

Millinery

Choice of our entire stock of Summer and advance Fall models at July Sale prices.

The Geo. H. Knollenberg Co.

RICHMOND, INDIANA

Millinery

Our large Millinery stock is too well known to need special mention. Sufficient to say every new Summer and early Fall style. Sale prices.

BIG JULY CLEARANCE SALE

Begins Wednesday, July 6th and Ends Saturday, July 16th

Never in the history of this great store have we enjoyed such opportunities to buy first class merchandise at practically our own price, as we have during the past six weeks. Consequently every department is full to overflowing with an array of merchandise that bids you choose to your heart's content with a saving in every choice. We have stepped on the gas of our high powered price reaper. The results are before you in this paper. Absolutely every yard of goods, yes every article in our 40 departments to go at this big discount.

Wash Goods Values

That Will Bring Women from Miles Around

12 Dress Patterns of Swiss Organdie, permanent finish, tucked and trimmed with plating; pink, light blue and buff. Original price, \$12.50; July Sale price, per pattern.....**\$7.50**

5 White Voile Dress Patterns, embroidered in colors, 5 yard length, original price, \$5.00; July Sale price, per pattern.....**\$2.50**

2 White Voile Dress Patterns, embroidered in reseda, green and coral, 4 1/2 yard lengths; original price \$9; July Sale price.....**\$4.50**

1 White Swiss Organdie Dress Pattern, embroidered in coral, 5 yard length; original price \$10.00; July Sale price.....**\$5.00**

1 White Georgette Dress Pattern, embroidered in Bulgarian design and colors, 5 yard pattern; original price \$20; July Sale.....**\$10.00**

2 pieces of Sport Skirtings, fine ecru Voile, embroidered in worsted and silk colors, rose and copen. Original price \$3.00 per yard. July Sale price, per yard.....**\$1.50**

Absolutely nothing reserved. Everything goes at sale prices.

4 pieces of fine French Crepe, white ground embroidered in dainty designs, suitable for waists and over blouses; original price \$2.00 price, per yard.....**\$1.00**

and \$2.50 per yard; July Sale 1 piece of fine English 2-ply Voile flame color, self embroidered, 45 inches wide; original price \$2.75; July Sale price, yard.....**\$1.00**

A few pieces of embroidered silk Batiste and Marquisette, white and tinted grounds; original price \$1.00 and \$1.50 per yard; July Sale price, per yard.....**50c**

25 pieces of dark and medium colored Dress Voiles, plaids, checks, large and small designs, all this season's patterns and staple colors. Width 38 and 40 inches; original price 69c; July Sale price.....**39c**

20 pieces of fine 2-ply colored Dress Voiles, handloom designs in Navy, Copen, Alice Blue, Old Rose, Brown, Taupe and Black. Original price from \$1.00 to \$2.00; July Sale price, yard.....**79c**

8 pieces of Silk and Cotton mixed Crepe de Chine; navy, blue and brown in large and small designs, 36 inches wide; original price from \$1.25 to \$2.00; July Sale price—per yard.....**79c**

SEE BARGAIN COUNTER—2ND FLOOR ANNEX

Silks, Wool Dress Goods and Mercerized Linings

Alede Silk in a complete line of colors, 36 inches wide; sale.....**44c**

Pongee Silk, natural color, beautiful quality, for blouses, dresses and men's shirts, 33 inches wide—yard.....**98c**

Crepe de Chine, all silk, in white, pink, Venice blue, aurora, Navajo, Niagara, Geisha and sand; 40 inches wide; sale; yard.....**\$1.39**

KIMONO Silk in a beautiful line of patterns, 36 inches wide; sale, yard.....**\$1.18**

Silk Shirtings in a beautiful line of patterns, 33 inches wide; sale, yard.....**\$1.38**

Foulard Silk in a good line of patterns; navy, brown and black; 36 in. wide. Sale, yard.....**\$1.58**

Sport Silks in honeydew, zinc, shrimp, pink and porcelain, 36 inches wide; sale price, yard.....**\$1.68**

Silk Check Taffeta, the season's newest novelty, in a good line of colors, 36 in. wide; yard.....**\$1.68**

