

JULY SALE LEADERS

Ribbons
13c yd.

Silk and Satin qualities 4 to 5 1/2 inches wide in the best shades and regular 20 and 25c yd. July Sale 13c leader

Spool Cotton
3 Spools for 5c.

200 yards of the spool of five six cord Cotton suitable for machine or hand use 5c 3 Spools for

35c Curtain Chintz
15c YD.

Beautiful American Art Chintz suitable for Curtains, Cushions or Furniture Slip-overs 36 inches wide 15c and reg. 35c for

COMMENCING THURSDAY

JULY 8

WE ANNOUNCE OUR GREATEST

20 p.c. Discount on All Upholstering Work Charges During July

This is an exceedingly liberal offer, and will give everyone an exceptional chance to have shabby furniture upholstered and made like new at a decided saving. We have a splendidly equipped upholstery department with a competent man in charge. Remember the discount applies only to the work charges, although during July we are offering many special

BARGAINS in Upholstering Materials
We have grouped together a large quantity of these materials and during the July Sale will offer them at about 25 per cent. discount.

JULY CLEARANCE SALE



WONDERFUL DRESS BARGAINS

LADIES' AND MISSES' WASH DRESSES.

The lot includes several dozen Dresses in twenty different patterns made up in an attractive style of voiles, muslins, lace cloth and lawn, all new styles \$3.48 and reg. \$7.50, July Sale price

SUMMER DRESSES \$2.95
Not this season's garments but good styles made up of voiles, crepes, linen and midny suits, reg. up to \$10., July Sale Price

STREET AND HOUSE DRESSES, \$1.95
Made up of Gingham, Percales, and Muslins, suitable for street as well as house wear, all sizes, reg. up to \$5.00, July Sale Price

UP TO \$20.00 DRESSES \$9.95.
White and colored Voiles and Embroidered Dresses, all good styles and reg. up to \$20.00, July Sale Price

\$1.50 HOUSE DRESSES, 98c.
They are made of fine quality percales in light and dark stripes and other fancy patterns of fast colors, sizes 34 to 44 98c July Sale Price

This sale can well be termed the greatest money saving event of the year—as in this announcement there are included more than 100 Special July Bargains—and these are not all but they will serve to impress even the most skeptical the advisability of buying your summer needs at Ritchie's. Every department is represented and every department offers Bargains—Watch for the Sale Cards they indicate them.

Front Store Specials

Neckwear, 2 for 25c—Organdie Collars, nicely trimmed with torchon and Val lace new styles, Sale price

Torchon Lace 1000 yds 5c July sale price

Purses, 98c, black and colored leather and silk purses, new shapes, worth up to \$3.50, sale price

Neckwear, 19c—Newest styles in organdies, embroidered, fine nets, pleats, and voiles, reg. up to 75c, sale price

Umbrellas, 98c—50 in all straight and crooked handles paragon frames, good tops July sale price

Satin Ribbon, double face quality worth up to 15c per yd, sale price, yd

Motor Veils 25c—in green, navy and black, reg. 50c, sale price

Sunshades—For the July Sale we have reduced the remainder of our parasols to almost Half their regular prices.

Hair Goods—Reg. 75c real hair 50c switches Reg. \$1.50 Curis and puffs 50c Turban pads 10c



Coats and Suits Decisively Reduced

Absolute Clearance of Ladies' and Misses' Coats, Values to \$20.00 for \$3.95.

About 50 Coats grouped together, made of panamas, serges, ratines, and tweed in navy, green, tan, brown, grey and fancy mixtures, mostly full length models, although there are a few three-quarter and Norfolk styles, regularly up to \$20.00, July Sale Price

UP TO \$20.00 LADIES' & MISSES' SUITS, \$9.95

A remarkable reduction on such splendid garments made of serges, Bedfords, gabardines in navy, black and browns, all stylish models and snaps at the July Sale Price

LADIES' DRESS SKIRTS—HALF PRICE.
Good full skirts of fine materials such as serges, panamas and voiles, July Sale prices \$5.00 for \$2.50, \$6.00 for \$3.00, \$7.50 for \$3.75, and \$10.00 for \$5.00 or JUST HALF PRICE.

