

Sale Begins
Thursday, July 29
At 8 A. M.

The Hoosier Store's

Sale Lasts 10 Days,
and
10 Days Only

BIG 10 DAYS SALE

THE TIME HAS COME -- For the next ten days the Hoosier's stock will be yours at a bargain. The immense volume of business during the past four months has left us with many odd lots, short lengths, etc., which *must* be turned into cash during the next ten days.

SALE BEGINS THURSDAY, JULY 29TH, AND CONTINUES FOR TEN DAYS, AND TEN DAYS ONLY

THE RUSH IS ON

Read every price quoted below and keep in mind that the Hoosier Store marks its goods in PLAIN FIGURES, with the sale price beside it, so that you can see for yourselves how much you save on each yard and article.

Some Remarkable Savings in the Always Busy Silk and Dress Goods Section

Read Every Item

ROUGH PONGEE SILK in a variety of good colors, 27 in. wide, 50 and 75c grades, sale price...35c

19-INCH CHECKED-SILKS, all pure Silks in neat cheek effects, worth 39c and 50c, sale price per yard...25c

50c and 75c FANCY SILKS and all plain colors, the season's most popular silks, 27 inches wide, sale price per yard...39c

TAFFETA—27 inch, all silk, red, brown, blue, green and black, regular 85c and 98c qualities, sale price...69c

36-IN. TAFFETA, Brown, Blue and Black, best \$1.00 grade, 89c; \$1.50 extra heavy Black Taffeta, yard wide...\$1.19

EXTRA—18 pcs. of \$1.00 and \$1.25 Black and Novelty All Wool Dress Goods up to 56 in. wide, to close quick, Sale Price per yard...59c

Big lot Fancy Dress Goods, worth up to 75c and \$1.00, sale price per yard...39c

All Summer Pants Must Go. It's Now Time to Let Go of All Light Weights. It is Your Time to Buy.

Men's \$2.00 Stripe Cassimer Pants at \$1.50
Men's \$2.50 Cassimer Pants at \$1.98
A good \$1.25 Stripe Pants...98c
Men's \$3.50 Worsted Pants at \$2.98

MEN'S SUITS AT A BARGAIN.

Men's \$6.00 Dress Suits at \$4.50
Men's \$8.00 Dress Suits at \$5.48
Men's \$10.00 Worsted Suits at \$8.48
Men's \$12.00 Worsted Suits...\$9.98

BOYS' LONG PANTS SUITS at a big reduction; buy now for school; it will pay you big.

Men's 50c blue Striped Overalls at 25c

One lot of Children's Suits in size 3 to 7, worth from \$2.50 to \$4.00, in this clean up sale at...98c

Boys' Knee Pants Suits, worth \$3.50, at \$1.98

Boys' \$3.50 Bloomer Pants Suits at \$2.48

Boys' \$3.00 Bloomer Pants Suits at \$2.48

Boys' Knee Pants, worth 75c, in this sale at...48c

\$2.00 Men's Fur Hats in good styles at 98c

Men's \$3 Felt Hats, all good colors at \$1.48

Men's Straw Hats, worth from \$1.00 to \$1.50, all at...39c

Ladies' Long Gloves at Less Than the Cost of the Silk Yarn

75c Elbow Gloves...35c \$1.00 Elbow Gloves...50c

\$1.50 Elbow Gloves...75c

Most of above are all pure silk and come in black, white, browns, tans and other shades.

Ladies' 10c Wash Belts...5c 5c card Safety Pins...1c

25c and 35c Ladies Embroidered Handkerchiefs...15c

Ladies' 25c and 35c fancy Back Combs...10c

Wash Goods

The Biggest Snaps of the Year Are Here Quoted

19c Double fold Cotton Suitings, light and dark effects, sale price...8½c

Here Go the Lawns, Batistes, Demities, Etc.