Messaline Silk in a good line of colors, 36 inches wide; sale, yard.....**\$1.67**

Georgette Crepe in a complete line of colors, 40 inches wide; sale price, yard.....**\$1.67**

Baronette Satin in pink, sand, light blue and navy, 40 inches wide; sale price, yard.....**\$2.48**

Special lot of Silk, Satin Stripe, War Print Taffeta, Pussyslow Silk, Eagle's Crepe de Chine Shirtings; sale price, yard.....**\$1.88**

Charmeuse Satin in navy, brown and black, 40 inches wide; sale price, yard.....**\$2.42**

School Plaids, 60% wool, in a good line of patterns, 36 inches wide; sale price, yard.....**48c**

School Plaids, 75% wool, in a good line of patterns, 42 inches wide; sale price, yard.....**78c**

Serge, 60% wool, in brown, tan, grey, plum, red, Copen and black, 36 inches wide; per yard.....**\$1.68**

Coatings, all wool, a real bargain, in good line of colors, 54 inches wide; sale price, yard.....**\$2.88**

Polo Coatings in tan and blue, all wool, 56 inches wide; sale, yard.....**\$2.88**

Crepe Mohair in a good line of patterns; makes nice sport suits and skirts; 33 inches wide; yard.....**\$1.58**

Broadcloth in plum, grey, Copen blue, medium navy; 40 inches wide; sale price.....**\$2.38**

Printed Satine in a good line of patterns, very special; 36 inches wide; sale price, yard.....**69c**

Remnants of Silks and Wool Dress Goods at.....Half Price

Every Suit, Coat, Dress and Skirt In Stock Reduced

Priced close to or below their cost to us a few months ago. We have gone the limit on the downward re-pricing of these garments. Below represents but a few of the enormous bargains that we are offering.

All Suits Reduced

One lot All-Wool Jersey and Skibo lined Sport Suits, regular \$15 Suits; July sale.....**\$8.95**

A lot of All-Wool Tricotine and Men's Wear Serge Suits, former prices \$25 and \$29.50—July Sale price.....**\$14.75**

Other lots at \$22.50, \$29.50 and \$34.50

Stout sizes, sizes 43 to 53; blue and Black Serge and Tricotines, in two lots—**\$39.75**

Silk Dresses Reduced

\$25.00 and \$30.00 Taffeta, Canton Crepe and Tricolette Dresses, during July sale.....**\$14.75**

\$35.00 to \$50.00 Silk Dresses, all kinds, during July Sale.....**\$21.75**

All our better Silk Dresses, including "Peggy Paige" and "Betty Wales" models, Dresses that sold up to \$85; July Sale price.....**\$37.50**

All Coats Reduced

One lot of Coats in both Sport and Wrap styles, \$15 and \$19.75 values; July Sale.....**\$9.75**

Coats that sold from \$25.00 to \$40.00—During July Sale.....**\$17.50**

All better Coats and Wraps, former prices up to \$90.00; during July Sale.....**\$27.50**

SPECIALS

\$7.00 Voile Dresses, dark Georgette patterns; July Clearance.....**\$4.98**

Sale price.....**10% DISCOUNT**

\$10 and \$12.50 Voile, Organdie and Dotted Swiss Dresses; July Sale.....**\$7.95**

\$17.50 to \$25 Organdie, Voile, Dotted Swiss and Gingham Dresses; sale.....**\$12.95**

All-Silk Colored Rain or Shine Umbrellas, Country Club style; July Sale.....**\$4.75**

\$5.75, \$6.50 and \$7 Blouses of Georgettes, Mignonette and Crepe de Chine; sale.....**\$3.79**

Cotton Voile Blouses, an odd lot; some sold as high as \$3.00; in the July Sale at.....**89c**

