

The summer season is nearly o'er as far as merchandising is concerned, but there are still several weeks during which the cool and comfortable garments will be appreciated. Now is the time when we take our loss and give the public the benefit. Such marvelous values as we are offering can not help but prove most appealing. Economy and luxury for once go hand in hand.

*Heindel*  
212 NORTH GENESEE

# 50c on the Dollar is Clearing August 25 to 31

THIS great Clearing Sale of Summer Wear will provide money-saving opportunities that will make it the most notable of the year. The superb assortment of summer goods that we offer are marked down to a third of their actual cost. When we start to clear for another season we adopt no half way methods, but we sacrifice with a liberality that is a constant surprise. This will bring customers from every part of Lake County, for it will be the greatest clearing sale ever given by this store. This great selling will not be confined to a few lines but will include every article in the store. We urge you to attend this sale, if only to look around, but if you desire to purchase, plain price tags, marked in red, makes it possible for you to go

#### CLEARING OF ETON AND BELERO SUITS

As pretty an assortment as you would care to see, all wool, just the thing for fall wear, any price you want at

50 cents on the dollar

#### CLEARING OF FINE COVERT JACKETS

Black and Tan and a large selection, ranging in value from the cheapest to the best, at

50 cents on the dollar

#### CLEARING OF FINE COATS FROM SUITS

Fine Blues and Blacks, as well as a few other desirable colors at

50 cents on the dollar

#### CLEARING OF DRESSY SILK COATS

The selection is so large that it would be difficult to give a description, but they all go at

50 cents on the dollar

#### CLEARING OF YOUNG FOLKS COATS

A clearing that will prove interesting for mothers outfitting the young folks for school, as the entire assortment goes at

50 cents on the dollar

#### CLEARING OF FINE LOT OF KIMONAS

Swell lot of them, made up in Dotted Swiss, Crepes and Lawns, something always needed, at

50 cents on the dollar

#### CLEARING OF FINE WHITE JACKETS

Including Brilliantine, Serge, Poplin and Pongee, a great variety select from, at

50 cents on the

#### CLEARING OF MISSES WHITE DRESSES

Fine Garments, tucked and trimmed with lace and some with blue pink piping, at

50 cents on the

## Watch for Our

For on this great occasion we propose to excel in presenting a superb line of ready-to-wear garments that have ever shown. Any timidity we may have felt in the past in selecting is a thing of the past. A year ago we were what people might call "gilders-silver" cater to the demands of the most fastidious. This year our effort will be spared in securing positively the best. You will be tenfold when our customers see the truly remarkable purchases we have and others are arriving daily, and while we are keeping them up at the early arrivals if you ask.