Nothing Misrepresented In This SALE!

GIGANTIC MID-SUMMER

CLEARANCE SALE

A Sensational And Startling Offer!

A SALE ON THE SQUARE

$20,000.00 STOCK OF SUMMER MERCHANDISE AT HALF PRICE!

THE ENTIRE BALANCE OF THE STOCK AT COST AND LESS.

Dress Goods and Silks!

LIGHT WEIGHT WOOL.

All Wool Granites, Voiles, Armures, Albatross, French Serges and Fancy Mohairs, 75c and 85c VALUES FOR 38c

Another line of these standard fabrics in the better grade and wider widths, selling at 90c and $1.00, THE YARD 53c

NOVELTIES, Silk Figured Wool Fabrics in pretty novelties for Waists and Dresses, 69c goods .. 35c

EGYPTIAN SUITINGS—Beautiful soft summer fabric in Oriental colorings. SELLS AT 40c THE YARD 17½c

FIGURED LAWNS—75 pieces of desirable Wash Figured Lawns, 40 inches, selling at 15c the yard.... 6½c

SILKS—Lyon's Dye China Silks, including cream and blacks, guaranteed 60c quality 30c

TAFFETAS—50 pieces of plain and fancy Taffetas, 85c VALUES 43c

GRENADINES—Silk stripe Grenadines in black and white. ALWAYS SELL AT 35c..... 17½c

SILK MULL—25 pieces of Fine dotted Silk Mull. CAN'T DUPLICATE THEM FOR LESS THAN 35c IN THE CITY 17c

APRON GINGHAM—A good fast color Apron Gingham. ALWAYS 5c yard 3c

SEERSUCKER GINGHAM—Exceptionally GOOD VALUE AT 10c THE YARD 6½c

PRINTS—Indigo blue and Turkey red Prints that always bring 7½c and 8 1-3c the yard 5c

INDIA LINONS—A good 36-inch India Linon, WORTH 10c PER YARD 5c

A 36-inch fine sheer India Linon, selling at 20c yard..... 10c

15 pieces of 36 inches imported India Linon, WORTH FROM 50c TO 75c YARD 25c

SATEEN LINING—The regular 40c quality, for 20c

The regular 20c value for 15c

CAMBRIC LINING—The best 5c Cambric Lining for 2½c

SWISS MUSLINS—Fine Swiss Muslins for dresses or curtains, full yard wide, 15c a yard, for 9c

Lace Curtains.

WE PLACE ON SALE ALL OUR NOTTINGHAM and NETT CURTAINS THAT SELL REGULARLY UP TO $3.00 PAIR, EITHER SINGLE OR BY THE PAIR AT (each).... 50c

Ready-to-Wear.

SHIRT WAIST SUITS of rich Muslin Taffeta in greys, black and changeable blues, reds and browns. They are exceptionally strong value at $15.00 each $9.75

JACKET SUITS of all wool voile in cream, grey, and tans. cost $15.00 elsewhere $5.95

WAISTS of India Linon, Lawn, Madras, Chambrey and all the finer wash materials, in values up to $7.00 ..... $1.19

WAISTS of Percale, Madras, Gingham and wash novelties in values up to $1.50..... 59c

LONG KIMONAS, of figured Lawn, with bands to match the fabric, another line of pretty crepe materials, band trimmed, $2.00 and $2.25 values $1.15

SHORT KIMONAS of dotted and figured lawn yoke, back and fronts, extra full, 50c quality 29c

WRAPPERS, Percale and Calico, all colors and sizes, cape shoulders, deep ruffle flounce at bottom, $1.50 kind 75c

BLACK SATEEN WRAPPERS with fancy trimmed yoke, deep flounce. Never offered for less than $3.00 ..... $1.75

PERCALE WRAPPERS in dark and light colors, made extra full and nicely trimmed, $2 values... $1.10

WALKING SKIRTS, made of good unbleached linen, pleated flare, sell at $2.75 and $3.00..... $1.50

BLEACHED LINEN WALKING SKIRTS, of fine materials, Flare bottoms, $4.00 regular.... $2.25

SHIRT WAIST SUITS, pretty Percale and Gingham suits in tans, blues, blacks and greys, plaids and checks, $3.50 value $1.65