\$2.00 Cotton Gabardine Wash Skirts, July sale.....**\$1.59**

One lot Girls' Sweaters, values up to \$10.00; July Sale.....**\$3.98**

Girls' Spring Coats and.....**\$1.98**

Capes, an odd lot.....**\$5.95 & \$8.95**

Girls' Spring Coats in two lots at.....**\$1.98**

Odd lot of Ladies' Wool Sweaters, values up to \$20.00; July Sale.....**\$4.95**

All Wool Plaid Skirts at.....**\$4.95 \$7.95 \$12.95**

Hundreds of Notion Bargains

Our Big East Room is Replete with Special Bargains

1 lot of Brassieres, sizes 32 to 44, sale price.....**48c**

Brassieres from 58c to \$4.00, sale price.....**10% DISCOUNT**

1 lot of Corsets from \$2.00 to \$6.00 to go at.....**1/2 PRICE**

1 lot of C. B. Corsets, special 98c

1 lot of Warner Corsets, regular \$2.50; July sale.....**\$1.48**

Warner, Nemo, R. and G. Elastic Girdles, Red Fern and La Camille Corsets at.....**10% DISCOUNT**

Sanitary goods, July sale to go at.....**10% DISCOUNT**

1 lot of real Linen Cluny, and imitation Irish Crochet, worth from 15c to 25c yard. Sale price, per yard.....**10c**

1 lot Lace Edge and Insertion, sale price, yard.....**3c**

1 lot of Organdie Collars and Vests, pink and blue, worth up to \$5.00; sale price.....**98c**

1 lot Lace Collars, worth \$1.25, 1.35; sale price.....**98c**

1 lot Lace Vests, worth \$1.25 to \$2.50.....**10% DISCOUNT**

Pyrex and China at 10% Discount

ALUMINUM SPECIAL

\$1.48 Double Boiler, sale price, only.....**\$1.18**

\$1.58 3-qt. Percolator; sale price only.....**\$1.38**

\$2.35 4-piece Combination set; sale price.....**\$1.98**

Every item in the east room to be marked at special prices during July sale.

\$5.00 Gillette Razors. Sale price only.....**79c**

Gillette Razor Blades. Sale price per dozen.....**59c**

HOT WATER BOTTLES

\$1.25 Bottles, sale price.....**\$1.12**

\$1.50 Bottles, sale price.....**\$1.35**

\$1.65 Bottles, sale price.....**\$1.48**

\$1.75 Bottles, sale price.....**\$1.58**

Extra Attachment

78c; sale price.....**69c**

PURSE SPECIALS

1 lot Tooled Leather, grey and brown Spider Weave and black, worth from \$1.75 to \$2.25; July sale price.....**\$1.48**

Lot No. 2 purses, ranging in price from \$3.75 to \$5.00; sale price only.....**\$2.95**

All purses at a special discount

25 and 40 watt Tungsten Lamp; sale price.....**29c**

75 watt Nitrogen Lamp; sale price.....**59c**

Just-Rite double nets, 2 for 25c

Fashionette Hair Nets, regular 15c; sale price,.....**2 for 15c**

Boston Bag in genuine leather, reg. \$2.25; sale price.....**\$1.88**

Matting Suit Cases.....**\$2.70**

Leather Suit Cases from \$7.20 to.....**\$20**

Fiber Bags, from \$3.60 to.....**\$5.40**

Leather Bags, from \$6.30 to.....**\$3.30**

Leather Bags to go from \$6.30 to.....**\$3.75**

ICY-HOT BOTTLES

Lunch Box.....**\$4.00**

\$2.50 Bottle; sale price.....**\$2.25**

\$2.75 Bottle; sale price.....**\$2.48**

\$4.00 Bottle; sale price.....**\$3.60**

\$6.00 Bottle; sale price.....**\$4.40**

TOILET GOODS SPECIAL

With each tube of Vivomont Tooth Paste at 25c we will give one can of after shaving talcum. Mavis Talcum, can.....**19c**

Butter Mik Soap, per doz.....**59c**

All other toilet goods at a big discount.

1 lot Windsor Ties, Satin and Crepe. Regular 40c to 50c; sale price.....**23c**

All kinds of Beads to go during July Sale at.....**1/2 PRICE**

Every piece of Jewelry at a special discount. Rings, Bar Pins, Cuff Links, Collar Pins, Hat Pins, Silver and Gold Pencils, Knives, Beauty Pins and Earrings, Mesh Bags and Coin Purses.