\$5.00 RAINCOATS \$3.95
Ladies' and Misses' sizes, made of fine paranna in fawn shade, sewn seams, storm cuffs and two pockets, buttons high up under neck, regular \$5.00 July Sale Price

300 White Blouses at 98c.

Every Blouse at the price in the latest styles and made of the newest materials such as white and ecru nets, silk lined, voiles, lawns, piques and vestings, long, three-quarter and short sleeves and rolling collar, regular up to \$1.75, a whole table full at the July Sale Price

Silk Blouses—A large collection worth up to \$1.49
July Sale Price
Underskirts 98c—Satin, sateen, and silkline qualities in all the new shades and a number of styles regularly up to \$1.50, July Sale Price

Muslin Kimonos, 98c—Fancy crepes and muslin, full length, regular up to \$1.50, July Sale Price

Middy Blouses—Made of white Lonsdale jean, and colored collars of fast colors, July Sale Special \$1.00

Children's Dresses in gingham, percales, and prints of pretty patterns for ages 3, 4, 5, 6 years, reg. up to \$1.00 for 69c, for ages 8, 10, 12 and 14 years regularly up to \$2.00 for \$1.19

\$1.35 CORSETS 89c pair.
Made of heavy English Cutli, non-rust steels, and six best D. & A. hose supporters, 5 hooks and a clasp, nicely trimmed and regularly \$1.35, July Sale Price per pr.

Odd Corsets Half Price—Lines that we are discontinuing but the best makes, D. & A., Nemo, American Lady, during July HALF PRICE.

WHITEWEAR.

Corset Covers, 29c—Fine white cambric, trimmed with lace and embroidery, all sizes regularly 45c, July Sale Price

Drawers 25c—Made of fine white cotton in plain hemstitched or trimmed with lace, open and closed styles, regularly 35c, July Sale Price

Night Gowns 98c—Slip-over and button front styles, made of white cotton, trimmed with lace and embroidery, July Sale Price

Dress Goods & Silks

Pongee Silk, 39c yard—34 inches wide, very fine quality suited for Dresses, Blouses, Men's Shirts, etc., regularly 50c yard, July Sale 39c

Black Pallette Silk 70c yard—Very fine satin finish, full 36 inches wide very suitable for Dresses, Skirts, Waists, Coats, etc., regular \$9c \$1.00, July Sale Price per yard 79c

Colored and Black Pallette Silk 98c yd.—In shades of pink, sky, rose, navy, brown, tan, heliotrope, green, white, cream and black, 36 ins. wide special at July Sale per yd.

60c Wool Serges, 49c yd.—All wool British serges, in shades of navy black, Alice, red, brown, tan, green, 40 inches wide, regularly 60c, 49c July Sale Price per yard

Hosiery and Gloves

Ladies' and Children's Summer Hose, 2 prs for 25c—Lace Lisle thread and cotton hose in tan, black, white and fancy colors, all sizes reg. 25c and 35c pair, July Sale Price

Lisle Gloves, 25c per pair—Black only, 12 button length, two dome fasteners, July Sale special at 25c per pair

Black Silk Gloves, 49c pair—12 button length in small sizes only, reg. \$1.50, July Sale Price

Staples, Wash Goods

Indigo Shirtings, 10c—500 yards in checks and stripes, good strong quality and fast colors, regular 10c 15c, July Sale Price, per yard

Linen Towelling, 12 1/2c yard—Pure Linen in grey and white stripes, white with red border and pure white 16 and 18 inches wide, July 12 1/2c Sale Price per yard

Bleached Cotton 36 inches wide, nice soft quality, July Sale Price 8c

Table Napkins—20 and 22 inch, pure linen Damask, all the best designs, regularly \$3.50 doz \$2.98 July Sale Price per doz.

Slightly Damaged Table Cloths, also traveller's samples of pure linen damask in 2, 2 1/2 and 3 yards, July Sale prices 25 per cent. below regular.

Bath Towels, grey and white, cream and red and pure white, large size and good heavy weight, remarkable July Sale Bargains at 25c pair and 45c pair.

WASH GOODS.

Figured Muslins—Ten different patterns and all new in white or colored grounds and prettily flowered designs, regular, 15c each, July 8c Sale Price, each.

Crepes, Ratines, Voiles, etc.—Several hundred yards in a fine collection for the July Sale, regular up to 95c yd., July Sale Price, yd.

TAPESTRY RUGS AT DECIDED SAVINGS

They are Rugs that cannot be duplicated and being only one of each pattern, we have decided to clear them out at the following drastic reductions:

Size, 2 1/4 x 3 yds., reg. 6.50 for 4.95
" 3 x 3 1/2 " " 9.50 " 6.95
" 3 x 3 " " 11.00 " 8.95
" 3 x 4 " " 12.00 " 9.75
" 3 x 3 1/2 " " 14.00 " 10.00
" 3 x 4 " " 14.50 " 10.00
" 3 1/2 x 4 " " 15.00 " 11.75
" 3 1/2 x 4 " " 18.00 " 14.75
" 4 x 4 1/2 " " 23.00 " 16.00

Axminster and Wilton Rugs

1 Wilton Rug—3 x 4 yds., reg. 40.00 for 33.50
1 Rose Axminster—3 x 4 " " 25.00 " 19.75
1 Fawn Axminster—3 x 3 1/2 " " 23.00 " 19.75
1 Crimson Axminster—3 x 3 1/2 " " 33.50 " 25.00

