

Increasing Interest in Our July Sale

Is shown all the time. As the month progresses, the values are getting better all the time, this is caused by the odd lots that we have to offer. The tremendous amount of goods that we are disposing of this month, leaves us with numerous odd pieces, odd sizes and odd lines. Many of these are too small in quantity to advertise, but many people that visit The Big Store and watch carefully for items of this class that are not advertised can testify to the fact that some great bargains are picked up in this way. On Monday we start another week of this Great July Sale with splendid money-saving specials in the various sections. It will pay you to read carefully everything mentioned in our ad., as you are sure to find there things of interest that will save money for you.

Good Savings on Laces, Embroideries and Novelties

Many items here will be perhaps just what you want or have been wanting. At these reduced prices they should be doubly interesting.

50c LEATHER BELTS, 25c. LEATHER BELTS, different colors, Regular, 50c. Monday..... **25c**

50c WASH BELTS, 35c. FANCY WASH BELTS, Regular, 50c. Monday..... **35c**

\$1.75 to \$3.50 BELTS FOR \$1.00. FANCY SILK AND LEATHER BELTS, all colors, some rare beauties. Regular, \$1.75 to \$3.50. Monday..... **\$1.00**

THE NEWEST HAIR FIXINGS

HAIRLIGHT POMPADOUR, light easily adjusted, Special Monday..... **35c**

HAIRLIGHT CROWN, light, flexible, sanitary. Special Monday..... **75c**

HAIR PADS, 10 and 12 inch sizes, all colors. Monday..... **15c**

25c ORIENTAL LACE 10c. ORIENTAL LACE, different widths, and shades. Regular 25c. Monday..... **10c**

35c ORIENTAL LACES 15c. ORIENTAL LACE, wide widths, good designs. Regular 35c. Monday..... **15c**

50c ORIENTAL LACES 25c. ORIENTAL LACES, very wide widths. Regular, 50c. Monday..... **25c**

20c to 25c EMBROIDERIES, 10c. EMBROIDERIES, different widths, and patterns. Regular 20c to 25c. Monday..... **10c**

30c to 50c EMBROIDERIES 15c. EMBROIDERIES, good widths, nice patterns. Regular 30c to 50c. Monday..... **15c**

\$1.00 ALLOVER LACES 50c. ALLOVER LACE, different shades, pretty designs. Regular price \$1.00. Monday..... **50c**

20c to 35c TRIMMINGS 5c. FANCY TRIMMINGS AND BRAIDS short lengths only. Regular 20c to 35c. Monday..... **5c**

35c and 50c GUIPURE LACE, 25c. GUIPURE LACE, regular prices 35c and 50c. Monday..... **25c**

75c and \$1.00 GUIPURE LACE, 50c. GUIPURE LACES, good designs, regular 75c and \$1.00. Monday..... **50c**

Monday Sale of Blouse Goods

35c Mercerized Basket Cloth for 15c.

Just the thing for Outing Blouses or White Waists for wearing later on. White Mercerized Basket Cloth, in fairly heavy weight, very soft and bright lustrous finish in narrow, medium and wide satin stripes. Also wide double stripes. One of the best snaps that this section has offered during the month. Regular value 35c. Monday..... **15c**

Women's Hosiery at Great Savings on Monday

We are offering some Extra Special Values in our Hosiery Section for Monday. It will be noted that these reductions are very generous ones and on necessities like stockings they make it possible to make splendid savings on these lines.



40c Cashmere Hose 25c. WOMEN'S CASHMERE HOSE, good quality black. Regular price 40c. Monday..... **25c**

75c Lisle Hose 50c. WOMEN'S HOSE, very fine black lisle. Regular price 75c. Monday..... **50c**

40c White Hose for 25c. WOMEN'S HOSE, fine quality white cotton. Regular price 40c. Monday..... **25c**

75c White Lisle Hose 50c. WOMEN'S HOSE, finest lisle thread. Regular price 75c. Monday..... **50c**

35c Brown Cotton Hose 25c. WOMEN'S HOSE, fine brown cotton. Regular price 35c. Monday..... **25c**

75c Fancy Lisle Hose 50c. WOMEN'S HOSE, fancy brown lisle thread, extra fine. Regular price 75c. Monday..... **50c**

40c Cotton Hose 25c. WOMEN'S HOSE, good quality black cloth. Regular price 40c. Monday..... **25c**

