

AN ENTHUSIASM SALE

AT

G. W. Richards & Co's.

Low Prices and Enthusiastic Sales People Humming With Industry.

Enthusiasm says Webster, is an elevation of fancy ardor of mind, fervent zeal.

Enthusiasm says Ed. Chaloner, enabled Napoleon to make a campaign in two weeks which would have taken another, a year to accomplish.

Enthusiasm says George Richards, tells you to push a game along. It kind of haunts your mind to write an advertisement and let your patrons know that you are this side of the cemetery. It kind of shows buyers of Dry Goods that there is something doing in your shop, and it compels them to think you are a believer in your styles and prices.

Some Prices For The Hot Month of July that will make you an enthusiastic supporter of this store.

One lot of Genuine Leather Bags, \$1.50 value, with or without initial, 95c ea. Overstock of leather goods is the reason.

One lot of \$1.00 Muslin Waists, dotted Swiss or pretty tucked effects, 69c ea.

One special lot Children's and Misses' Ribbed Lisle Vests, low neck, short sleeves, sleeveless, and Lace Trimmed Drawers, 10c ea., 3 prs. 25c, worth 15c ea.

One lot of Ladies' Percal Waists, worth 75c ea., special price 39c ea.

One lot 100 Bolts 15c and 20c Ribbon, widths No. 60, No. 80, No. 100, in the best colors, special price 10c yd.

One lot Ladies' Waists, dozens of designs, values \$1.25 to \$1.50, 98c ea.

One lot Ladies' Pink and Blue Gauze Lisle 25c Hose, special price 19c pr.

One lot Ladies' Black Skirts worth 75c. very special price 49c ea.

At the white goods counter, short lengths of White Waists and other goods, good waist lengths, etc., marked very close.

New showing of Ladies' Ecru Lace Waists, one of a style only. See them there marked 1 w.

One assortment of 50c Fancy Ribbons, in Plaids, Dresden, etc., to close 35c ea.

15 dozen Ladies' Linen Handkerchiefs, 18 and 14 in. hem, 25c value, price 19c ea.

In the Basement Room all Linen and Poplin Suits at cost or less. Every suit must be sold this month.

A great showing of Ladies' House Dresses and Wrappers at especially low prices to suit the time of year.

One lot of 50c Corsets at 39c pr. to close.

We are moving lots of White Wash and Linen Skirts at \$1.00, mighty interesting values.

One lot of Ladies' \$2.00 Waists, Kimono, Sleeveless, in Muslin and Marquessette materials, at \$1.48 ea.

A new shipment of the better quality Net Curtains just received, these will be a pleasure to show at any time whether you buy or not. See window display.

One lot of 25c heavy Taffeta Ribbons in all colors, at 15c yd. A very popular line.

We have some specials in Long Lisle Silk Gloves that are so popular now.

A lot of Ladies' Gauze Lisle Hose, Black and Tan, 25c values at 19c pr.

We are showing the Popular and Famous Onyx Brand, Black Cat Brand, Berson Brand, Tally Ho Brand Stockings. Everything in Silk Hose, Black and colors, at popular prices, 50c, \$1.00, \$1.48 per pr.

Just received 100 Skirts from a Southern Mfg'r., genuine Silk Trimmed, newest styles, \$1.98, \$2.00. See these.

You should get acquainted with our Toilet Preparations in Talcum and Long's Tooth Pastes, etc. The special Richards' prices on all these.

Just received a shipment of Silk Skirts, \$4.00 and \$5.00 value in Black, we are selling at \$2.98, colored Skirts (all colors) at \$2.98 and \$3.98. Also the popular Silk Messelin, in Black and colors.

One hundred Ladies' Sleeveless and Short Sleeve Vests, 15c value 8c ea.

One Case Toilet Paper, extra large packages, fine quality, 10c 3 for 25c.

One Case Ladies' Sleeveless Vests, 25c quality 19c ea.

Children's Black, Tan, Pink, Blue Hose, 15c quality 10c. It will pay you to buy your ten cent goods here and get better quantities than elsewhere.

One lot 59c Fancy Silks at 39c yd.

A lot of \$1.00 Corsets in La Reine and Warners at 75c pr.

One lot of \$1.48 White Skirts, special at \$1.00 ea.

A lot of \$1.50 G. sets to close \$1.19 per pr.

SPECIAL IN BASEMENT.

One case 12½c Percal at 10c yd.

Three cases of Light, Dark and Medium Prints at 5c yd.

One case of Cotton Crashes at 4c yd., worth 6c.

Men's Fancy Handkerchiefs at 6 for 25c, worth 10c ea.

Men's Fancy Handkerchiefs at 3 for 25c, worth 15c ea.

Special in Towels, Sheetings, Pillow Slips, Fly Netting, Table Covers.

Men's Underware at 39c, worth 50c.

Men's and Boys' Ties, Shirts, Pants, Brasers, Pajamas, Night Robes Hose. For genuine bargain visits the Bargain Basement, enthusiasm strong in this cool section of the store.

Space will not allow us to quote prices, but we could go on and on endlessly

Enthusiasm is driving us to obtain every special the market of the world contains for our patrons.

Enthusiasm is causing each and every clerk to sell more and more, and to try to please more and more customers.

Enthusiasm is bringing large crowds each day to this store.

Enthusiasm is catching, but don't be afraid of it; it is a good thing, and it does us all good.

"COME IN AND BE ENTHUSED"

There are "Fifteen People" ready to serve your every want, and all are charged with Grit, Hustle, Brains and Integrity---and yours through July for a liberal amount of enthusiasm.

G. W. Richards & Co.

Market Square

Houlton, Maine.