DOMESTICS

Lowest Prices In Years

One lot of 32c Dress Gingham; to close at, yard.....**25c**

1,000 yards 25c Dress Gingham; to close at, yard.....**21c**

2,000 yards Apron Gingham, hams, best made, yard.....**12 1/2c**

All our best Calico—yard.....**9c**

500 yards of 35c Cretonne—yard.....**30c**

All our Sheetings to go at 15% less than regular price.

All our Pillow Tubing at 15% less than regular price.

10 dozen \$1.50 Seamless \$12x90 Sheets, each.....**\$1.25**

500 yards Shirting, Percale and Madras, 37c grade—Sale price.....**30c**

500 yards Shirting, Percale, 39c grade; yard.....**25c**

2,000 yards 36-inch Percale, our 20c grade, yard.....**15c**

2,000 yards 36-inch Percale, our 25c grade; yard.....**20c**

1 bale Unbleached Muslin, 12 1/2c grade, 8 1/2 cents—12 yards.....**\$1.00**

1 case Bleached Muslin, 12 1/2c quality; yard.....**12 1/2c**

500 yards All-Linear Table Damask, 25c quality—yard.....**\$2.00**

1 case Hope Muslin, 15c market price, yard.....**13 1/2c**

1 bale Bleached Crash, 40c quality, all linen; yard.....**30c**

1 bale Unbleached Crash, 25c quality; yard.....**20c**

500 yds. Bleached Table Damask, \$1.25 grade; yd.....**\$1.00**

500 yards All-Linear Table Damask, \$4.50 quality—yard.....**\$3.25**

25 dozens \$1.25 pair Bath Towels, pair.....**85c**

25 dozens 50c pair Huck Towels, pair.....**40c**

25 dozens \$1.00 pair Huck Towels, pair.....**75c**

UNDERWEAR and HOSIERY

1 lot Ladies' Vests, low neck and sleeveless, 25c value, each.....**15c**

1 lot Ladies' Union Suits, low neck and sleeveless; closed and open knee, 75c value, per suit.....**45c**

1 lot Ladies' Union Suits, knee and ankle length, odd lot, \$2.00 value, 2 for \$1.75; per suit.....**88c**

1 lot Ladies' Chamisetto Gloves, white and colored, \$2.00 value, per pair at.....**79c**

1 lot Ladies' 2-clasp Silk Gloves, black and white; 55c value, per pair at.....**59c**

1 lot Men's Athletic Union Suits, 75c and \$1.00 values; 2 for \$1.25; per suit.....**63c**

1 lot Men's Mesh Union Suits, Egyptian color; sizes 36 to 46; \$1 value, per suit.....**78c**

1 lot Men's Grey Mixed Work Socks, 5c value, pair.....**10c**

1 lot Men's White Union Suits, short sleeves, 3/4 length; \$1.50 value, suit.....**98c**

1 lot Men's Black, Brown, Navy Blue Socks, 15c value, pair.....**10c**

1 lot Men's Silk Socks, most all sizes, \$1.00 value, pair.....**59c**

1 lot Men's Lisle and Cotton Socks, odd lot, 35c and 25c values, per pair at.....**19c**

1 lot Men's 4-in-hand Ties, 50c value, each.....**39c**

1 lot Men's 4-in-hands, \$1.00 value, good assortment of colors, to go at each.....**69c**

1 lot Ladies' Silk and Fibre Hose, white and grey, \$1 value, pr.....**48c**

1 lot Children's Black Cotton Ribbed Hose, sizes 6 to 10 1/2; 25c value, 3 for 50c; per pair.....**18c**

1 lot Boys' Black Cotton Ribbed Hose, 35c value, pair.....**23c**

1 lot Ladies' Pure Silk Hose, lisle garter top, moccasin, seal brown and black, \$1.50 value, pair.....**98c**

1 lot Children's Union Suits, white lisle finish, 50c and 65c values, per suit, at.....**25c**

