c

A big lot of remnants of embroidery, in all lengths and widths, prices from 10c to $4.00 a remnant.

Big Sale in the Art Section

Compelling reductions are to be in vogue next week—Many lowered prices

NEW BASS WOOD—Our burnt wood designs are in demand because the designs are new and out of the ordinary. No old stock designs. A new shipment of fine white bass wood for pyrographic purposes has been received. Some of the pieces are Hair Receivers, Bowls, zink lined Cigar Boxes, Collar and Cuffs, Etc., Etc. Very reasonably priced. Free pyrographic lessons every Saturday morning at 10.

A special is made of a splendid outfit, consisting of a bulb, standard box, two practise pieces, and an excellent point, regular $2.25 set, now for $1.75

DRESSER BOXES—These are 30 inches long with three apartments. Stamped in floral and conventional designs, ready to burn, reduced from $2.00 to $1.25

HAND MIRRORS—Pyrographic pieces in pretty designs, which sell readily at 90c and $1.25 each, now only 60c

STAMPED LEATHER PURSES—Stamped and ready to burn, made of the very best tan and brown leather, $1.75 values reduced to 95c

SHADOW EMBROIDERED WAISTS—Stamped in the latest designs on the best quality of white material, regular $1.50, for $1.00

BABY PILLOW COVERS—Stamped and plain, made of fine India Linen, with Val insertion and hem stitched ruffle, regular 60c, 70c, 75c, special 45c

TINTED CUSHION COVERS—Very pleasing and always good sellers, the designs are wild roses and poppy, sharp reductions from 75c to 38c

STAMPED SHIRT WAISTS—Two yards of the best material stamped ready for working, regular $1.50 for 50c

CUSHION TOPS GIVEN AWAY—Package containing six skeins of B. A. Silk, one copy of lessons in embroidery, and tinted cushion top with material for back, all for 25c

STAMPED LINENS—All good designs but slightly soiled, regular 50c centerpieces at 35c
35c centerpieces 25c
Two dozen hemstitched tan linen table covers, one yard square, regular $1.50, at $1.00

ROMAN CUT WORK—Shams, Table Covers and Scarfs, regular $1.25, 95c, 75c, sale price 35c

PIN CUSHIONS—12x12, covered with delicate shades of satin, regular 60c, now at 25c

One-fourth off on all Battenburg lace pieces.

Petticoat Bargains

One hundred wash gingham and chambrey—$1.85 for $1.45

Dressing Sacques

Dark percale—75c and 95c values for 39c
$1.75 kind for 55c
White lawn and silk Mull—$2, $2.50, $2.75 kind for $1.95
$3.95 to $4.25 kind for $2.95

Corset Covers

75c and $1.00 kind 25c

Rounding Up Kimonas

Long length Persian—$1.75 for 69c
$1.75 kind for 98c

Long Night Gowns

Slip-over gowns—$1.50 kind for 98c
$1.75 kind for $1.25

Ladies' Hosiery

35c to 75c kind for 29c
Another kind, 35c ones 25c
Children's black cotton hose, 15c kind, ... 3 for 25c

Ladies' Corsets

Warner's and G. D. Corsets—White batiste or summer net 98c

Ferris Waists

$35c kind for 25c
50c kind for 39c

Ladies' Underwear

50c quality 35c
65c quality 49c

Ladies' Vests

35c kind for 25c
25c kind for 19c

Pearl Cuff links, 75c value for 25c
Pearl Hat Pins, all colors, regular 10c for 5c
Fancy Hat Pins, values from 35c to 50c, your choice 25c
Pearl Necklaces, each one comes in a simple box. The 50c and 75c values for 25c
Pearl Shirt Waist sets, an endless variety, values 75c up, choice for 10c
Paper folding Fans, at one-half price for this round up, values from 25c to 75c
Our 35c and 50c a box Stationery for 25c