



THE JULY CLEARANCE SALE

Overstocks Conduce Sharp Reductions--prices never so low a massing of economies---Sale will be a record breaker.

Let's get at the root of things. What is "clearance?"---as we use it? Ask the directory.

It says, "The act of clearing, riddance, removal of encumbrance or obstructions." That tells a part of the sale story, but it says nothing of the expensiveness of the movement or of the forces employed.

We will Simplify Matters, Explain and Broaden, Suggest and Advise

Spring got lost on the road and never come for the feast of good things we have prepared. The result, we are greatly overstocked with all sorts of warm weather wearthings. Never have such vast assemblages of fine goods participated in the JULY CLEARANCE SALE.

Now's the time to clear decks, to effect riddance, to remove obstruction. There is much to move, hence much of price reducing.

Prices have never been so deeply cut, never such sacrifices such stirring savings, such startling selling. Every department stock is affected. All summer goods must go, all summer goods will go and at a lively rate.

No reservation, no favorites, Everything Summery joins the whirl. Selling will begin with a rush. Stocks will disappear as if by magic. Come early, while assortments are complete. **Sale Begins To-morrow and Lasts 2 Weeks.**



| | | | | | | |
|---|---|--|--|---|--|---|
| Wash Goods Exceptional varieties, embracing a magnificent range of beautiful weaves--prices lower than they can be bought for at wholesale to-day. That's the wash goods news of the big July Clearance Sale. Muslins, 6c yd 80 yds. fast color American muslins and lawns, in spots, checks, figures and stripes, light and dark grounds, over 20 patterns to select from at sale price a yard, 6c Wash Goods, 9c yd Fine American lawns, muslins, dimities, etc., in choice new designs and colorings, also fancy plaid ginghams in dark colorings, reg. up to 15c. yard, sale price, 9c Wash Goods, 14c New American lawns, batiste, dimities, etc., in mid checks, spots and floral designs, also plain voiles, Panamas and canvas weaves, in browns, navy, grey, pink and linen shades, reg. up to 25c. yard, sale price, 14c Waists If you do not buy all the waists you need for the entire summer you'll pay much more for less beautiful and stylish models after the July Clearance Sale has ended. \$2.50 Silk Waists, \$1.89 Fine white pure wash silk, made with front of fine tucks and rows French val. insertion, short sleeves with insertion and lace trimming, sizes 32 to 42, a special \$2.50 waist, sale price, \$1.89 \$3.50 Silk Waists \$2.89 Rich quality white Jap taffeta, verily style, with 5 rows French val. insertion and all-over tucks down front, tucked back, short sleeves with fine val. lace and insertion, also lace and insertion on collar, sizes 32 to 42, a reg. \$3.50 waist, Sale Price, \$2.89 \$1 White Lawn Waists 68c 7 dozen waists, including several styles, long or short sleeves, trimmed on front collar and cuffs with all-over lace, embroidery, insertion, tucks, etc., size 32 to 42, reg. \$1 waists clearing at Sale Price, 68c \$2.25, \$2 Waists at \$1.39 ea. Fine organdy and lawn waists, handsome styles, trimmed with all-over embroidery fronts, lace insertions, tucks, etc., reg. values up to \$2.25 each, Sale Price, \$1.39 | White Lawn Waists, 29c A few dozen only, trimmed with embroidery, insertion and pleats down front, tucks on back collar and cuffs, a good 50c. waist, Sale Price 29c White Waists Of fine Persian lawns, India lawns, and Swiss organdies, handsome new styles, beautifully made and trimmed, clearing at Sale Price, \$1.89, \$2.25, \$2.50, \$2.89, \$3.50 and \$3.90 Knit Underwear and Hosiery When this Store lowers by at least one-third its already lowest prices on the finest knit underwear and hosiery made, it's time to appreciate the family's needs for months to come. Children's 12 1-2c, 15c, 18c Vests 10c each 15 dozen children's fine bleached lisle thread Vests, elastic rib knit, lace trimmed, half sleeves or sleeveless, sizes 1 year to 16 years, reg. 