

July Clearance Sale

Starts Saturday, July 8th

ASTRICH'S

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The greatest Sale of its kind in the history of our business—offering a \$50,000 stock of Millinery—Suits—Dresses—Waists and all kinds of Women's Wear at unprecedented low prices. Our Millinery department was never so well stocked with the Newest Summer Hats and Trimmings—in anticipation of late Summer business.

This is going to be a late and long Millinery season. Indications are that White Hats, Leghorns, Panamas, Hairbraids, Tuscan and all kinds of Summer Straw Hats will be the popular Seashore and Mountain Headwear. Anticipating an unusual demand we have taken advantage of the lull during the Cool spell of June and supplied ourselves with the most desirable class of SUMMER MILLINERY at practically our own prices.

The list of prices mentioned on these pages is but a small part of the many attractive Bargains which we are offering during this Sale, but they will give you a fair idea of what you may expect while this Sale is on. As usual, the best things go to those who come during the first days of the Sale. However, our stocks are so complete that no matter what kind of a hat you may want, or what style of trimmings, you are sure to find it here in large variety and at a special Reduced Price. We offer no old, out-of-date shopworn Millinery at this sale—only the most wanted Summer shapes and the most desirable trimming—and all at prices which are bound to make this the most successful of all sales.



ALL UNTRIMMED HATS

at Half and many times 1/4 of the regular prices and some even lower than these prices.

Every hat must be sold this month.



Newest Summer Flowers

and Novelties at less than Importers' prices. Hundreds of attractive Bargains not advertised in this sale.

Large Open Pink Roses — four elegant new designs, with velvet and silk petals; actual value \$1.00. July Sale Price **59c**
Crepe Flowers — newest styles; all the light summer colors; value 98c. July Sale Price **49c**

Silk and Satin Pond Lilies — pink and all the light summer colors; value 98c. July Sale Price, bunch **48c**
Flat Silk and Chiffon Roses — all the summer colors; value 98c. July Sale Price **48c**

THOUSANDS OF BUNCHES OF DAISIES
Silk, Satin and Velvet Daisies, in all the leading colors; also white and black; values 50c, 75c and 98c. July Sale Price **25c**
Cherries, in large bunches; four colors; value 49c. July Sale Price **19c**

Wheat — in natural and all the fancy colors—also Silk Wheat; values 50c. July Sale Price, bunch **19c**
Imported Grapes — three beautiful natural colors; value 49c. July Sale Price, bunch **19c**

Beautiful Flower Wreaths — assorted designs; values 50c. July Sale Price **19c**
Highclass Flower Wreaths — beautiful styles, including 75c and 98c values. July Sale Price, bunch **29c**

Satin Dogwood Flower Wreaths — pink and light colors; value \$1.00. July Sale Price **59c**
Silk Velvet Pansies — assorted styles; value 50c. July Sale Price, bunch **21c**

HALF OPEN ROSE BUDS — 12 TO BUNCH—all the best colors; value 98c. July Sale Price, bunch **59c**
Imported Cherry Wreaths — all color cherries and foliage; value \$1.25. July Sale Price, bunch **49c**

Beautiful French Bouquets — all imported, handsome coloring; values 50c and 75c. July Sale Price **25c**
All Novelty Straw Ornaments — for Sports Hats; values 50c and 75c. July Sale Price **25c**

OSTRICH PLUMES

During Our July Clearing Sale

Invest your money in Plumets. They are going to go up one hundred per cent. in price.

Our present stock was purchased three months ago at practically one-half of what they cost to-day.