Rag Rugs Clearing

as follows:—
\$1.00 Rugs, 75c
\$1.50 Rugs 95c
\$1.75 Rugs \$1.25
\$1.90 Rugs \$1.45
\$2.50 Rugs \$1.90
\$2.75 Rugs \$1.95
\$2.90 Rugs \$1.98
\$3.25 Rugs \$2.25

HOME FURNISHINGS

\$1.25 Lace Curtains 98c
Nottingham Lace Curtains with overlock stitched edges, white and ivory, good patterns, 100 of regularly \$1.25, July Sale Price

\$1.50 Lace Curtains \$1.15
100 pairs of Nottingham Curtains in white and ivory overlock stitched edges beautiful patterns and regularly \$1.50, July Sale Price

White Voile Curtains, \$2.50 pair—12 pairs white voile Curtains with Lace Insertion border, very new, reg. \$2.50 (size 40 ins. x 2 1/2 yds) July Sale Price per pair

Old pairs of Lace Curtains 25 per cent. off regular price during July.

Window Shades 49c—Green, cream or white, oiled opaque shades trimmed with Linen Lace or Insertion, July Sale Price, (size 36 x 70 inches)

Madras Curtain Material, 28c yard—200 yards in all, some lengths with only enough for one or two windows, 28c all pretty patterns, regular 50 and 75c, July Sale Price

Marquissettes and Voiles, 35c yard—Consisting of four pretty designs, 40 inches wide, very thoroughly printed borders, reg. 50c, July Sale Price

Curtain Scrims, 9c—Lace edged in white and ecru 9c 40 inches wide and reg. 15c, July Sale Price, yard

75c Madras Casement Cloth, 50c—Thoroughly woven borders of white with gold and white with rose, 36 inches wide and reg. 75c, July Sale Price per yard

\$1.50 Bed Spreads, \$1.15—Very fine white hemstitched quality, strongly hemstitched, sizes 68 x 80 and reg. \$1.15 \$1.50, July Sale Price

\$3.00 Hearth Rugs, \$1.98, Axminster quality, size 27 x 54 inches in floral, oriental and Persian designs, reg. \$3.00 July Sale Price

Tapestry Carpets, 75c yard—Floral, some will designs in colors of fawn, green, brown and crimson, some with borders to match, July Sale Price per yard



Colored Un-trimmed STRAW SHAPES

Trimmed Millinery Greatly Underpriced
Three prices that will create brisk selling in the Millinery Parlors during the July Sale—
Reg. to \$3.00 Reg. to \$4.00 Reg. to \$5.00
Trimmed Hat/Trimmed Hat/Trimmed Hat
\$1.50 \$2.50 \$3.50

MILLINERY FLOWERS.
During the July Sale we will clear out hundreds of pretty Millinery Flowers at the following prices—
Reg. to \$1.00 for 15c; Reg. to \$2.00 for 25c
Reg. to \$3.00 for 50c.
(2nd Floor)

JULY BARGAINS FROM THE MEN'S STORE

MEN'S BLACK STIFF HATS \$1.00
Regular up to \$2.50 and of best English make, fur felt, silk band, and Russ. sweat band, July sale price

MEN'S SILK HOSE.
"Peu-man's" make and fine quality in tan, navy, black, wine, and grey, reg. 50c, Sale Price, 3 pairs for \$1.00

Men's Linen Collars, 10c—Fine Linen, in best stand up and turn down styles, sizes 13 1/2 to 17 and reg. 15c July Sale Price

Men's Costless Suspenders—Extra quality, white Elastic, July Sale Price per pair

Odd Underwear, 29c garment—Balbriggan and porous knit-weights very suitable

for summer, not all sizes in every quality, but a complete range of sizes in the lot short and ankle length drawers, reg. 29c to 50c, July Sale Price

Boys' Cambric Shirts, 29c—Summer Cambric Shirts for boys, collar at 29c tached, reg. 50c, July Sale Price

Men's Working Shirts, 39c—They are made of fine quality gingham and drill in black and white checks and plain materials, all sizes from 14 to 18 1/2 always sold at 50c, July Sale Price

Children's Wash Suits—All New York styles, made up of best American percales and cambrics, our reg. \$1.50 suit, July Sale Price 98c and our regular \$2.00 suit, July Sale Price \$1.49

The RITCHIE Company Limited
BELLEVILLE

Men's, Young Men's and Boys' SUITS

Clearing at Remarkable Reductions

MEN'S TWO-PIECE SUITS \$7.95
All good summer weights in light grey and tan tweed mixtures, a fine collection to choose from, all two-piece models and reg. \$10., July Sale Price only

BOYS' TWO-PIECE SUITS \$4.95
Mothers this is a great chance to secure a good durable suit at a price much less than regular. They are tweed mixtures, coat double breasted and pants bloomer style, sizes 26 to 33 and reg. \$6.50 to \$7.50 July Sale Price only



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