

KNOLLENBERG'S

ANNUAL SUMMER SALE BEGINS MONDAY, JULY 19, AND ENDS THURSDAY, JULY 29, 1909.

TEN GREAT BARGAIN DAYS

Extraordinary values in First Class Merchandise. Read the statement we make herewith and take advantage of the opportunity to supply your requirements in our line

The quotation of prices gives no intelligent idea of values, except it be on staple brands of merchandise. These we could name and challenge comparison, but believe it unnecessary, for we have the goods, and the prices will speak for themselves when they are quoted to the buyer. Sufficient it is to say that we expect to make these 10 days a Bargain Buying Opportunity, and the prudent buyer will take advantage of it.

Department A

This is the ever hard treated department because it embraces the many staples in the Dry Goods trade, such as Prints, Percales, Gingham, Muslins, Sheeting, etc. Of these we have cases and bales, quantities sufficiently large to meet the demand of our trade, however great. In this department, we also carry our Table Linens, Napkins, Towels and Towelings. Among these we have some of the choicest values ever put over our counters, and if anyone has immediate or prospective need of anything in this line—here is the opportune time to buy.

Department B

Hosiery, Underwear, Gloves, Men's Shirts (dress or work), Night Shirts, Pajamas, Ties, Scarfs, Collars, Cuffs and other Furnishings. A first-class collection of such merchandise and plenty of it. For real bargain values such as will make the buyer glad, we are certainly going to show them in this department. Come and see the goods and let us verify our statement.

Department C

Here as usual, attractive bargains will abound. Here, too, activity will be manifested during the 10 selling days. As a matter of information to the buyer who may not know that this means Notion Section of the store, we quote the following special items:

100 pcs. all silk warp print floral Ribbon, 4 to 6 inches wide, worth up to 50c yard, July Sale, 20c yard.

100 doz. Swiss Embroidered Handkerchiefs, hemstitched edge, worth 15c to 25c each, July Sale, 10c each.

100 doz. Ladies' all linen Hemstitcher Handkerchiefs; here's an opportunity to fill your handkerchief box, July sale, 3c each.

25 pcs. wide Venice Insertion and Oriental Laces, worth from 25c to 50c per yard, July Sale, 20c per yard.

One great lot Celluloid Collar Stays, all lengths including 4 inch, July Sale, 3c card.

One gross white embroidered Dutch Collars, new goods, just unpacked, best values ever on our counters, July Sale, 10c each.

1½ gross white embroidered Dutch Collars, easily worth 25c to 35c, July Sale, 15c each.

One gross very fine white embroidered Dutch Collars; these have the new eyelet work edge, worth 40c to 50c, July sale, 25c.

One gross bottles Peroxide of Hydrogen, 4 oz. size, July sale 8½c; 2 for 15c.

One great lot Dennison Paper Napkins, July Sale, 3c per dozen.

One lot rubber lined Tourist Companions, covered with good quality creton, worth \$1, July sale, 50c each.

One lot rubber lined Tourist Companions, worth 50c, July sale, 35c each.

One lot Lemon Juice Extractors, you know the kind we have been selling so many of; July Sale, 8c each.

Department M

Here comes in the chance for Bargains in Lace Curtains, Curtain Nets, Silkoline, Portier Curtains, Couch Covers, Bed Spreads, Bed Comforts. Every season brings its renewed requirements in all this line of goods. Many special values will be offered. From 10 to 25% saved is easy money. It's yours in the buying in this line during the 10 days' sale. We append only a few items:

Couch Covers at 85c.

15 pairs Portier Curtains, worth up to \$2.50 at only \$1.88.

One lot size 80x90 Hemmed Crochet Quilts at 98c.

One lot assorted Marseilles and Crochet Quilts, worth from \$2 to \$2.25, Sale price \$1.68.

One lot figured Silkoline Comforts, regular \$1.75 quality, Sale price\$1.19

25 pairs white cotton Blankets, full sizes, blue, pink and red borders, special value; price only 89c a pair.