12 1-2c. to 18c. each, Sale Price, 10c Ladies' Vests 10 dozen fine lisle finish bleached Vests, elastic knit, lace yoke back and front, lace beading and ribbons, trimmed on yoke and arms, at Sale Price. Ladies' Hose 35 dozen ladies' fine full-fashioned black Hose, seamless feet, double heels and toes, fast black, sizes 8 1-2 to 10 the best 15c. hose in the city, Sale Price, 12 1-2c 20c Hose, 15c pr 40 dozen ladies' Hose, fine gauge Egyptian yarn, full-fashioned, seamless feet, double heels and toes, sizes 8 1-2 to 10, the best 20c. hose in the market, Sale Price, 15c Ladies' White Hose 20c Fine quality, fancy lace or plain, with embroidered ankles, full-fashioned, reg. 25c. a pair, Sale Price, 20c Millinery at Half And in many cases less than Half-Price is what you will have to pay for the most stylish Millinery within your reach. | Untrimmed Hats and Shapes Here are three lots that should interest you. 6 dozen stylish Hats and Shapes, reg. up to \$1.25 each, Sale Price, 23c 5 doz Hats and Shapes All new goods, good range to select from, reg. up to \$2 each, Sale Price, 33c 7 doz Hats Flops and Shapes Every one up-to-date, worth reg. up to \$2.50 each, Sale Price, 48c Trimmed Hats Your pick of over forty handsome, trimmed Hats, made up special for this Sale, and clearing at about Half Regular Price Notions and Smallwares These little things are always needed, always in demand. Therefore to lessen their "regular little" prices seem unnecessary. It is but when we say "clearance" we mean it, and spare nothing. Buster Brown Belts 15c 5 doz. black double patent leather shaped Buster Brown Belts, two-bar buckles, at each, Sale Price, 15c 25c and 20c Wash Belts 15c 10 dozen ladies' white embroidered Wash Belts, good range styles, fancy pearl buckles, reg. 20c. and 25c. each, Sale Price, 15c 3 doz Pearl Buttons for 10c 200 dozen 4-hole Pearl Buttons, medium size, reg. 5c. dozen, Sale Price, 3 dozen for 10c 25c Pad Hose Supporters 19c 6 dozen black and colored pad Hose Supporters, 4-strap, good elastic, regular 25c., Sale Price, 19c Embroideries 4c yd 80 yds. Swiss Embroideries and Insertions, 50 choice patterns, 1 in. to 4 in. wide, at a yd., Sale Price, 4c 20 yards Swiss Embroidery and Insertion, reg. up to 12 1-2c. a yd., Sale Price, 7c 375 yds. Swiss Embroidery and Insertion, narrow, medium and wide widths, reg. up to 20c. a yard, Sale Price, 9c | 10c Handkerchiefs 6 for 25c 30 dozen ladies' fine hemstitched lawn Handkerchiefs, with fancy open work borders, a reg. 10c. handkerchief, Sale Price, 6 for 25c 35, 40 and 50c Belts for 25c 7 dozen ladies' white kid, colored kid, fancy silk Roman stripe and taffeta silk Belts, all new goods, reg. up to 50c. each, Sale Price, 25c Allover Laces 36c yd. 18 in. wide, white all-overs, in good range patterns, reg. up to 75c. yard, Sale Price, 36c 75c Pillow Shams 49c 7 dozen handsome appliqued Pillow Shams, good range patterns, size 32 in. square, reg. 75c. each, Sale Price, 49c Ladies' Long Lisle Gloves White or cream, plain or dome fastener, elbow length, fine qualities, at a pair, 75c., 60. and 50c Ladies Long Silk Gloves White, cream, or black, 20 and 24 inch long, rich, pure silk, plain or domes, at a pair, \$1.25, \$1.90, and 75c Dress Goods Judge the extraordinary savings offered you in the great Clearance Sale by the reductions we have made in these first quality seasonable and modish fabrics. 25c, 35c and 40c Goods 19c About 400 yds. in this lot, including plain and fancy colored mohairs, lustres, tweeds and all-wool serges, good range colors, reg. up to 40c. yd., Sale Price, 19c 40c, 50c and 60c Dress Goods 29c All new desirable weaves and colorings, in tweeds, mohairs, lustres, etc., worth reg. up to 60c. yd., Sale Price, 29c 60c, 75c and 90c Suitings 49c Extraordinary values, stylish tweeds, 44 to 56 in. wide and pure wool. Panamas, mohairs, satin cloths, crepe-de-chenes, etc., black and colors, fabrics worth up to 90c. a yd., Sale Price, 49c | Bargains for Men and Boys Men's Balbriggan Underwear Fine quality Shirts and Drawers, in all wanted sizes, worth \$1 a suit, Sale Price, 75c Men's Merino Sox 12c pr. 10 doz. men's grey mixture Merino Sox, medium weight, seamless feet, rib top, double heels and toes, reg. 15c a pair, Sale Price, 2 pr for 25c Boy's Balbriggan Underwear Shirts and Drawers Fine quality, well finished, sizes 22 to 32, at each, 50c., 45c., 35c., 30c. and 25c Men's and Boy's Straw Hats 10 doz. fine braid Straws, with silk and fancy bands, clearing at Sale Price, One-Third Off Men's Odd Pants In worsteds and tweeds, reg. up to \$2.75 a pair, Sale Price, \$1.89 Regular up to \$4 a pair, Sale Price, \$2.89 Great Mill Ends Bargains Towelings In lengths of 1 yd. to 8 yds. each. Regular 10c. yard, Sale Price, 7c Regular 11c. a yard, Sale Price, 8c Regular 12 1-2c. yd., Sale Price, 9c Regular 15c. a yard, Sale Price, 11c Mill Ends Lawn 1 to 10 yds. each, reg. 10c. to 20c. a yard, clearing at Sale Prices, 6c., 7c., 8c. and 9c Mill Ends Table Linens 1 to 4 1-2 yds. each, reg. 35c. yd. for Regular 40c. yard for 25c Regular 50c. a yard for 28c Regular 60c. a yard for 33c Regular 75c. a yard for 43c Regular 90c. a yard for 55c Regular \$1 a yard for 73c | Carpets Rugs and Curtains Dozens of housekeepers always wait for our Big Clearance Sale to supply their house furnishing needs, and here's the proof that they have the best of reasons for doing so. Easily worth one-third more money. Rich Tapestry Rugs Size 9 x 10 1-2 ft., Sale Price, \$10.48 Size 9 x 12 ft., Sale Price, \$12.95 Size 10 1-2 x 12 ft., Sale Price, \$15.95 Reversible Smyrna Rugs 2 only, rich heavy quality, in choice Oriental designs and colorings, size 9 x 12 ft., reg. \$35, Sale Price, \$23.90 Jap Room Rugs 2 only, size 9 x 12 ft., heavy body, in Oriental designs and colorings, reg. \$13.50, Sale Price, \$9.90 Union Carpets Good firm weaves, full yd. wide, reversible patterns and colorings, at a yard, Sale Price, 23c., 29c., 33c., 39c. and 47c Linoleums Special Just in from the "old country," direct from the best maker, 19 pos. heavy Linoleums, 2 yds., 3 yds., 3 1-2 and 4 yds. wide, handsome new carpet and tile patterns, on sale at a square yard, 55c., 50c., 45c. and Tapestry Curtains Choice styles and colorings, heavy fringed ends, clearing at a pair, Sale Price, \$2.68, \$3.68, \$4.48, and \$5.90 Lace Curtains 47 pairs fine Nottingham Lace Curtains, reg. \$1.75 and \$2 a pair, Sale Price, \$1.19 Brass Rods, 4c each 10 dozen Brass Extension Rods, complete with brackets, at each, Sale Price, 4c 15c Brass Rods 10c each 15 dozen heavy Brass Extension Rods, will extend 54 inch, fancy gilt or silver ends, complete, at each, Sale Price, 10c | White Muslin Underwear, a time to buy and Save Corset Covers, 15c Fine Nainsook, Marguerite style, trimmed with deep lace, lace insertion, straps, reg. 20c. each, Sale Price, 15c 50c Drawers, 39c 10 dozen ladies' fine cambric Drawers, trimmed with 4 in. val. lace and fancy insertion, reg. 50c., Sale Price, 39c \$1.25 Gowns, 89c Fine Cambric, three handsome styles, all-over lace and Swiss insertion, yoke finished with beading and ribbon, short sleeves, trimmed with val. lace, Swiss insertion beading and ribbon, a snap, reg. at \$1.25, Sale Price, 89c Pillow Slips, 15c each Good quality white Cotton, 40 in., 42 and 44 in. wide, hemmed and ready for use, at each, Sale Price, 15c Sheets \$1.89 a pair Fine heavy quality, full double bed size, hemmed and ready for use, worth \$2.25 a pair, Sale Price, \$1.89 200 Linen Shams 98c 3 dozen fine heavy pure linen hemstitched Shams, richly embroidered, size 32 in. square, reg. \$2 each, Sale Price, 98c 200 Linen Runners 98c To match Shams heavy pure linen, 18 x 54 inch runners, beautifully embroidered, reg. \$2 each, Sale Price, 98c Ladies' Spring Coats Stylish Tweed Coats, reg. \$6.50 for \$4.48 Regular \$8.50 for \$5.90, \$5.90 Regular \$10 for \$6.95, \$6.95 \$4 and \$5 Skirts \$2.89 3 dozen ladies' plain and fancy mohair Skirts, cut full and pleated, all round, good range colors, assorted sizes, reg. \$4 to \$5 each, Sale Price, \$2.89 |
|---|---|--|--|---|--|---|

The Northway Company, LIMITED.