

*Seaside Store*  
SAMUEL LEASK

96-100 Pacific Avenue  
Opposite Court House

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SEASIDE STORE

# A Great Sale of White Goods.

## White Wash Skirts

Beautifully made White Dress Skirts in Poplin, Linen, Duck, etc., in the popular styles at striking reductions:

SKIRTS, regular \$1.75 and \$2 ..... now \$1.48  
SKIRTS, regular \$2.50 and \$3 ..... now \$2.15

## White Yard Goods

36-INCH LONGCLOTH, regularly 25c a yd. .... now 20c  
12-Yard Piece, \$2.25  
36-INCH LONGCLOTH, regularly 20c a yd. .... now 16c  
12-Yard Piece, \$1.75

## High Grade White Shirt Waists.

Fine Linen Lace and Hand Embroidery Trimmings, Sheer Mulls, Lawns, Dotted Swiss and Novelty Fabrics. Every design selected from the latest products of the best makers and reduced only because our stock is too large. Note the prices:

\$6 Lingerie Waists ..... now \$ 3.75  
\$7 and \$8 Waists ..... now \$ 4.85  
\$9 and \$10 Waists ..... now \$ 5.95  
\$11 to \$13.50 Waists ... now \$ 7.75  
\$15 and \$16.50 Waists .. now \$ 9.85  
\$18.50 Waists ..... now \$11.75  
\$25 Waists ..... now \$14.75

Without exception the above is

**We announce today the beginning of a period of saving and of stock-adjusting.**

**Our advertising will keep you posted on the general trend of these economies—watch it and read it.**

**Visit the Seaside Store at every opportunity**

## White Parasols

This season's daintiest styles in White Lawn, Plain and Embroidered, in a large variety of handles.

\$1.25 Values at .....87c  
\$1.50 Values at .....\$1.17  
\$2 Values at .....\$1.37

## 35c Handkerchiefs at 25c

All Pure Linen, Hemstitched and Embroidered Handkerchiefs, splendid value at 35c. During this sale .....25c

Initial Handkerchiefs at 5c

## 35c Summer Vests at 27c

Extra good grade, mercerized, sleeveless; summer weight. During this sale .....27c

## Summer Vests at 12½c

Very good quality, summer weight, sleeveless. Special price .....12 1-2c

## 65c Summer Vests at 47c

All our regular 65c line, plain and with lace and crochet yokes. During this sale .....47c

\$1.75 Lingerie Hats at \$1.37

FRENCH ORG. regularly 75c a yard now 56c

INDIA LINEN, 30 inches wide, regularly 12 1-2c a yard...now 9c

INDIA LINEN, 27 inches wide, regularly 10c a yard...now 7 1-2c

WHITE PIQUE, good quality, regularly 25c a yard...now 19c

GLASGOW LINEN FINISH SUITING, regularly 15c a yard...now 12 1-2c

36-INCH BLEACHED MUSLIN...now 8c

BLEACHED TABLE LINEN, 64 inches wide, regularly 65c a yard...now 54c

**\$1.50 Embroideries at 47c**

Several thousand yards of exquisite, high-grade Embroideries, full 18-inch demi-flounces, bands, Galloons and Insertions; also Corset Cover Embroidery in open and blind effects in Swiss and Nainsook. On sale at...47c

**Embroidery Flouncing, 78c**

A beautiful assortment of new patterns, 27 inches wide, in Swiss and Nainsook; most wonderful value at...78c

the greatest waist offering ever made in Santa Cruz. See window for styles.

**25c Neckwear at 19c**

Your selection of our entire line of Ladies' 25c Neckwear, each...19c

**25c Wash Belts at 15c**

Good grade Embroidered Wash Belts, pearl buckles and patent adjustable clasps; good value at 25c. On sale at...15c

**White Leather Belts**

1-4 off the marked price of any White Leather Belt we have in stock. We have a large assortment and you may have your selection at a reduction of...25 per cent off

**\$1.50 White Silk Gloves at \$1.23**

50 Dozen Kaysers' extra quality 16-button length, double-tipped fingers; never sold at less than \$1.50 a pair. On sale at...\$1.23

**When quantities are small they are not advertised—frequently they are just what you want.**

**Keep in touch with the Seaside Store at all times**

**Commencing Monday, and continuing throughout Fourth of July week, we will conduct a**

**Great Sale of White Goods**

**affecting all departments and every line of goods in white. The items mentioned are worthy of special attention, but hundreds of others which we cannot enumerate are equally attractive and equally cheap. Call and look them over.**

200 dozen good quality convenient hand embroidered, demi-laundered initial Handkerchiefs. During this sale, each...5c

**Initial Handkerchiefs at 15c**

Ladies' Sheer Linen, with dainty embroidered initials, all letters. Exceptional value at...15c

**50c White Hosiery at 37c**

All our Ladies' 50c White Hosiery, comprising Allover Lace, Lace Boot, Embroidered, etc., will be offered during this sale at per pair...37c

**25c Children's White Hose at 17c**

Children's White Lace Hose, one or two sizes missing, regular 25c grade at...17c

**Muslin Underwear**

Odds and ends, comprising Gowns, Skirts, Drawers, Corset Covers, etc., some slightly handled and mussed; worth from \$1.50 to \$2.50. Per garment...98c

ies' and Children's White Summer Washable...at...\$1.37

**\$1.50 & \$1.75 Night Gowns, \$1.27**

During this sale we offer our regular line of \$1.50 and \$1.75 Night Gowns; lace and embroidery trimmed, at each...\$1.27

**FOR MEN**

**\$1.50 White Golf Shirts at \$1.23**

During this sale we offer our entire stock of Men's White Golf Shirts, with attached or detached cuffs at...\$1.23

**Men's White Unlaundered Shirts, 43c**

Good quality, linen bosom, strong and well made, sizes 14 1-2 to 17. Price during this sale...43c

**\$1.00 New Underwear, 50c**

Odds and ends of Mercerized Cotton Shirts and Drawers, broken sizes, limited quantity. Clearance price per garment...50c

**Nos. 96-100 PACIFIC AVENUE.**

**OPPOSITE COURT HOUSE.**