Departments D, E & S

These take in the Dress Goods departments of the store and include every variety of Wool and Silk fabrics. Such extraordinary values as will be offered here can in a measure be determined by a few items quoted herewith:

27 inch Black Swiss Taffeta, worth \$1.00; Sale 78c.

36 inch black Taffeta, worth \$1.25, Sale 88c.

36 inch black Taffeta, worth \$1.50, Sale 98c.

36 inch black Peau de Soie, worth \$1.25, Sale, 88c.

36 inch black Peau de Soie, worth \$1.50, Sale, \$1.18.

One lot of fancy Taffeta and Messaline, Sale, 29c per yard.

One lot of Cheney Bros' Foulard and Pongee, Sale price 68c.

One lot Novelty Wool Goods for children's wear, separate skirts and Jacket Suits, Sale price, 48c.

One lot fancy stripe tussina Silk, 27 inches wide, Sale prices 38c and 43c yard.

10% Discount on all Colored Dress Goods, and Black Wool Goods.

10% Discount on all Silks.

All Remnants at just ½ price, 50 per cent discount.

Bargains such as will greet the buyer in the Dress Goods Section are rare, and the class of goods shown will commend themselves to the prudent buyer.

Department G

The Ladies' Ready-to-wear Garment Department. How it does pain us when it comes to the cuts made deep and keen in the price of Suits and Coats. Just notice for an instant the following:

10 Ladies' Cloth Suits, black and colors, to close at \$5.00; former price \$17.50 to \$25.

10 Ladies' Cloth Suits, black and colors, to close at \$10.00; former price \$20 and \$25.

10 Ladies' Silk Tailored Suits in navy, black, to close at \$12.50; suits that have been worth from \$30.00 to \$35.00.

Special Prices on Parasols, Umbrellas, Wrappers, Waists, Skirts, House Dresses.

One lot of Ladies' Silk Shirt Waist Suits, in plain taffeta, stripes and messaline silks, assorted colors, to close at \$9.98; regular price \$15.00 and \$20.00.

All other Silk Suits at reduced prices.

One lot of Ladies' Black Silk Coats, Jackets, ½ Coats, Long Coats to close at \$9.98; regular price \$15.00 and \$20.00.

All odd Waists, Skirts, Lingerie Dresses, will be on Sale at greatly reduced prices. Besides the above special offerings every garment of whatever character at a great reduc-

tion in price. But we must realize something on these goods, it matters not how little, to make room for the fall merchandise. So here's the chance to save money—big money—for the buyer, while we lose; yet we are glad to make the exchange.

Department H

This takes in a great variety of desirable merchandise and will offer many attractive values.

Bargains in Cotton and Linen Suitings, Lawns, Dimities, Organdies, Batistes, Gingham, Madras, Silk and Cotton Crepes.

Bargains in White Goods and Embroideries.

Bargains in Ladies', Misses and Children's Muslin Underwear.

Bargains in Children's White and Colored Cotton Dresses.

Bargains in Ladies' Dressing Sacques, Lawn Kimonos, Long and Short Crepe Kimonos and Silk Kimonos.

Bargains in Ladies' Silk, Cotton and Wash Petticoats.

Bargains in Children's Coats, Headwear and Infants' Wear.

Bargains in Fancy White Petticoats, 98c, \$1.48, \$1.98, \$2.98.

We cannot describe these goods to give an adequate idea of Fabric, Style or Quality, but the great money-saving opportunity in this department will add increased attraction to the 10 days' Sale.

Department I

Annex

Carpet Department

If either present or future needs of floor coverings are under consideration by anyone, this will be the chance of a thousand for Bargain Buying. We are determined if low prices will move Carpets, Rugs, Oil Cloths, Linoleums, or Matting, to convert goods into money, this sale will do it. Are you needing now, or are you contemplating the purchase of this class of goods for future use? If so, you cannot afford to miss this 10 day money saving opportunity.

Again we say, the mere quotation of prices does not convey to the buyer at all the great merchandise values we shall offer --- a visit to the store and an inspection alone can do this. The sale is for ten days only, from Monday, July 19th, to Thursday, July 29th. Be alert to your opportunity.

THE GEO. H. KNOLLENBERG COMPANY