10c to 12½c qualities go now at per yard...5c

15c qualities go now at per yard...7c

20c and 25c qualities go now at per yard...8½c

29c to 50c qualities go now at per yard...12½c

30 inch fancy Cotton Challies, 12½c kind now...6½c

Best Silkolines, 12½c and 15c-grades now at...9c

Percales, one lot extra wide, 12½c grades now...8½c

Linen Suitings, values up to 20c yard, now...12c

India Linon, 7c quality, now per yard...4c

Our Domestics Are Always Lower

Than elsewhere, but now the bottom is out. We've cut prices unmercifully in this section in spite of a rising market.

7c Twill Bleached Crash, per yard...4c

12½c All Linen Crash, extra fine and heavy...9c

10c All Linen Bleached Toweling, per yd. 7c

Apron Gingham, a very good firm quality, worth 8c, now, per yard...5c

Best Calicos made, all colors, yard...5c

Seersucker and Plaid Dress Gingham, 12½c values, 1 lot on sale at per yd., 9c

TABLE DAMASKS

129c Bleached Mercerized Table Damask, per yard...21c

65c Bleached Mercerized Table Damask, per yard...42c

\$1.25 extra fine all linen Damask, 72 in. wide...89c

EXTRA—All extra fine Unbleached Muslin, 36 in. wide, very firm and of fine yarn, a snap at 9c yard; sale price 6½c

25c Turkey Red Damask, good quality...19c

CURTAIN SWISSES—Our 15c and 12½c grades in white or colored figure effects, now...9c

BED SPREADS—\$1.00 White Crochet Spread, a dandy at the price, now...79c

EXTRA SPECIAL—Stripe Curtain Swiss, full yard wide, worth 10c yard, in full pieces, sale price...5c yd.

Laces and Embroideries

One big lot of Laces, worth up to 10 and 12½c, now per yard...5c

One big lot of Laces, worth up to 7 and 8 cents, now per yard...2c

Embroidery Special

One big lot of Embroideries, Edging and Insertions, sold regularly at 12½, 15c and 18c per yard, now...8½c

Extra fine 50c Wide Embroidery, now...35c

75c fine wide Swiss Flouncing at...50c

Bands to match above at...20c and 25c yard

PARASOLS—Ladies' \$1.50 fancy Parasols go at...75c

Umbrella Special

150 Ladies' \$1.50 to \$2.00 Fine Umbrellas, bought from a maker who needed cash, to close quick...98c

Hosiery and Underwear

The largest popular priced stock in the city, with prices now at lowest notch. Buy your needs for six months ahead. It will pay you.

LADIES' VESTS taped neck and sleeves, fine white ribbed, positive 10c values, sale price...5c

MEN'S UNDERWEAR, blue or grey, fancy shirts and drawers, 25c and 35c quality, sale price per garment...19c

MEN'S UNDERWEAR—Best 50c Shirts or drawers in plain colors and fancy, one lot to close at each...25c

Men's \$1.00 Summer Union Suits, Sale price...75c

15c Lace Hose for Children, black only...10c; 3 for 25c

Infants' 10c and 15c Lace and Ribbed Hose, sale price...7c

Ladies' black and plain colored Fancy Hose at per pair...7c

TWO EXTRA SPECIALS—

Ladies' 25c and 35c White Lace Hose at...2 pairs for 25c

Ladies' famous 25c Burson Hose, black only...2 pairs for 25c

Ladies' 25c ribbed Lisle Hose, black...2 pairs for 25c

Men's 10c and 15c plain black or fancy socks, per pair...8 1-3c

Men's Best Quality 25c Shawlknit or 35c fancy ¼ hose go now at pr. 19c

MEN'S SHIRT BARGAIN—50c and 75c negligee Dress Shirts without collar, all sizes and colors, Sale price...35c

Men's 50c Work Shirts, sale price...39c

One lot Ladies' Gingham Aprons, to close, each...8c

Child's 35c Gingham Aprons, fancy, each...10c

Shirt Waists, Skirts, Etc.