We will give you but this ONE CHANCE to buy at these SALE PRICES. The stock consists of ELEGANT BROAD HEAD OSTRICH TIPS with wide full flues—of best male stock—ranging in length from 10 to 20 inches and 8 to 12-inch spread. Our prices, during this sale will be

For Tips, actually worth \$1.50; July Sale Price **79c**

For Tips and Plumets, worth \$2.00; July Sale Price **99c**

For Tips and Plumets, worth \$3.00; July Sale Price **\$1.44**

For Tips and Plumets, worth \$4.00; July Sale Price **\$1.88**

For Large Plumets, worth \$5.00; Sale Price **\$2.88**

We have all the following colors—Black, White, Light Blue, Pink, Old Rose, Yellow, Nile, Alice Blue, Coral, Roman Green, Dark Brown, etc.

Notwithstanding the enormous increase in the price of RIBBONS

we are offering to you during this sale the most desirable Hair and Sash Ribbons at less than the old price—and WE TIE HAIRBOWS and SASHES FREE.

Brocaded Satin and Taffeta Ribbon—white, pink and light blue; 5 inches wide, value 39c; July Sale Price, yard **25c**
All-Silk Taffeta & Moire Hair Ribbons 5 inches wide; in every desirable color; excellent quality. July Sale Price, yard **16c**
Wide Moire and Hair Ribbon, 5 1/2 inches wide; all the leading colors; value 29c. July Sale Price, yard **22c**

Brocaded Satin and Moire Striped Ribbon—pink, white and light blue; 6 inches wide; value 45c; July Sale Price, yard **29c**
6 1/2-inch Roman Striped and Plaid Ribbon—beautiful bright colors; values to 45c. July Sale Price, yard **29c**
6-inch Brocaded Satin Sash Ribbons—all the light summer colors; value 50c. July Sale Price, yard **36c**

Fancy Satin Taffeta and Moire Striped Ribbon—in 1/2 of the best colors; 5 and 5 1/2-inch. Values to 29c. July Sale Price, yard **22c**
Beautiful Persian Hair Ribbons—4 to 5 inches wide; values to 29c. July Sale Price, yard **17c**
Black Silk Velvet Ribbon—satin back, 1 1/2-inch wide; actual value 29c. July Sale Price, yard **19c**

Beautiful Persian Ribbons—light and dark designs; 5 to 6 1/2 inches wide. Value to 35c. July Sale Price, yard **23c**
Colored Silk Velvet Ribbons—satin back, 2 inches wide; all new colors; value 49c. July Sale Price, yard **35c**
Satin Messaline Sash Ribbons—5 1/2 inches wide; white, pink and blue; value 29c. July Sale Price, yard **16c**
Chiffon Taffeta Ribbon—in all the high colors; inch wide; value 75c yard. July Sale Price, yard **48c**
Black Silk Velvet Ribbon—satin back—2 inches wide; actual value 35c. July Sale Price, yard **23c**

White and Black Feeler Fancies—an elegant trimming for small black turbans; values 75c and \$1.00. July Sale Price **25c**
Black Imitation Aigrettes—all styles, assorted; extra special; value 75c to 98c. July Sale Price **25c**

Black Milan Hemp HATS
Values up to \$5.98
Choice of our stock, all the large Sailors' and Turbans; also all large black Lisere Sailors; formerly up to \$5.00. July Sale Price **98c**

Black Hemp HATS
Values to \$2.98.
Excellent quality, fine assortment of Sailors and Turbans. July Sale Price **79c**

White Hemp HATS
Actual Values \$1.50
Our special July Leader—Sailor Shapes, medium brims; also small children's White Hemp Hats. July Sale Price **69c**

Large White Hemp Hats
Value \$2.00
Wide brims; also Turban shapes. July Sale Price **98c**

Children's Colored Hemp HATS
Values to \$1.50. Elevator, Third Floor. Any colors, including black. Choice of stock **49c**

Leghorn HATS
Worth \$2.00.
Wide brims, assorted crowns. All sizes. July Sale Price **89c**

One Table of Black Hemp HATS
All good shapes; just two and three of a style to close out. July Sale Price **29c**

Our Great Leader in PANAMA HATS
A regular \$2.50 quality; 10 of the best selling shapes. July Sale Price **\$1.29**

