

### Our Style Show

Since the first announcement of our Fall Opening, every department devoted to fashion and Fall Wearables has been crowded. A tacit acknowledgement and recognition of the style leadership of this store. Judging by past achievements our Patrons evidently expected great things at Pryce Jones this Fall and their expectations have been fully realized. Merchandise has been selected with greatest discrimination and leaves nothing to be desired in quality, exclusiveness and charm.

### Women's Ready-to-wear Apparel



Every day increases the beauty of the showing in this department. The best sources of all the world have been drawn upon for these wonderfully attractive new lines. Many entirely new features are introduced in all the styles, most notably the dresses and the best of them have been exclusively confined to this store. The moderate prices asked add material interest to this event.

### The New Fall Millinery

The resplendent display of Hats, the gorgeous yet always tasteful color effects have evoked unlimited praise from every visitor, and it is safe to say that the display surpasses our best previous efforts. Among so much that is beautiful it is impossible to decide which is most worthy of special mention, but the three models briefly described below will help to give you an idea of how cleverly colors have been harmonised to create strikingly beautiful creations.

Fancy dress hat of mole color velvet and cerise charmeuse trimming with natural straight ostrich and berries.

Smart Hat in mole color moire, with facing of plush, caught at side with smart flame colored mount.

Large hat of violet color hatter plush, trimmed velvet and silk roses, the underbrim has pretty cap effect of gold and white lace and black moire ribbon streamers.

We shall feature again this season special values at \$3.50 and \$5.00.

### Lace is Dame Fashion's Demand

The avidity with which our patrons have bought laces and allovers corroborates our anticipation of an extremely successful Lace season. Not only is lace to be used for trimmings, but also Lace Flouncings, wide enough for entire skirt will be much in demand and that charming novelty the Lace Cassock will be more than ever extensively adopted. Our stock is equal to any demand and the care taken in making contracts ensures to all our patrons surpassing value.

Novelty Macramé Laces, Edging, Insertions, Braids, Fringes and Allovers, specially suitable Gimpure and Oriental Allovers for Cassocks with insertion for waist-band to match from 1 1/2 yard up; Black Silk and moire laces in splendid variety, from 1/4 yard up. They are really beautiful dyes which can be relied on to retain colors.

Cream Lace Panels, net ground, heavy design, very smart and becoming. Laces to match.

Our stock of Fashionable Trimmings is most comprehensive in variety, colors and qualities. We urge our patrons to secure what they require early as possible, it will be to their interest to do so. Very special Silk Trimmings, knotted with long ends; they are in most beautiful colors of the most fashionable kinds.

1 1/2 inches wide ..... 50¢  
1 1/2 inches wide ..... 75¢  
Plain Silk Fringe, all shades ..... 25¢ and 35¢

### Baby Pram Rugs

Even though the days are getting colder, baby must not miss his outing, and mother will be casting about for something to protect him from the chill winds and keep him snug and warm. These newly arrived Pram Covers are "just the thing" made from selected long wool sheepskin and with large sack or pocket to put baby in, they are impervious to wind and cold and will give all needed protection, even on cold winter days. We wish to draw special attention to the prices we quote. The buying advantages that our "Old Country" connections afford us makes it possible for us to sell these new goods at from 15 to 25 per cent. less than ordinary store prices. Look around and make comparisons purely in your own interests, you'll find our assertion correct. Our price—\$2.75, \$3.25, \$3.75, \$4.00.

### The Ware That Wins—Quality—Beauty—Durability

#### "Pryjo" Enamelware



**Pryjo Food Chopper**—This excellent machine is quite the best, can be opened to clean. You would never say "I don't know what to prepare" if you had a Pryjo Food Chopper. Cuts fish meats, fruits or vegetables as they should be cut, made in three sizes:  
Small, special ..... \$1.95  
Medium, special ..... \$2.25  
Large, special ..... \$3.00

**Pryjo Cold Blast Lantern**—Here's the finest lantern that can be bought. Note our leader price per cent. discount. 70¢



**Galvanized Wash Tub**—No. 1, regular 60¢, Special ..... 45¢  
No. 2, reg. \$1.10, Special ..... 75¢  
No. 3, reg. \$1.35, Special 85¢

**Copper Bottom Wash Boilers**, regular \$1.55, Special ..... \$1.15  
**Pryjo's Knife Cleaners**—The most handy kitchen necessity made. Will clean the dirtiest knife or fork in a few seconds, also sharpen any knife, cannot get out of order and will pay for itself in a few days. Extra special ..... \$1.25  
**Bathroom Fixtures**—Special 25 per cent. discount.



