

CANDY SATURDAY SPECIALS

English Licorice, 10 varieties mixed, Saturday, 39c lb.

Chocolates, 23c Box

100 boxes Chocolates, cream centers (assorted). While they last, 23c box

NEW CHOCOLATE BARS
Whipped Butter Cream, Tropical Fruit Bars, Fig Meats, Marshmallow Nut bar. Saturday 6 for 25c

July Clearance Sale.

THE WORDS OF LINCOLN—It is our daily effort to make Lincoln's words applicable and this store's policy is to be a Store "OF THE PEOPLE, BY THE PEOPLE and FOR THE PEOPLE." He lived and fought and died for these principles of government. So it is this store's policy, its principle, and its daily effort.

In every phase of its activity this store is operated just as it would be if the people themselves owned it, as nearly as one organization's desire and intelligence can operate it. It is our constant effort to please our customers completely; to serve them efficiently and with complete satisfaction. Our midsummer sale is one of the greatest services of the year.

BALLS AND RATTLES FOR BABY

For the youthful ruler who sits in his high chair, his carriage or his bath tub, these are practical toys of rubber and celluloid.

Rubber Dolls 15c
Rubber Balls, gayly colored 10c, 15c, 20c
Chickens, which "haven't scratched yet" 15c
Mary and her little lamb 15c each
Celluloid Floater Toys—Swans and Fish, 15c, 35c, 75c
Celluloid Rattles, 35c to 75c
Infants' Shop—Fourth Floor

The BREATH of the AVENUE WHEN THE COSTUME GOES WITHOUT A COAT

The Dress and Accessories Are Especially Important.

Now that summer in New York has overtaken July, New York women are wearing coats in the cool of the morning and evening, but in the middle of the day they leave their wraps at home. The dress, from high noon until tea time, is the most conspicuous part of the costume. The Avenue sees now all of the dresses that have been so popular in the shops—sheer silks and many sheer cottons, dark dresses and light dresses.

The printed dress has come into prominence. This printed frock in summer silks manages to be that graceful compromise between town and country, between cool and comfort and correct formality. And besides the fact that the printed dress is good form and good fashion now, it has practical advantages, too. It may give the effect of a light color and yet be a frock that resists the summer dust. And it can vary its color plan by changing the color scheme of its accessories.

The cotton dress in sheer summer fabrics, proves that the cotton frock can also be as suitable on the Avenue as it is at the summer resorts. The hand-drawn work that distinguishes so many of this season's frocks has added dignity to the cotton dress. And New York women, by wearing formal accessories, the formal hat and gloves, shoes and stockings, scarfs and jewelry, have made the sheer cotton dress their own for formal town wear.

The Breath of the Avenue, New York.
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SPRING LAMB DINNER SATURDAY

Special Course Dinner, with spring lamb and fresh mint sauce, new green peas and new potatoes, and fresh cherry pie... 65c
Restaurant, Fourth Floor.

BROKEN ASSORTMENTS DRESS CREPES AT SILK DEPT.—MAIN FLOOR 89c YARD

All new materials that have been in the store but a few weeks, and the range of colors in each pattern have been sold out, excepting these few odd and broken assortments. All are extra fine quality Crepe de Chine, in silk mixed weave. The designs and colors are the fashionable kinds, and particularly adapted for the new dresses. Tomorrow you may have a smart dress at a ridiculously low price; 36 inches wide 89c yard

36-Inch White Fugi Broadcloth Silk, \$1.29 Yard

This price is for tomorrow only. We've purchased a quantity at a very low figure of first quality pure silk, Fugi Broadcloth Silk. The demand for children's wear, ladies' dresses, blouses, skirts, pyjamas, underwear, men's shirts and pyjamas. Wide width, 36 inches. For tomorrow only \$1.29 yard

Double Bed Sheets, \$2.89 Pair

The price is right, for these well made, nice quality, fully bleached Sheets. We will sell a lot for either home or summer cottage at this price; 70x90 inches \$2.89 pair
Or a larger Sheet, same quality, for big beds; 80x90 inches \$3.29 pair

Smart Suits of Tweed and Homespun Clearing At Half Price

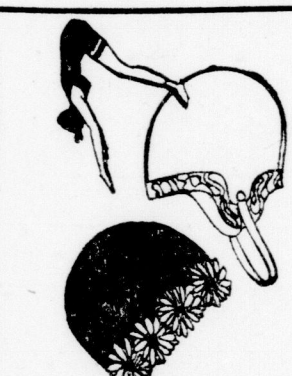


They obey all of Fashion's edicts as to what a suit should be. For their materials they have chosen the popular flannels and tweeds and homespun. They are smartly checked and striped, according to the mode, and they are very correct in their choice of color—gray, tan, tan and blue check, brown and tan, and sand and blue.

