

in peach and rose shades, square collar with 2 inch hemstitched hem, shades rose and peach only. Regular \$8.50. Summer Sale Price \$2.58

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WHAT A WEALTH OF EXCEL-LENT VALUES IN SILKS AND DRESS GOODS WE HAVE TO PRESENT FOR SELECTION DUR-ING OUR JULY AND REMODEL-LING SALES

LING SALES. Good quality sheppards checks, small and medium size, in black and white. July Sales 97c. per yard Resilda Cloth, fine quality silk and wool suitable for dresses in shades of mauve, sand, old rose, copen, etc. 42 inch wide. ...July Sales \$1.98 per yard Santoy Dress Cord in navy, Russian green, brown, taupe, 40 inch wide. July Sales \$1.88 per yard Covert Cloth for summer coating in light and dark fawn shades. 54 inch wide......July Sales \$3.85 per yard

SILKS

Natural Pongee Silks for blouses, sum-mer dresses, etc. 38 inch wide. July Sales 49c, per yard Colored pongee silks in good shades of rose, copen, navy, gray, pink, nelio. 38 inch wide.

of rose, copen, havy, gray, pink, helds 33 inch wide. July Sales \$1.39 per yard Silk Dress Poplins in colors and black, shades Rassian taupe, light gray, cope, navy, sand. etc. 36 inch wide. July Sales \$1.39 per yard Clearing of Summer Silk Foulards in light, medium and dark colors, spot and fancy figured patterns, sand, copen, navy, grays, black and white, etc. July Sales \$2.29 per yard White Corduroy Velveteen for outing skirts, etc., washes perfectly. July Sales 97c, per yard

JULY SALES SILK AND WOOL SPORT SWEATERS AT SUCH LOW PRICES AS ARE LISTED BELOW WILL SELL THEM ON THE DOUBLE QUICK.

Women's and Girls pure wool sweat-ers in sleeveless jumper effects, most every shade and style is here. All sizes. Regular \$3.25 to \$3.95.

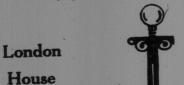
Regular \$4.50 to \$4.95.

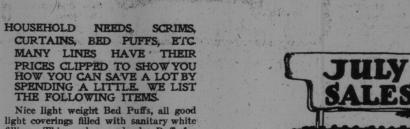
Regular \$4.50 to \$4.95. July Sales, \$3.95 Popular pull-over Sweaters with sleeves, in plain and fancy knit, solid or combination colors, blues, pinks, yellows, greens, etc. All sizes for women and Misses. Regular \$6.00 to \$6.75 July Sales, \$4.98 Regular \$9.75 to \$10.75 July Sales, \$7.98

IF YOU ARE LUCKY ENOUGH TO PROCURE ONE OF THESE BEAUTIFUL SILK SWEATERS AT JULY SALES PRICES IT WILL MEAN BIG SAVINGS TO YOU. Seven only, women's and Misses silk fibre sweaters, all coat styles. Colors saxe, gold, green, purple. Regular \$9.75 to \$12.90.

to \$12.90. July Sales, \$4.98 each Five only, smart 'sleeveless jumper' jackets of silk. Colors gold, rose, saxe, green, white. All sizes. Regular \$10.50. July sales, \$8.95 Five only, silk jumpers and pull-overs, some silk braid trimmed. Colors rose, gold, saxe, helio, sand, green, etc. Re-gular \$13.50. July Sales, \$10.95

gular \$13.50. July Sales, \$10.95 Eleven silk sweaters, including five different styles, ascot, middy, coat, tux-edo. All good shades for summer wear, such as gold, saxe, rose, sand, green, helio, grey, purple, etc., including all sizes. Regular \$25.50. zes. Regular \$25.00 Iuly sales, \$21.95 Regular \$27.00 and \$28.00 July Sales, \$24.95





PRICES CLIPPED TO SHOW YOU HOW YOU CAN SAVE A LOT BY SPENDING A LITTLE. WE LIST THE FOLLOWING ITEMS. Nice light weight Bed Puffs, all good light coverings filled with sanitary white filling. This makes a dandy Puff for



25 BATHING SUITS THAT SHOW GREAT REDUCTIONS.

The "Annaette Kellerman" Jersey knit bathing suits are made all in one piece of fine navy Jersey cloth, red, yellow or white trimmed. Sizes 34 to 44. Regular value \$2.25.