**Gray Dish Pans**—10 quart, regular 60¢, Special ..... 45¢  
21 quart, reg. \$1, Special 75¢  
**Gray Pie Plates**, regular 15¢, Special each ..... 10¢  
**Gray Chambers**, regular 85¢, Special ..... 25¢  
**Gray Chambers**, regular 45¢, Special ..... 35¢  
**White Enamel Soup Bowls**, regular 15¢, Special ..... 10¢  
**White Enamel Pudding Pans**, 1 1/2 quart, regular 20¢, Special ..... 13¢  
**White Enamel Pudding Pans**, 2 quart, reg. 25¢, Special 14¢  
**White Enamel Pudding Pans**, 4 quart, reg. 28¢, Special 18¢

**PRYJO ELECTRIC IRON**  
No discomfort on ironing days if you use a Pryjo Electric Iron. Point is always hot, handle is always cool. Can be used on any electric light socket. Takes about 5 minutes to heat up and stays hot as long as you need it. Guaranteed for two years. Price ..... \$4.50



**Blue Coffee Pots**—1 quart, regular 45¢, Special ..... 30¢  
1 1/2 quart, Regular 60¢, Special ..... 37¢  
2 quart, reg. 65¢, Special 50¢



**Blue Saucepans**—2 1/2 quart, Regular 85¢, Special ..... 25¢  
4 quart, reg. 95¢, Special 30¢  
6 quart, reg. 60¢, Special 40¢

### "Pryjo" Oak Heaters



The "Pryjo" Oak is a heater made for the general demand in this western country. It will burn any kind of fuel and give a strong heat. The feed door is large enough to put in a good sized chunk of wood and when open gives the cheerful glow of the burning fire. Made of very heavy corrugated iron that will stand intense heat. Body riveted to ornamental base, heavy nickel-plated trimmings, ash pan and shakers complete with one length of stovepipe and stoveboard.

No. 1 size, small ..... \$5.00 No. 3 size, large ..... \$9.00  
No. 2 size, medium ..... \$7.25 No. 4 size, extra large ..... \$12.00

STORE OPENS 8:45 CLOSSES 6:00 P. M. SATURDAY 9:30.

# PRYCE JONES

(CANADA) LIMITED

Phone Exchange: 1191 Grocery Phone 1492

STORE CLOSSES WEDNESDAY AT 1:00 P. M.

## D. M. C.

To every devotee of Art Needlework the announcement that our complete Fall shipment of all kinds of Embroidery Goods bearing the above mark now installed, must be singularly interesting. Ladies will find everything they can possibly require well represented and to those who know, it is useless for us to enlarge on the extraordinary finish and beautiful appearance of all articles bearing the letters D.M.C.

### Men's Fall Underwear

We are already experiencing the cool nights and mornings which give warning of Winter's approach and men who wish to ensure their health and comfort will be glad to know that complete lines of fall and winter weight underwear are now ready. You'll find assortments, qualities and prices equally to your liking.

- Men's Elastic Ribbed Underwear, heavy weight, unshrinkable. Pryjo special, garment ..... 98¢
- Men's Pure Silk and Wool Underwear, fine elastic rib, ribbed cuffs and ankles, splendid weight, unshrinkable. Pryjo Special ..... \$2.25
- Stanfield's Pure Wool Elastic Ribbed Underwear, ribbed cuffs and ankles, will not irritate, unshrinkable. Pryjo special, garment ..... \$1.95
- Boys' Heavy Elastic Ribbed Underwear, ribbed cuffs and ankles, unshrinkable. Pryjo special, garment ..... 75¢

### Ready-made Sheets

- Single Bed Size, regular \$1.75 pair. Special, pair ..... \$1.49
  - Double Bed Size, regular \$1.95 pair. Special, pair ..... \$1.69
  - Extra Large size, regular \$2.95 pair. Special, pair ..... \$2.49
- Each of these numbers are strongly made, with nice deep hem of round thread cotton, easy washing, reliable wearing and bleached good white. These sheets are good value at regular prices. At the figures quoted above they are a genuine snap.

### Men's New Suits

We know how much you demand in the way of style and value and so unusual preparations have been made this season to give our suits even more individuality than ever.

The following lines are offered for Monday and Tuesday and everyone is backed by our absolute guarantee of satisfaction. **Men's \$15.00 Suits**—Absolutely the best values in Calgary at the price. They are the equal of \$18.00 and \$20.00 suits offered through the ordinary course of events. The newest in style, fit and workmanship. Monday and Tuesday ..... \$15.00

**Men's Suits for every figure, a Special at \$20.00**—We do not merely keep your size but we keep your size to fit your figure which makes, of course, all the difference in the world in the appearance of your suit. Made for young men, slender men, normal men and stout men, you will find our \$20.00 special suits, smart in style and exclusive in quality to fit you. The materials used are all most carefully selected, and in new stylish patterns. All tailored by expert workmen insuring perfect satisfaction in every detail. Undoubtedly the best value obtainable at ..... \$20.00

**Fall and Winter Overcoats, Special Values Monday and Tuesday at \$15.00 and \$18.00**—Smart styles in material of extra fine quality English and Scotch tweeds, best of workmanship and trimmings and perfect fitting. The shades are all that is new and fashionable. Would be extra values at \$20.00 and \$22.50. Monday and Tuesday special \$15.00 and ..... \$18.00