The Prices Tell a Saving Story—Read Them All.

Ladies' \$1.00, \$1.50 to \$2.00 Wash Skirts, Sale price...69c

Ladies' 35c and 50c Dressing Jackets, Sale price...19c

Ladies' 2 piece House Dresses in Gingham, Percales, Etc., worth up to \$2.00, Sale price...98c

One lot Wool Dress Skirts, worth up to \$2.00, Sale price...\$1.25

One lot Wool Dress Skirts, worth \$3.00 to \$4.00, Sale price...\$1.98

One lot Wool Dress Skirts, worth \$7, \$8 and \$9, Sale price...\$3.48

One lot Ladies' 50c and 75c Shirt Waists, Sale price...25c

Ladies' new \$1.00 Waists go at...69c

Ladies' new \$1.50 Waists go at...98c

Read These Underwear Bargains

Child's 19c Muslin Drawers, pair...9c

One lot Ladies' Corset Covers, worth 25c, now...10c

One lot Ladies' Corset Covers, worth 35c, now...19c

One lot Ladies' 75c Gowns, Tucked and Embroidery Trimmed...39c

Ladies' \$1.25 Muslin Gowns, Sale price...79c

Ladies' \$1.00 Muslin Petticoats, Sale price...69c

Ladies' 69c Muslin Petticoats, now...39c

Ladies' \$1.25 Muslin Petticoats now...89c

Ladies' \$1.98 Muslin Petticoats, now...\$1.39

Ladies' \$1.25 Black Mercerized Petticoat...89c

Carpets, Curtains, Rugs, Etc.

ALL AT MONEY SAVING PRICES.

50c Heavy Ingrain Carpet, Sale price...29c

Mill Ends of 65c Linoleum, per sq. yard...39c

90c Lace Curtain, Sale price...65c

\$1.00 Lace Curtain, Sale price...72c

\$1.50 Lace Curtain, Sale price...95c

\$1.75 and \$2.00 Lace Curtain, Sale price...\$1.29

Best 35c Jap Matting, Sale price...23c

\$13.50 Room Size Tapestry Brussels Rug, now...\$9.98

\$20.00 Seamless Tapestry Brussels Rug, full 9x12 ft., sale price...\$13.98

\$25.00 Axminster Rugs, 9x12 ft., price now...\$19.48

A Final Clearance in the Millinery Section.

\$1.25 Choice of any ladies hat in the house worth \$3, \$3.50, \$4, \$5 and \$6 for **\$1.25** Many hats suitable for fall wear are in this lot.

SEE THE ODD LOTS IN THE SHOE DEPARTMENT

Men's Tan Oxfords, worth \$2.00 at...\$1.39

Men's \$2.50 2-strap and buckle Oxfords...\$1.50

Men's \$4.00 patent leather Oxfords at...\$2.50

Boys' \$3.00 and \$3.50 Patent Leather Oxfords at...\$1.98

Men's \$2.00 Vici Kid Shoes at...\$1.39

Men's \$2.00 Box Calf Shoes at...\$1.25

Men's \$2.50 Kid Shoes at...\$1.98

Ladies' Patent Leather Pumps, worth \$2.00 at...\$1.19

Ladies' \$1.50 Patent Leather Oxfords in this sale...98c

Ladies' Kid Oxfords, worth \$1.50 at...85c

Ladies' \$2.00 Tan Oxfords at...\$1.25

Ladies' \$2.50 Tan Oxfords at...\$1.48

Ladies' Kid Shoes at...98c

Ladies' Vici Kid Shoes, worth \$2.50, at...\$1.25

Ladies' fine kid Shoes, worth \$2.00, at...\$1.39

There will be 300 or more pair of odds and ends thrown on the Bargain Table. In this lot will be found children's, boys', ladies' and men's, all sizes and kinds. They will go at much less than the regular price.

Hoosier Store, 6th and Main, Richmond.