1 lot Men's Domet Night Shirts, \$1.25 value, each.....**79c**

1 lot Men's Pajamas, \$2.00 and \$2.50 values, each.....**\$1.79**

1 lot Boys' Blouse Waists, assorted patterns, each.....**79c**

1 lot Men's Shirts, \$1.50 value, each.....**\$1.19**

1 lot Men's Shirts, \$2.00 value, each.....**\$1.78**

1 lot Men's Shirts, \$2.50 value, each.....**\$2.19**

1 lot Men's Shirts, \$3.00 value, each.....**\$2.69**

Other qualities at special prices

Important Savings Offered In Our Annex

DRAPERY DEPARTMENT

\$6.00 Lace Curtains; sale price, pair.....**\$4.98**

\$5.00 Lace Curtains; sale price, pair.....**\$3.98**

50 Fillet Nets; sale price, per yard.....**35c**

75c Fillet and Nottingham Nets, yard.....**59c**

\$1.00 Fillet and Nottingham Nets, yard.....**79c**

\$1.25 Fillet and Nottingham Nets, yard.....**89c**

\$1.50 Fillet and Nottingham Nets, yard.....**98c**

\$2.00 Fillet and Nottingham Nets, yard.....**\$1.30**

Absolutely nothing reserved—everything goes at sale prices.

36-inch Dotted Swiss Curtain Material, regular 40c value; sale price, yard.....**32c**

1 lot of short length Curtain Nets at only, per yard.....**30c**

(Sold up to \$1.25 yard)

36-in. green, brown and natural Burlap, yard.....**23c**

50c fancy Marquisette; sale price, yard.....**32c**

Cotton Batts in 3-pound rolls, size 72x90, for comforts; regular \$1.25 each; sale price, 89c

72x90 Wool Sanitary Covered Batts, regular price \$5.00; sale price, each.....**\$3.98**

\$3.00 Dimity Bed Spreads, sale price.....**\$2.15**

\$6.00 Satin Spreads; sale price, each.....**\$4.98**

\$4.00 Bed Spreads.....**\$2.75**

\$2.50 Bed Spreads.....**\$1.75**

\$2.30 Bed Spreads.....**\$1.65**

10 Down Comforts, size 72x84, sale price.....**\$6.98**

Knollenberg's sales are as reputable as the store name—Every article exactly as advertised.

\$7.50 Comforts.....**\$5.98**

\$6.00 Comforts.....**\$4.50**

\$5.00 Comforts.....**\$3.75**

36 and 40-inch white and cream Marquisette, regular 50c value; sale price, yard.....**35c**

36-inch Serim, 25c value; per yard.....**15c**

50c Cretonne, 36 inches wide; sale price, yard.....**29c**

60c Cretonne, 36 inches wide; sale price, yard.....**39c**

30c Silkoline, plain and figured—sale price, yard.....**21c**

\$1.00 fancy Madras; sale price, per yard.....**69c**

Terry Cloth specially priced for sale; per yard.....**98c**

\$3.25 Ruffled Swiss Curtains, per pair.....**\$2.25**

Special discount on all Curtain Nets.

Full size Crochet Bed Spreads at only.....**\$2.48**

\$2.00 Lace Curtains; sale price, per pair.....**\$1.50**

CARPET DEPARTMENT

\$3.50 Chenille Rugs, size 26x50 inches; each.....**\$2.33**

Rag Rugs, 26x50 inches; sale price, each.....**98c**

Rag Rugs, 36x72 inches; sale price, each.....**\$2.25**

Yard-wide Matting; sale price, per yard.....**32c**

Several good Carpet Sweepers for sale at.....**\$2.85**

36-inch by 7-foot Oil Window Shades; light green, dark green and tan; each.....**98c**

27-inch Hall and Stair Carpet, also for making runners; during July Sale at 20% discount.

15x36-inch Congoleum Mats, special, each.....**35c**

36x36-inch Congoleum Mats, regular \$1.50; sale, each.....**\$1.19**

36-inch Rug Border, regular price 75c yard; July sale.....**62c**

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24-inch Rug Border, regular 60c value; sale, yard.....**45c**

\$1.50 yard-wide Ingrain Carpet; sale price, yard.....**98c**

\$1.25 4-yard-wide Burlap Linoleum, during July sale at, per square yard.....**98c**

Every Rug in our stock at a big discount—some cut as much as 50%. Now will you buy?

The Geo. H. Knollenberg Co
Richmond, Indiana