There's a still further inducement to the fashionable and frugal shopper. As there are only fifteen suits, of broken lines, the prices have been cut in half.

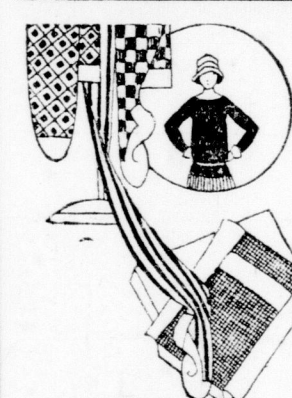
\$12.50 \$17.50 \$22.50 \$24.50

Second Floor.



FOR THE "LADY OF THE LAKE"

Her bathing suit, like her sleekly shingled head, must be engagingly boyish. These one-piece suits of wool give her comfort and graceful freedom. Every color in Fashion's rainbow. From \$3.50 to \$12.50
Colorful Caps, Tams and Skull Caps 50c to \$1.50
Bathing Bags 25c
Second Floor.



VERY NEW LISLE HOSE

"At the country clubs about New York, lisle stockings are considered more correct than silk, with a severely simple and strictly sports type of costume." —The Breath of the Avenue. Our new silk and lisle hose in the dice check, combine a novel drop stitch, with two-tone color combinations, gray, azure, nude, beaver, blue gray and pongee \$2.00
Main Floor.

SEMI-MADE PLEATED SKIRTS IN THE DRESS GOODS SECTION \$4.59 EACH

Of materials, too, that retain the pleating longer than most other goods. Here they are in white, gray, sand, navy and black. Fine pure wool Santory; also the new pure wool French crepes in white and new colors; fine twill white series. By selecting one of these you have extra fine wool materials and just the right length and fullness you favor. All are neatly turned and hemmed and perfectly pleated. Very little work and time required to complete one for wear. Also we can supply you with the Camisole Bands in your exact size at very little extra cost. See these in Dress Goods Section, Main Floor.

Extra Fine Longcloth, 25c

This is a very special quality, fine, firm and of good weight. It makes a splendid wearing cloth for undergarments, especially slips or children's wear; perfectly bleached; ready for the needle; a yard wide 25c yard

Pillow Cases, 98c Pair

Beautiful quality, fine, strong Pillow Cotton, nicely made and hem-stitched; a value you will agree is most unusual. Be sure and buy all you may need at this price; 40-inch or 42-inch 98c pair

DAINTY DRESSES OF VOILE, \$6.95



As the "Breath of the Avenue" reports: "This season the cotton dress has come into its own." So the wardrobe which is equipped for every fashion-emergency will include one or more of these very wearable little dresses.

There are solid colors, printed patterns, the clock-dotted designs and stripes. From the soft pastel shades of almond green and powder blue, through the more vivid yellow flame tones, to the costume colors of brown, navy blue and black.

Embroideries, laces, ribbons, pleats and tucks and contrasting facings trim these dresses. They are as charming as they are varied. Why not put one in your week-end bag?

Sizes 16 to 44 \$6.95

—Second Floor—



To-day I saw

Every fashionable baby should have her mother visit our Infants' Shop right away! For when our representatives were in Paris, selecting gowns and gloves and garters for fashion-right mothers, they didn't forget the requirements of the important youngest generation.

The first fruits of their search have already arrived, and today I saw the dainty new dresses and gettrudes which Paris has sent us.

They are made of the finest French mull, and they may be simply trimmed with a narrow little entre deux, or they may be more elaborately embroidered in delicate wreaths and sprays and flowers, dots and streamers and drawnwork squares.

The very most expensive of them all are only four dollars, and there are beautifully made little dresses for a dollar and a quarter, while the gettrudes are priced as low as a dollar.

For the baby who is planning to entertain her mother's friends at an informal tea, there's an adorable little dress with groups of pin tucks on each shoulder, drawnwork squares in the front of the yoke, floral sprays, a scalloped edge, and embroidered slashes on the tiny cuffs.