### An Exceptional Sale of English Axminster Rugs

Housekeepers who plan to purchase new Floor coverings this season can save dollars on the expected outlay by coming here Monday when a special line of beautiful Axminster Rugs secured by our representative on his recent European buying trip, will be placed on sale at the same proportionate saving as this lucky deal brought us. You are familiar with our merchandising methods by this time and know that when we quote values and savings they are in no wise exaggerated. You'll be delighted too with the beautiful new designs and coloring, greens, blues, fawns, and crimsons, plain green centres with chintz border designs that have never been shown before. In short Monday's sale brings you the Best Selection and the Best values we have ever been able to offer. Here are the prices and sizes—

- Size 2 1/2 by 3 yds. Reg. \$25.00 Sale ..... 18.00
  - Size 3 by 3 yds. Reg. \$32.00 Sale ..... 22.00
  - Size 3 by 3 1/2 yds. Reg. \$37.50 Sale ..... 25.00
  - Size 3 1/2 by 4 yds. Reg. \$50.00 Sale ..... 35.00
- If you have two rooms of different sizes for which you wish two rugs the same design, come early and secure them.

Dinnerware, Toilet Sets, Tea Sets at 33 1-3 Off

### Our September Sale of China and Glassware Offers Stirring Economies



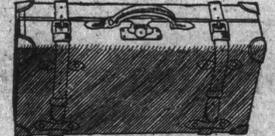
The magnitude of this great event is being fully appreciated by hundreds of women. The economies it presents are accepted with enthusiasm. If there is a possible criticism to be made of this great stock, it would come from the bewildered shopper who finds too great a variety here to be able to decide on which is most desirable among so much that is attractive. Perhaps never before has such a splendid selection been offered at such exceptionally low prices.

#### Dinner Ware, Toilet Sets, Tea Sets, 33 1-3 Off

- Cut Glass Tumblers**—A large shipment of full crystal tumblers just received. Some qualities have sold regularly at \$1 each. Our Friday bargain price, 6 for ..... \$2.65
- Cut Glass Jugs**, tall and very heavy blanks, superior cutting, Regular \$12.00, Special price, each ..... \$5.00
- Plain White Stone Dishes**  
Cups and Saucers, per dozen ..... 70¢  
Tea Plates, per dozen ..... 55¢  
Breakfast Plates, dozen ..... 65¢  
Covered Vegetable Dishes, each ..... 20¢  
Fruit Saucers, per dozen ..... 30¢  
Platters, 10-inch, each ..... 15¢  
12-inch, each ..... 25¢  
14-inch, each ..... 35¢  
16-inch, each ..... 55¢  
Dinner Plates, per dozen ..... 75¢  
Soup Plates ..... 85¢  
Bread and Butter Plates ..... 45¢  
Butter Pats, per dozen ..... 20¢
- Glass Flower Vases**, tall, handsome, assorted patterns, and sizes. Regular value 75¢ and 85¢. Sale price, each ..... 25¢
- Large Assortment of China Bargains**, ten tables loaded to the edge with most wonderful bargains in China, Stoneware, and Glassware, every conceivable article for table and decorative use.  
2 prices 5¢, 10¢, 15¢, 25¢, 50¢, 75¢ and \$1.00
- Open Stock Dinner Sets**—Today we shall include in this great sale, all our open stock patterns in Dinnerware; this will give our patrons the opportunity of buying either a full set or odd pieces to be added to later; at a saving of 33 1-3 off regular prices.
- New Syrup Jugs**—Clear crystal, pretty shape, with heavy nickel-plated removable cover. Special, each ..... 50¢
- Extra special heavy Tumblers**, dozen ..... 40¢
- Austrian blown Tumblers**, thin glass of superior quality, plain fern pattern, or handsome lace design. Special per dozen ..... 50¢
- Special Decanters**, tall, Austrian glass, of good quality, pint size, with stopper, each ..... 25¢
- Quart ..... 35¢**
- Handled Decanter**—Pint size, each 50¢; quart size, each ..... 75¢
- Oil Bottle to match**, each ..... 35¢
- Water Pitchers**, to match, 2 pint size, each ..... 40¢
- Plain White Toilet Sets**—10 pieces. Special ..... \$1.95

### Trunks, Suitcases and Club Bags

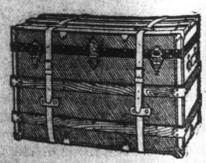
The most dependable qualities can be bought right here in Calgary at eastern prices. When we say this we do not mean that our travelling goods are better qualities than anyone else's but that our prices are no more than you'd pay in Montreal. We give you values obtainable nowhere else west of the Great Lakes.



**EXAMPLE**  
26-inch Cowhide Suit Case beautifully sewn and strongly riveted, shirt pocket and straps inside, checked lining, good lock and clasps, 2 straps outside. Regular price of the case as sold in the city is \$7.50. Pryjo price ..... \$3.95

#### OUR BEST TRUNK VALUE

The very best value in a trunk obtainable anywhere. Highest grade material used in flat top, full size style. Covering of extra heavy waterproof canvas with sheet steel bottom. Bound all over with selected fibre and protected with stout brass corners, clamps and knees. A fine strong brass lock, heavy leather handles and thick wide straps outside. Deep, covered, divided tray with check lining, weight about 65 pounds; 36 inches long. Special price ..... \$5.25



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