50c Cashmere Hose 3 for \$1. WOMEN'S HOSE, fine quality black cashmere. Regular price 50c. Monday, 3 pairs for..... **\$1.00**

75c Pongee Silks 50c. PONGEE SILKS, 27 inches wide, colors black, grey, navy, pink and reseda. Regular price 75c. Monday..... **50c**

75c Louisine Silks 50c. LOUISINE SILKS, in plain colors. Regular 75c. Monday..... **50c**

\$1.00 Fancy Taffetas 50c. FANCY TAFFETA SILKS, handsome dark shadow effects, only a few dress lengths left. Regular price \$1.00. Monday..... **50c**

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Another Splendid Muslin Offer

45c and 50c Finest Muslins 15c.

As our finest and best Muslins get sold down to a few dress lengths or an odd pattern, we place them in this lot for clearance. You will find some of the most lovely muslins imaginable at this price, finest Voiles, Mulls, Organdies, Lawns, Silk Finished Muslins. Some of our very nicest and hand-somest thin goods are included in this offering of 45c and 50c muslin. Monday..... **15c**

50c

Monday Sale of \$1 and 75c Silks for 50c

This offering includes many different makes of Silks. Many of the lines are ones that have already been advertised at higher prices, but on account of the assortment of patterns or colorings being broken, we have made still further reductions.

75c Tamaline Silk 50c. FANCY STRIPED TAMALINE SILKS, in brown, old rose, bluet, sky, turquoise, pink, grey and black, with white stripes. Regular price 75c. Monday..... **50c**

\$1.00 Tassau Silk 50c. FANCY TASSAU SILK, 27 inches wide, brown, old rose, mauve and reseda, with white stripes. Regular price \$1.00. Monday..... **50c**

75c Surah Silk 50c. FANCY SURAH SILKS, navy and white spots, large and small sizes. Regular price 75c. Monday..... **50c**

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Bargains for the Men on Monday

These are a few items that will be shown on our Bargain Tables in the Men's Department on Monday. These are not items that we selected in an endeavor to impress you, but lines that were picked up at random, giving some idea of the extraordinary values that this great sale offers. In no department are the bargains greater or the goods more up-to-date and desirable than in the Men's Furnishing Section.

65c Soft Front Shirts 35c. MEN'S SHIRTS, in desirable colors, the stiff front kind. Regular 65c. Monday..... **35c**

\$1.00 Soft Front Shirts 50c. MEN'S SHIRTS, soft front styles, in good qualities and colorings. Regular price \$1.00. Monday..... **50c**

\$1.00 and \$1.25 Shirts for 75c. MEN'S SHIRTS, a big assortment of styles and colors, in percale and cambrics in colors, and soft finished white materials. Some of the shirts are stiff fronts, some soft, some pleated, some plain. The best lot of shirts for the price that we have ever offered. Regular \$1.00 and \$1.25. Monday..... **75c**

\$2.00 French Underwear 75c. FINE FRENCH UNDERWEAR, men's shirts and drawers, the very finest French makes, in pink and blue stripes. This is an exceptional bargain. Regular prices \$1.75 and \$2.00. Monday..... **75c**

\$1.25 Summer Wool Underwear 75c. MEN'S UNDERWEAR, in fine natural wool, summer weight, very soft, nice quality. Regular price \$1.25. Monday..... **75c**

75c Balbriggan Underwear 50c. FINE BALBRIGGAN UNDERWEAR, silk finish, nice summer weight, beautiful quality, colors pink, blue and natural. Regular price 75c. Monday..... **50c**

75c Dimity Underwear 25c. FINE DIMITY UNDERWEAR, light summer weight, shirts sleeveless, drawers knee length. Regular value 75c. Monday..... **25c**

\$1.00 Men's Bathing Suits 75c. MEN'S BATHING SUITS, navy blue cotton, two-piece style. Regular price \$1.00. Monday..... **75c**

50c Fancy Hose for 25c. MEN'S SOX, in fine lisle and maco cotton, in all colors, both plain and fancy, many with fancy embroidery, in different colors. Regular 50c. Monday..... **25c**

75c Boys' Bathing Suits. BOYS' BATHING SUITS, dark blue cotton, two-piece style, different sizes. Regular price 75c. Monday..... **50c**

BOYS' BATHING TRUNKS, in all prices, starting at..... **10c**

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