Judy Sales, \$1.75 per suit

"Billie Burke" and "Mermaid" Bath-ing suits of surf cloth. All in one piece or with separate bloomers to match, or Jersey tights. Colors black, navy, red trimmed rose, yellow, green, gold, white. Sizes 34 to 44. Regular \$5.99 to \$6.50. July Sales, \$4.98 each

JULY SALES BATHING CAPS. Two prices to clear, 48c. and 68c. each. All caps up to 60c. for 48c., and all up to 95c. for 68c. July Sales prices.

400 PAIRS OF CORSETS FOR OUR JULY SALES-IT WILL PAY MOST WOMEN TO BUY TWO OR MORE PAIRS AT THE FOLLOW-ING PRICES, SIZES AND STYLES TO FIT EVERY FIGURE ARE IN-CLUDED IN THE ASSORTMENTS ON SALE.

200 Pairs of Corsets for \$1.98. This special lot consists of a number odd lines and sizes from very best makers. Every size represented from 19 to 36 inch, and in models to fit the very small to the extra large woman. Regular value \$2.50 to \$4.50.

200 Pairs of Corsets for \$1.58. Made of good strong white coutil filled, rust-less boning throughout, lace or embroid-ery trimmed top and good strong hose supports. This special assortment in styles for the average and medium fig-ures. All sizes. Regular \$1.75 to \$2.00. July Sales, \$1.48 per pair

HERE IS YOUR CHANCE TO SE-CURE JUST THE KIND OF HOS-IERY YOU WANT. AWAY UN-DER THE PRICE YOU HAD FIG-URED ON PAYING OUT FOR THEM

Ladies' Hosiery in seamless foot, with double heel, toe and wide gartered top. This is a circle bar hose and comes in black and grey only. All sizes. Regu-lar value 45c. lar value 45c. July Sales Price 29c, per pair Good quality Ladies' Summer Hose, full fashioned, double heel and toe, black only. All sizes. Regular 38c. July Sales Price 25c.

Clearing of odd lines in Silk Lisle Hose Colors: Black, brown, grey, white. All one price for July Sales 47c, per pair

Special prices on ladies' luxite Hostery introducing a new number in black, brown, grey, tan. Regnlar value \$1.25. July Sales 98c. per pair

Children's fine ribbed Hose, double woven heel and toe, elastic knitted. Sizes 6 to 8½. Black only. Regular 65c. July Sales 39c. per pair

Clearing of Kiddles' Socks, best silk mercer finished in grey and browns. Regular 50c....July Sales 37c, per pair



ONE HUNDRED BRASSIERS, 75c. EACH-EVERY PAIR SOLD GUARANTEED TO FIT.

GUARANTEED TO FIT. In tailored linen mesh, also good strong cambric, embroidery trimmed, every seam double stitched. Both back and front closing models. White, pink, flesh. All sizes. Regular \$1.00 and \$1.25. July Sales, 75c. each

60 DOZEN KNITTED UNDERGAR-MENTS AT THESE PRICES. WON'T LAST FOR LONG.

WON'T LAST FOR LONG. 20 dozen women's vests for 38c, each, in fine liske and cotton rib or plain knit lace finished top in "Kumfy-cut" square and round and V neck styles. Regular sizes. Regular value 45 and 50c, each. Lufy sales 38c, each 10 dozen fine rib knit cotton and lisle combinations for 88c, a suit. In small women and misses sizes. Short or no sleeves, lace trimming at neck and knee. Regular \$1.25 value. 10 Dozen extra fine quality combina-tions for women, in poras, plain and fine rib knits, short or no sleeves, light and losse lace trimmed knee. These are very special and come in regular sizes. Value \$1.05 to \$1.75. Jufy Sales \$1.25 per suit.

July Sales \$1.25 per suit. 10 Dozen women's knitted panties of good strong cotton yarns, lace trimming at knee. All sizes. Regular value.75c. and 85c. pair. July Sales 68c. pair

Pink Mercerized Bloomers, 88c. per pair.

10 Dozen Vacation Bloomers of fine silk finished mercerized yarns made with elastic at waist and knee, also trimmed silk ribbon bows. All sizes 16 years to 36 inch waist. Regular \$1.25 to \$1.35. July Sales, 88c, per pair

THIS COLLECTION OF NECK-WEAR WILL BE A DELIGHT TO PICK FROM, ESPECIALLY WHEN YOU' CAN MAKE SELECTIONS FROM AMONG THEM AT SUCH LOW PRICES AS THESE.

10 special numbers in crepe de chine, georgette crepe, satin and pique neck-wear in tuxedo and long front styles trimmed fine lace. Values up to 75c. July Sales Price 47c. each

Also special pique collar and cnff sets, lace trimmed, at same price.