Voile wash SHIRT WAIST SUITS, in all colors, that were never offered for less than $6.50..... $3.95

UNDERSKIRTS of extra good black Sateen, many different styles in values from $2.50 to $3.50 each $1.50

Mohair and Moria underskirts worth up to $5.00..... $1.75

LADIES' SAILORS, a splendid assortment of ladies' sailors in values up to $1.00..... 89c

Sun hats for ladies in colored Chambrey, any 85c hat 17c

Another line for ladies and children that sell at 50c..... 25c

Children's Sun Bonnets, in all colors, regular 25c kind..... 15c

Baby Bonnets of embroidered lawn, never sold for less than 50c and 65c 23c

A sample line of children's hats, an assorted lot in 50c and 75c quality 25c

CHILDREN'S DRESSES, pretty wash dresses, selling at 75c to $1.00, 2 to 6 years..... 49c

Another line in sizes 6 to 14 years, $1.50 to $2.00 values..... 89c

Underwear!

UNION SUITS—Low neck and umbrella, extra fine cotton gauze. 65c values 39c

UNDERWEAR—High neck and long sleeve vests of cotton and lisle, silk tape trimmed, with drawers to match. 65c garment 39c

UNION SUITS—Low neck, straight knee union suits, of soft cotton gauze. Silk tape trimmed. 75c garments 49c

DRAWERS—Ladies' fine knit gauze drawers, umbrella shape, lace trimmed, 50c regular, for 27c

ODD ENDS in Ladies' summer knit underwear at less than HALF PRICE.

MUSLIN UNDERWEAR—We have made up four special bargain tables for this sale.

TABLE NO. 1—Gowns, Drawers, Chemise and Corset Covers, worth 75c and 85c garment 43c

TABLE NO. 2—Gowns, Drawers, Chemise and Corset Covers, worth $1.25 and $1.35 ..... 65c

TABLE NO. 3—Gowns, Drawers, Chemise and Corset Covers, worth $1.50 and $1.75 ..... $1.15

TABLE NO. 4—Gowns, Drawers, Chemise and Corset Covers, worth $2.25 to $2.75 ..... $1.69

INFANTS' DRESSES—Short Dresses of extra fine muslin, duck yoke and lace edging, 6 months to 2 years, 75c to 85c values 59c

GUIMPS—Misses' Guimps, 9 to 19 years, fine cambric, all $2.50 and $3.50 each, choice 98c

SLIPS—Infants' white slips of soft cambric, 27 inches long, lace and embroidery trimmed, 75c and $1.00 each 49c

INFANTS' UNDERSKIRTS—Long white underskirts, lace and insertion trimmed, all lengths, 27 to 36 inches—HALF REGULAR PRICES.

BOYS' UNDERWEAR—Balbriggan union suits, long sleeve and ankle length, extra good garments, were 75c 49c

Another line comes with knee length and wing sleeves. Sells at 65c. Special 39c

LADIES' APRONS—Large kitchen aprons of good Amoskeag Gingham. Regular 75c 43c

Ladies' Handkerchiefs.

HANDKERCHIEFS, a sample line of fine linen and embroidered and lace trimmed cambric, that cannot be purchased elsewhere for less than 35c and 50c each..... 19c

A good Cambric Handkerchief for ladies you cannot duplicate at 5c 3c

Ladies' Collars.

COLLARS. We have just received a sample line of the latest showings in Ladies' Collars, of every description. No two alike and nothing worth less than 50c each 23c

TOILET ARTICLES.

EAU DE COLOGNE—The purest imported Cologne, selling at $1.50 a bottle 89c

FORM DEVELOPER—Scientifically demonstrated to be absolute in results. It is guaranteed to nourish and develop a small bust. Regular price $2.00 ..... $1.10

will restore the natural elasticity of the skin and remove all wrinkles. Money back if not satisfactory. $1.50 bottle regular 89c

TALCUM POWDER—Violet Talcum Powder, a guaranteed pure article selling at 25c a can for..... 10c

FACE POWDER VIOLET DE PARME—The Genuine French importation that sells for 50c box..... 21c

FOOT POWDER—Antiseptic preparation that affords relief and comfort to tired, burning, aching feet. Worth 35c box 17c

EAU DE QUININE—For the hair and scalp. The regular $1.00 bottle size for..... 69c

TOOTH POWDER—Elixir Dentifrice. A French non-Toxic, non-irritating and antiseptic. The 25c size 15c

THE ART OF BEING BEAUTIFUL. This book will be given with every purchase, in this department, to the amount of 50c.

