"THE BIG STORE WITH LITTLE PRICES"

REESER, KESSLER, WIELAND CO., SAYRE, PA.,

Inaugurate Their

BIG ANNUAL SUMMER SALE!

Clearing Up a Big Lot of

Seasonable Goods, Prices Almost too Little to Mention

But they will interest you from start to finish of this sale, all prices becoming effective

JULY 12, AT 8 A. M. AND CONTINUE TEN DAYS

Our Reason for Turning So Much in Your Favor is:

In a business as vast as this, immense stocks must be carried in every line throughout the active season, in order to carry full assortments of kinds, styles and sizes when they are most wanted. This necessity makes it inevitable that in many lines overstocks will appear as the end of the season appears. The old-time system would say, "Carry them over." But in a big store like this, where modern merchandising methods prevail, there is but one thing to do. Close out the overstocks and clear the decks for the next season. That's

The Reason for the Big Midsummer Sale

We shall clear our stocks in July instead of August. You shall have our overstocks in summer goods now—when you need them. "First loss is least loss." That's a good business axiom. Come to the Summer Comfort Store now and watch what's doing.

Fancy and Black Silks

Peau de Soie, Peau de Cynes

It's not unusual to buy $1.00 and $1.50 a yard, 36 inch Tafettas, but it is unusual to get such as these at 87c, because a leading manufacturer has consigned us a quantity of $1.50 goods at 10 per cent. less than they sell to the jobbing trade. They are beautifully finished and colorings are Navy, Ivory, Glace, Reseda, Grey, Marble, Brown and Blacks. All full yard wide. We brought them here for this sale. All go at one price. Clearance price.... **87c**

No Such Values were ever shown you hereabouts. Our word for that and your Money Back if we ever deceive you.

Hundreds of yards of 18 inch Fancy Silk—scarcely two alike, and Never More than two patterns of each style. Shadow Dots, Checks and the various Iridescent Effects. All 89c and 98c values. Clearance price **69c**

A number of others, similar in description, formerly sold at 50c, 69c, 75c and 79c. Clearance price **39c**

White Canvas and Tan Oxfords

At ridiculously low prices.

3 LOTS WOMEN'S WHITE CANVAS SHOES, representing as many styles and the several widths. Two lots formerly selling at $1.25 and $1.39. Clearance price **98c**

One lot, formerly sold at $1.50. Clearance Price **1.08**

Boardman's $2.00 Tan Oxford's, all sizes, all widths **1.47**

B. P. Reed's $3.00 Oxford's—all sizes and widths. Sale price **1.98**

SOROSIS SHOES

Whoever heard of SOROSIS for less than $3.50. We have an over stock of style 177. They are a Patent Leather Lace. Goodyear welt. Yours so long as stock holds out..... **2.69**

Misses' $1.50 Tan Shoes, excellent for comfort, and style correct. Clearance price.... **1.00**

Little Gent's Shoes $1.25 regularly; now **79c**

MEN'S FINE SHOES AND OXFORDS.

They are always $3.50 and $4.00 and are stamped by the maker to sell as marked, but we Cut Deep because we wish to discontinue handling these lines. They are all new lasts, besides the various leathers, sizes and assortments are somewhat broken—but, while they last,

$2.69 and $2.89

Men's Furnishings

At less than you usually get them for at a Bankrupt Sale.

Cluett Peabody & Co. Monarch Shirts, made to sell at $1.00. All New Spring Patterns, some with Detached Cuffs, others Cuffs Attached, at least 20 patterns. Clearance price.. **78c**

Men's Harvard Shirts. A 69c value in a small store. Clearance price **47c**

Men's 10 and 15c Brighton Garters .....5c and 10c per pair

President Suspenders, 50c value. Clearance price .....35c per pair

Men's 4-in-hand Silk Ties, a 25c value in white, heliotrope and various colorings.... **15c**

Dress Fabrics

Black and Colored Mohairs at 39c instead of 50c.

75c values 59c

$1.00 values 79c

practically all shades are represented.

"Bates" Seersuckers and Dress Ginghams **10c**

Manchester Percales. Light and Dark Colors, yard wide, representing upward of fifty patterns **10c**

Notions

At Little Prices.

Colgates Tooth Powder 11c

Colgates entire line of Talcum Powder, Toilet Waters, Soaps, Perfumes, Sachet Powders, etc., at cut rate prices.

Gold, Silver and Gun Metal Initial Hat Pins, Guaranteed not to tarnish. Frequently sold for 25c **9c**

Souvenir Postal Cards, eight Views of Sayre. Four for 5c

Embroidery, Sorted out in two lot, one-half price.

5 inches wide .....6c per yard

7 inches wide .....8c per yard

worth one-half to double this price.

Initial Handkerchiefs at 10 and 15c. Worth 15 and 25c. Represents all letters in the alphabet.

Belts of All Sorts at Less.

50c Fire Gilt, Silk or Satin lined. Clearance price.. **32c**

25c Gilt Belts. Clearance price **15c**

White Canvas Belts, ...9 and 21c

Children's Black Pony Hose, sizes 5 to 9½, fine and coarse ribbed, the kind that took the prize

FOR BOYS AND GIRLS

at the World's St. Louis Exposition; made to sell for 25c. Clearance sale price.... **17c**

WHITEOLA to clean White Kid Gloves, Fine Silk Fabrics, Kid Slippers. Always 25c, sale price **19c**

Pearl Buttons, sizes 14, 16, 18, 20 and 24..... **3c**

40 doz. Rub Dry Wash Cloths, made to sell at 5c each, but to introduce **3c**

Corsets

McGraw Corsets, White Batiste, sizes 18 to 30, made to retail at 50c. Clearance price **32c**

Linen Shirt Waist Suits for Women

Sizes 34 to 40 inclusive. Embroidered Fronts and Panels, at less than factory Cost.