The baby who wears this dress practically assures the success of any affair she attends!

Judith

SALE

IN THE MEN'S SHOP

AN IMPORTED SHIPMENT OF THE NEW

English Sport Hose Half Price, 98c

Size 10 1/2 only. A fortunate purchase of fine English Cashmere Socks, in the new sport "hit and miss" colorings which will be the feature hose for the next season. These are half their regular price tomorrow 98c

WHITE ATHLETIC JERSEYS, 25c

For summer camping, Y. M. C. A. or other sports, White Cotton Athletic Jerseys, clearing at this ridiculous price tomorrow 25c



ATHLETIC COMBINATIONS 79c and 98c

Men's Dimity Check Fine Athletic Union Suits, with web back; good wearing; cool; a bargain tomorrow. Sizes 34 to 42. Sale price, 79c, 98c

Clearance Sales of Summer Apparel for Men and Boys

Men's Suits Half Price \$12.50—\$17.50—\$20

The several groups of Fine Suits entered into the July clearance event contain values that represent savings you ought not to disregard. You will see the fine quality and style with which these abnormally low prices are associated. Values such as these suits offer do not last long. See window display and be here early tomorrow.

Clearance of Boys' Blouses

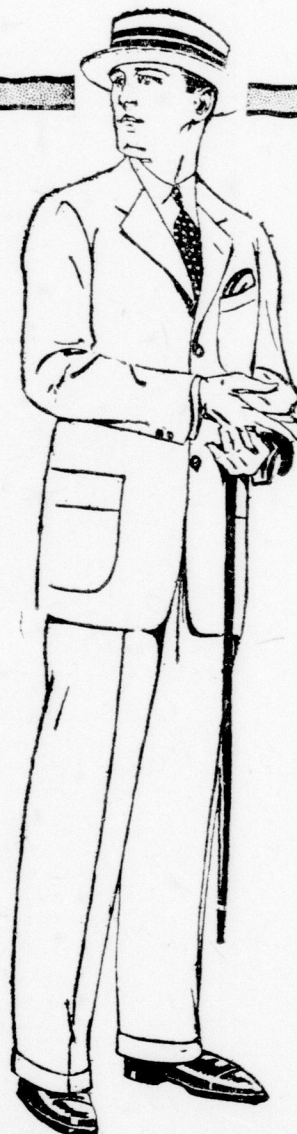
ONE-THIRD TO ONE-HALF REGULAR.

59c, 89c, \$1.19

These three groups include all plain pastel shades in fine soisettes; tans, creams; broadcloths, madras; regular or sport collars; khaki blouses, white blouses, all included in this clearance event. Mothers should buy their fall supply tomorrow. Sizes 6 to 16 59c, 89c, \$1.19

Boys' Underwear Balbriggan, Mesh or Athletic Combinations 59c

All Boys' Combinations—Balbriggan, Full Mesh or Dimity Athletic Suits, clearing tomorrow. Sizes 24 to 32. These will go with a rush. Sale price, per suit 59c



SALE

IN THE MEN'S SHOP

Sale of Welch-Margetson Imported English Shirts Tomorrow—\$1.98

These famous Shirts have just arrived. In excellent fabrics—fine Zephyrus Madras; double soft cuffs. Sizes 14 to 16 1/2. A bargain tomorrow \$1.98

SALE OF MEN'S SUMMER UNDERWEAR

BALBRIGGAN COMBINATIONS TOMORROW, 79c SUIT

Short sleeves, ankle length and knee length. Buy next season's requirements from this lot tomorrow. Fine ecru shade Balbriggan Combinations, short sleeves and ankle length or knee length. At less than half regular price. Sizes 34 to 44. Tomorrow, 9 a.m. 79c

MEN'S WHITE OUTING SHIRTS LESS THAN HALF PRICE, 98c

Collars attached. Clearing Men's White Outing Shirts, in madras cords, woven fabrics, percales; soft double cuffs; one pocket. Be here early for these. Less than half price 98c

AFTERNOON TEA

Dainty Luncheonettes Served From 3 to 5:30. Special Menu. Restaurant, Fourth Floor.

SMALLMAN & INGRAM

THE AUGUST DESIGNER

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LIMITED

RESTAURANT

Course Dinner, in the Restaurant, 11:30 to 2. Quick Service, 40 Cents.