SNOWBERRY—The large size cake of Snowberry. Sale Price..... 4c

THIS SALE IS FOR ONE WEEK ONLY.

Domestic Dept.

25 dozen hemmed Sheets of good muslin, 72x90 inches, 50c always..... 35c

50 dozen Pillow Slips, 42x36, splendid values at 15c each..... 9c

15 dozen extra quality Muslin Pillow Slips, hemstitched, 42x36, 20c regular..... 10c

2,000 Mill Ends of Striped Outing Flannel, worth 12½c yard..... 7c

250 Window Shades, 3x6 feet, all colors, regular 35c..... 23c

215 Window Shades, 3x7 feet, all colors, 50c value..... 25c

25 pieces of good Bleached Muslin, 8c anywhere..... 5c

50 pieces of Unbleached Muslin, selling for 7½c yard..... 4c

PRINTS—Good light colored wash Prints, fast colored goods selling at 7½c yard..... 4c

LAWNS AND CHALLIES—2,500 yds. of Summer Lawns and Challies, 7½c values..... 4c

Table Linens.

A good 58-inches Bleached Table Linen, REGULAR PRICE 25c YARD 19c

Extra Fine Damask Bleached Table Linen, 60 inches wide, WORTH 85c YARD 39c

5 pieces of 64 inches $1.00 A YARD Bleached Table Linen at 49c

4 pieces of extra wide 72 inches Irish Linen Bleached Cloth, WORTH $1.25 YARD 59c

15 pieces of 52 inches unbleached Table Linen, WORTH 25c THE YARD 22c

4 pieces of 56 inches good unbleached Table Linen, REGULAR 65c YARD 33c

Extra fine 58 inches imported Irish Linen, unbleached Linen, very rich designs, WORTH 75c YARD 39c

Turkey red Table Linen, full 50 inches wide, REGULAR 25c YARD 14c

Extra quality 58 inches Turkey red Table Linen, SELLING AT 50c YARD 27c

TOILET ARTICLES.

LILY OF THE VALLEY "Parisian Bouquet," Carnation Pink," "Jockey Club," "Plum Blossom," "Lilac Heliotrope," "Damask Rose," "Violette," "White Rose," "Jasmine." Any 75 cents an ounce perfume, this week, Half Price (per ounce)..... 33c

BAY RUM—Parisian antiseptic Bay Rum, selling at 35c bottle. This sale 17c

HAIR RESTORER—Will restore gray and faded hair to natural color and prevent the hair from falling out. $1.25bottle. This sale 89c

MEDICATED TAR—Three cakes in a box at 50c. This sale 19c

QUEEN QUALITY—A delightful and dainty Toilet Soap, selling at 50c box. This sale 19c

KIRK'S WITCH HAZEL—Half Price. For this sale (each) 4c

ELGMA—A natural medicated Soap guaranteed to cure all eruptions of the skin, sell at 50c box. Special price..... 19c

BATH SOAP—Kirk's Honey, Oatmeal and Elderflower Soap that always sells at 10c bar. Half Price..... 4c

HOTEL SOAP—A pure Buttermilk Soap for Hotel Soap. This week only (per dozen)..... 23c

GLYCERINE—A transparent pure glycerine Soap on special for this week (per cake) 05c

THIS SALE IS FOR ONE WEEK ONLY.

SHOES!

MEN'S.

We place on sale all our finer dress shoes for men—Vici Kid, Box Calf and Velour—values $3.50 to $4.50, choice $2.45

Another line of good everyday shoes in values selling at $2.50 to $3.50..... $1.50

LADIES'.

Such makes as "Ilts & Dunn," "H. C. Godman" and "Queen City."

Any pair of Vici and Patent Kid Shoes selling up to $3.50..... $2.35

Any pair of ladies' or misses' Shoes in the store selling up to $3.50..... $1.65

BOYS'.

The celebrated "Walton" and "Fisher" brand of shoes for boys. Dress shoes of Box Calf, Velour and Vici Kid, worth up to $3.00..... $1.50

Every-day hard wearers that always sell for $1.50 and $2.00... $1.10

BABIES.