Colors Alice Blue, Natural Linen, Champagne, Brown and Combinations of Blue and White.

$4.10 Values, now		$2.75
4. 47	" "	3.00
$4.98	" "	3.25
$5.25	" "	3.50
$5.50	" "	3.75
$5.67	" "	3.87
$7.50	" "	4.89
$9.98	" "	6.25

Wash Suits for Misses and Children

Linens, Ginghams, Galateas, Chambrays and Lawns.

69c Suits, now		$ .39
79c	" "	.49
89c	" "	.60
98c	" "	.68
$1.19	" "	.78
$1.39	" "	1.00
$1.48	" "	1.10
$1.59	" "	1.19
$1.69	" "	1.25
$2.49	" "	1.90
$2.87	" "	2.00
$2.98	" "	2.10
$3.00	" "	2.15

Women's Apparel

At Nearly Nothing Prices.

Black Silk Redingotes, 36 inch only, formerly $12.97. Clearance price..... **6.50**

Silk Corset Coat, 17 gores, broad cloth strapped seams. A New York House shows them at $21.50. Clearance price.. **11.50**

Our former price $15.67.

Short Silk Coat, fancy Cape Collar, formerly $11.98. Clearance price **6.50**

17 Women's Suits, all 1906 styles, at one half price. Dark and Medium shades,—all wool—but must be sold in season they are intended for.

One lot Brown, Blue and Black Silk Suits at a little better than one-half.

Black in 36 inch only, formerly $11.98 and $14.75, now ..$6.50 and $8.75.

Brown 36 inch, $24.67, now $15.50.

Blue, 34 inch $22.48, now $14.00.

Eton and Shirt Waist Styles.

Lawn and Dimity Kimonas of High Quality at Low Grade Prices.

Former 97c, Clearance Price..$ .60

Former $1.13, Clearance Price .72

Former $1.67, Clearance Price 1.10

Others as low as 42c.

One Lot Striped Percale Wrappers, trimmed with embroidery, $1.69 value **1.19**

Millinery Clearance Half Off

Hats of character. Many made in our own work room formerly priced at from $1.98 up to $8.00. They are now one-half price.

Our Work rooms are still open and special work gotten out on short notice.

Parasols

Parasols of White Linen, Silk and Pongee, one third off.

The White have natural wood and Enamel Handles. Some are embroidered, others inset motiff, still others hemstitched and borders of soft Pastel and Dresden designs,

$2.00, $2.25, $2.50, $2.75, and $3.00, but when you buy we take off one third.

Colors of silk and Pongee are natural Pongee with embroidered dots and Lace insertion, plain Tafettas, Alice, Reseda, light Grey, Navy, Lavender, Brown and Black, $2.00 to $6.00, but when you buy we take off one third.

Boys' Wash Suits

Boys' Wash Suits, aged 2 to 8. In Colors, Gun Metal, Natural Linen, Chambrays, Seersuckers, Percales and Galateas. Styles, Regatta, Russian, and Blouse, well tailored, and fomerly marked at

70c, sale price		$ .47
97c,	" "	.69
$1.00,	" "	.72
$1.19,	" "	.85
$1.25	" "	.90
$1.39	" "	1.00
$1.47,	" "	1.12
$1.50,	" "	1.15
$1.89,	" "	1.30
$2.00	" "	1.48
$2.47,	" "	1.89

Night Gowns

One Lot Night Gowns at 35c instead of 50c. A good quality of muslin, trimmed with lace and has tucked yoke and val. insertion. Clearance price.... **35c**

Third Floor Offers Unusual Values

All Go Carts and Baby Carriages on which our price heretofore has been $6.00 and up, we offer a special discount of one third off during the Clearance Sale. All original marks remain and when you call to buy figure off one third.

We sell and recommend the famous Block.

Table Oil Cloth, in Colors, regular 18c value... **12½c**

Single Cots for Campers. Light wood frame, woven wire spring **1.47**

Heavy, Collapsible frame, woven wire spring..... **2.69**

Double Steel Bed Couches with mattress. Has drop side **6.37**

Special Inducement To Visit Basement

Where prices during this Clearance sale are chopped down to a meagre nothingness.

Jelly Tumblers 1c each for full 8 oz. size, with cap worth 20c dozen.

Mason's Pt. Jars, Porc. top.....50c

" Qt. Jars, Porc. top.....67c

" ½ gal. Jars, Porc. top....79c

" Glass Top Pints.....55c

Hazel Atlas Pt., glass top.....79c

Hazel Atlas, Qt., glass top.....89c

The Lightning pattern.

"Corry" Wood tubs, 79c values, 59c

Clothes Pins .....1c per doz.

1 lb. cans household paint all colors .....7c each

Screen doors, 2-6, 6-6 to 3-7, $1.50 value $1.10

Screen doors, 2-8, 6-6, to 3-7, $1.35 value 97c

Complete with hinges, bring measurements.

Screen Windows 19, 22, and 25c, instead of 25, 30, and 40c.