Special line of organdie and pique col-lars for house dresses. July Sales Price 25c. each

Chiffon Neck Scarfs 1¼ yards long. Colors: Copen, sand, sky, helio, china, etc.....July Sales Price 48c. each

Neck pleating by the yard in colors and white satins, georgette and crepe de

chine. July Sales Price 20 per cent off regular

CHILDREN'S DRESSES, INCLUDING WHITE AND COLORED. THE BIGGEST VALUES OF THE YEAR ARE BEING OFFERED-MOTHERS SHOULD NOT FAIL TO TAKE ADVANTAGE OF THEM AND PROCURE PLENTY WASH DRESSES FOR VACATION DAYS, ALSO A GOOD SUPPLY FOR AFTER VACATION SCHOOL DAYS.

Two dozen only of these dainty white dresses for party and dress up of fine organdie, voiles, mulls, etc. Swiss embroidery, vale lace and ribbon trimming. Sizes 6 to 14 years. Regular \$2.50 to \$3.50.

July Sales, \$1.98 Regular \$4.50 to \$5.25. July Sales, \$3.98

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Girls smart gingham dresses in pretty plaids and checks, chambray and button trimming. Colors, rose, saxe, navy, tan, sky, green, etc. Sizes 6 to 14 years. Re-gular \$3.25 to \$3.95 value. July Sales, \$2.98

Regular \$3.98 to \$4.75. July Sales, \$3.68.

Fifteen only of these New York dresses for girls 12 to 16 years, and every dress a different style and all just as pretty as can be in a beautiful range of colors and combinations. Regular \$5.95 to \$6.75

July Sales \$4.98 Regular \$7.75, July Sales, \$5.98

Regular \$9.25 to \$9.75, July Sales, \$7.98 Regular \$11.50 to \$12.90, July Sales, \$9.95

So many dear little styles for the Kid-dies in fast wash ginghams, chambrays, cambries, solid or combination colors, blues, pink, tans, etc. Sizes 2 to 6 years. Regular \$2.25 to \$2.50. July Sales, \$1.78 Barmlar \$1.05

Regular \$1.95. July Sales, \$1.48

One dozen only of these serviceable silk pongee middy suits for girls 6 to 14 years. Deep side pleated skirts, middy trimmed silk stitching and tie. Regular -value \$2.25 and \$2.35.

July Sales \$1.88 each

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Head of King Street

LOCODA

July Sales, \$1.98

July Sales 39c. per yard

USE PLENTY WINDOW SCREEN-

ING July Sales Price 24c. per yard This is a good quality of fly netting, cross bar pattern, green. 60 inch wide.

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5 yards of Household Long Cloth, fine soft finish, 36 inch wide. July Sales full 5 yds. for \$1.00

COLORED AND WHITE WASH

SOME OF THE BEST VALUES THIS STORE EVER OFFERED

ARE LISTED BELOW IN HOUSE-

HOLD LINENS, TOWELINGS,

SHEETS, PILLOW SLIPS, ETC.

Sheets in double bed size, full bleached,

good heavy round thread cotton. Size 2x2½ yards.....July Sales \$1.29 each Pillow Cases of circular or seamless cotton, well made. Size 40 inch wide. July Sales 37c. each

Pillow Cases, good plain quality, fin-ished seams. Size 40 inch wide. July Sales 28c. each

Extra good quality large size white Turkish Towels. Nice soft finish with

hemmed ends. Size 22x44. July Sales 69c. each

Doulas Cup Towels three-quarter bleached. Size 22x27. Juty Sales 16c. each

¹ Clearing lines in remnants of Towel-ings, Table Damask Cottons, etc. All marked atJuly Sales Prices

GOODS THAT SHOW GREAT SAVINGS.

White Dress and Waist Voites, very fine quality. 40 inch wide. July Sales 19c. per yard

Prints for House Dresses, etc., in light and medium colors. Good range of pat-terns to choose from. July Sales 19c. per yard

Kimono Crepes, new patterns in role, copen, pink, grey, helio, etc. 30 inch wide.....July Sales 48c. per yard

White Striped Skirting, satin finished Strip. 36 inch wide. July Sales 29c. per yard

Dress Ginghams, fancy plaids, in blues, helio, grey, pink, greens, etc. July Sales 29c, per yard

Solid colors, summer suitings for women's and children's Dresses in per-cale finish. Shades pink, sky, copen, linen. 36 inch.