All Our Broad Brim Colored Milan Hemp HATS
Values to \$5.00
Your unrestricted choice of stock, including color combinations. July Sale Price **98c**

One Table of Girls' Colored Milan Hemp and Hemp Hats—values to \$2.98. Not trimmed free. July Sale Price **19c**

Leghorn HATS
Actual Value \$3.98
Fancy Tuscan Braid Edges; beautiful patterns. July Sale Price **\$1.59**

All our finest White and Light Colored Milan Hemp Sailors—choice of stock; the broad brim hats; former prices to \$5.98. The first comers will get some wonderful values. July Sale Price **\$1.89**

Colored Milan Hemp HATS
Colored Milan Hemp Hats—Actual Values to \$5.00—The choice of our whole stock of small and medium shapes and sailors. We will not carry them till next season if this price will sell them. July Sale Price **25c**
Not trimmed free. Four tables to select from: in all the best colors.

Large Panama Sailors—with 2 1/2 and 3-inch brims; also Mannish Panamas, cable edges; the newest shapes; regular \$3.00 quality. July Sale Price **\$1.88**

PEANUT BRAID HATS
Values \$1.50
Elegant quality, soft and pliable Sport shapes. July Sale Price **39c**

BROAD BRIM JAVA SPORT HATS
\$2.00 Quality
Drooping brims; 3 shapes. July Sale Price **83c**

Finest Italian Leghorns
Values to \$4.00
Broad, floppy brims; dome or telescope crowns; also Sailors. July Sale Price **\$1.59**

Genuine Toyo Panamas
Actual Value \$4.50
Called the Indestructible being soft and pliable and pure white, in all the Sporty shapes. July Sale Price **\$2.66**

Genuine Imported Hair Braid HATS
Value \$4.00
White and black, fancy edges and hemp facings. July Sale Price **\$1.88**

FANCY FEATHERS

WINGS—BIRDS and NOVELTY TRIMMINGS—the most wonderful variety at July Sale prices—Look for July Sale tickets.

New White and Black Wings—long pointed effects and novelties; values \$1.25 and \$1.50. July Sale Price, pair **83c**
SOME PINK WINGS IN THIS LOT.

NEW FLAT WINGS
For Sport Hats; value 75c. July Sale Price **44c**

Black Goura TRIMMING
fan pattern; value \$2.00. July Sale Price **98c**

About 25 Dozen Assorted Fancy Wings and Fancy Feathers
actual values 75c and \$1.25. Your choice, July Sale Price **25c**
Some Wonderful Values in This Lot.

Black Goura Combination Hat Trimming
Fancy and Band value \$2.00. July Sale Price, **\$1.23**

Colored Mercury WINGS
assorted colors and combinations; value 75c. July Sale Price, pair **29c**

Colored Goura TRIMMING
fan patterns; all the new colors; value \$1.50. July Sale Price **83c**

Black Imitation Paradise Quills
fine, soft strands, look like genuine; value \$1.50. July Sale Price **79c**

Pheasant Quills
black, white and colors; all styles; value 75c. July Sale Price, **25c**

Large Double Wings—in white, black and all the new colors; value \$1.50. July Sale Price, pair **79c**
New Flat Birds—white black, pink and all colors; value 98c. July Sale Price **25c**

Newest Large Birds
In all the high colors; value \$2.00. July Sale Price **\$1.22**

Ostrich Tips
— 3 to bunch, elegant quality; white, black, pink and all colors; value 98c. July Sale Price, bunch **44c**

Black and White Butterflies
Elegant Sport Hat Trimming; value \$1.50. July Sale Price **69c**

White and Black Feeler Fancies—an elegant trimming for small black turbans; values 75c and \$1.00. July Sale Price **25c**

Black Imitation Aigrettes—all styles, assorted; extra special; value 75c to 98c. July Sale Price **25c**