Any pair of Baby Shoes and Slippers at HALF PRICE.

Ribbons!

Half-inch Satin Taffeta Ribbons in blue, white and pink, 6¼c value (per yard)..... 3½c

Half-inch all silk wash Taffeta Ribbon, all colors, 6¼c value (per yard) 3c

1½ and 2-inch Satin and all Silk Taffeta Ribbon, all colors, 10c values (per yard) 6c

3 and 4-inch Satin Taffeta and All-Silk Wash Taffeta, extra good 20c value (per yard) 10c

BELTS—A sample line of Silk Belts in all the newest styles, 50c, 65c and 75c values 29c

SILK CHIFFON—Double width, all silk chiffon, in white and black 85c and $1.00 a yard, for 49c

Hosiery!

LADIES.

Embroidered Lisle Lace Hose, worth 75c pair..... 43c

Extra fine Lisle Hose, boot hose, 50c value..... 29c

Medium and heavy weight plain and ribbed Hose—white sole—35c quality..... 19c

A Maco Cotton Stocking—fast black—worth 25c a pair..... 14c

A good wearing fast colored stocking selling for 15c pair..... 8½c

All Silk and Fancy Novelty Hose at HALF PRICE.

MISSES.

A splendid assortment of stockings for the miss in plain ribbed and fancy—25c values..... 18c

50 dozen extra fine ribbed Hose of fast black Sea Island Cotton—never offered for less than 50 pair. 27c

120 dozen of fast black Maco Cotton Stockings, selling for 25c pair..... 14c

BOYS.

Heavy ribbed Bicycle Hose for hard wear, sold as a bargain at 25c pair..... 18c

Light and heavy ribbed Hose of hard twisted Maco Cotton, worth 25c pair..... 14c

Another lot of good every-day, hard wearers, selling for 15c pair..... 9c

CHILDRENS.

Fine ribbed wire twisted Hose for rough usage, 15c quality..... 7½c

INFANTS'.

Splendid quality black and tan Hose in plain lace, selling at 35c pair..... 19c

Infants' fine ribbed black Hose, worth 15c pair..... 8c

Black, blue, pink and white Hose in plain and lace, 25c quality..... 10c

GLOVES.

Another line of fine lisle in black only, sold at 25c..... 18c

SILK MITTS, good black, Silk Mitts, 75c quality..... 43c

Misses' Black Silk Mitts, selling at 25c pair..... 17c

Sensational Sale of Notions!

DARNING COTTON, always 2½c ball, 3 for 5c

CORTICELLI SILK, always 10c spool 5c

CROCHET COTTON, regular 5c 2½c

VELVETEEN BINDING, sell 5c yard 3c

BRASS PINS, extra 5c values 3c

BATTENBERG THREAD all linen, 5c spools 2½c

FEATHER BONE, 10c quality for 6c

STEEL SCISSORS 50c a pair, for 23c

PEARL WAIST SETS, the 25c quality 9c

HAIR COMBS Goodyear 50c combs 23c

LINEN BELTS, 25c and 35c wash linen 12c

HAIRPINS, 10c Bone Pins 4c

HOOKS AND EYES, 2c a card regular; 7 for 5c

LUNCH BOXES folding style, worth 35c 14c

GAUZE FANS, silk fans, selling at $1.00 ..... 50c

NAIL BRUSHES 35c each anywhere 17c

HATPINS buckles, and jewelry ..... ½ Price

PEARL BUTTONS, 5c card regular 3c

COTTON TAPE always 2c roll, 7 for 5c

CURLING IRONS, 10c size 3c

CLOTH BRUSHES—Hardwood Backs, 35c value 19c

HAIR BRUSHES—Real bristles, hardwood backs, 50c and 75c kinds 35c

BABY BIBS—An assorted lot of baby bibs in values 25c and 65c each 11c

TOILET PAPER—The large 10c roll for 5c

BEAD NECKLACES—Large beads of amber, blue and white, 2 lines at 25c and 35c 15c

EMBROIDERIES—Extra 30 pieces of extra wide corset cover embroidery, 75c quality, per yard 27c

LACES—Platt Val Laces, 2 to 4 inches wide, 15c and 18c values, per yard 8½c

TORCHON LACE—One to three inches wide, 10c value, per yard 4c

FANS—Silk gauze fans, worth up to $1.50 each, for 49c

Another line, worth up to $2.50 ..... 95c

LACES—All over laces, 50 pieces of new novelties, selling at 75c to $1.00 per yard 49c

Marseilles pattern Bed Spreads, regular $1.50 for..... 75c

Marseilles pattern Bed Spreads, regular 85c 55c

Honey Comb Crochet Quilts, regular $2.00 ..... 95c

Honey Comb Crochet Quilts, deep fringe, regular $2.50..... $1.25

KID GLOVES.

Any pair of Kid Gloves in the Store, including all the new "Trafousse," "Amazon," "Elsa," and "Nicholas," values $1.75 and $2.00, per pair $1.00

Men's Wear.

SHIRTS, Black and White Work Shirts, Union Made, 65c kind 40c

Union Made Madras Shirts, pretty silk stripe effects, $1.50 values 89c

Another line of Silk Stripe Madras, selling at $1.25 ..... 79c

A Good Black Sateen Shirt, worth 85c 53c

Work Shirts in light colored woven Madras with collars, 65c grade 39c

Men's White Pleated Bosom Shirts for summer year, $1.50 regular 83c

Boys' Black Sateen Shirts (Jack Rabbit) 65c always 39c

Boys' Negligee Shirts of Woven Madras and Gingham, 50c 65c and 75c, for 29c

UNDERWEAR, 50c Egyptian Balbriggan, a good silk striped ribbed, selling at 75c, for 49c

A Fast Colored Black Balbriggan, worth 65c garment 39c

Brown Ribbed Mercerized Cotton Underwear, worth 65c garment 43c

Summer weight Australian Wool (Steam Shrunk) a sanitary Jersey Ribbed garment, selling at $1.50 ..... 89c

SUSPENDERS. Seven styles that sell for 25c. Choice 16c

Five different lines of suspenders, selling at 50c pair. Choice 29c

HOSE. Fancy Lisle Black Half Hose, Silk Embroidered, selling at 19c, on special 14c

GLOVES.

SILK GLOVES. The celebrated "Amsterdam" silk gloves in black, white, grey, and champagne, regular $100 gloves 55c

Opera length "Amsterdam" silk lace glove. Never sold for less than $1.50 ..... 75c

LACE LISLE GLOVES in Black, white and cream, short and elbow length. The 50c values 25c

Men's Wear.

Any of the regular 75c and $1.00 Suspenders for 49c

Men's Working Hose, four Pairs for 25c

Extra Fine Silk Embroidered Hose, 35c and 50c values 29c

NECKWEAR. Any 25c Four-in-Hand for 17c

Any 50c Four-in-Hand for 33c

SHIELD BOW Ties in endless varieties, selling at 25c and 35c. Choice 12½c

BOYS WAISTS. Our regular "Mothers' Friend" Waists, 25c and 35c always 19c

CORSETS.

"W. B.," "Bon Ton," "La Premier," three of the best known Corsets in America. Values $4.00 to $5.00. Choice 1.95

ROYAL "WORCESTER" and "W. B" Corsets, in values $2.00 to $4.00, Choice $1.35

"AMERICAN LADY," a new shipment of the latest models just received, always sell from $1.25 to $1.50 pair. Choice 89c

"AMERICAN LADY" nursing corset that's a standard at $1.25, for this sale 69c

THE NEW "AMERICAN LADY," with supporters attached, sells at 75c. Special 49c

TAPE GIRDLE CORSET—another new shipment of the 50c quality 33c

FERRIS & G. D. CORSET WAISTS, in Ladies' and Children's All the new styles offered at ..... ⅓ Off

CHILDREN'S WAISTS in drab and black. The values 19c

Children's seamless ribbed WAISTS, 25c values 14c

"PERFECT FORM" BUSTLES, in all colors, the 65c grade 39c

VEILINGS. Black, White and novelty Veiling of fine silk nett and chiffon, 75c to $1.25 quality. (per yard) 35c

NO TRADING STAMPS GIVEN DURING THIS SALE.

NEW YORK CASH STORE.

YOUR MONEY BACK IF NOT SATISFIED WITH YOUR PURCHASE