VOLUME 101.

Fully equipped for all work in this line.

No. 173.

That are Made to Distribute Large Quantities of Desirable Merchandise

JULY 26th JULY 25th

RECORD-BREAKING Clearance of Regular Lines and Odds and Ends-some of the most remarkable values we have ever offered. We are making strenuous efforts to clean up all balances of stock earlier than usual this Summer, which accounts for the liberality of the reductions. We do not exaggerate; we are not given to the use of high-sounding adjectives, but when we tell you positively, as we do here, that the values offered in this two days' sale are altogether extraordinary, great in magnitude, and of far reaching importance to you and all other women, we do so after laying the goods on our counters and giving you our assurance that they bear out the truth of our assertions.

The savings in each instance speak in magaphone tones: Here are the Goods. Take time to read each item.

Fancy Linens at Sale Prices that Almost Compel You to Buy.

Everyone in need of Plain and Fancy Ribbons should Buy Now

These Ribbons are suitable for Fancy Work, Millinery, Hair and Sash Ribbons, and they come in every imaginable color. Three lots to choose from. Sold at this low price to clear.

49 ends, 200 yards; reg. 50c. to \$1.95 yd. SALE PRICE, 25c. yd. 53 " 375 " " 25c. to .50 yd. 17 " 150 " " 25c. to .85 yd. 123c. vd. 1st FLOOR

A Grand Clearance of Odd Lines of Neck Pieces

Consisting of: Net Pleated Collar and Cuff Sets, Net Pleated Collars with colored edgings, Lace Collar and Cuff Sets, Stock Collar and Cuff Sets (turned over styles), Fine Net and Embroidered Jabots trimmed with Val. Lace, One Net Fishu, Black Silk and Satin Coat Collars, White Embroidery Coat Collars, Fancy Stock Collars, Embroidery Stock Collars, Negilee Stock Collar and Tie with Pin. These or less slightly soiled. Regular values up to \$1.75. SALE PRICE, each 19c.

1st FLOOR

Hosiery Values

Plain Lisles in Reseda, Sky and Copenhagen, and Black Lace Boot all full fashioned, double heels, toes and garter tops. Regular values oc. to 50c. SALE PRICE, per pair, 19c

1st FLOOR

3 Fine Irish Embroidered Runners, 18 x 54; present price, \$2.50. SALE PRICE, 5 Fine Embroidered Runners, Irish, 18 x 54; present price, \$1.75. SALE PRICE 1 Fine Mexican Embroidered Runner, 18 x 54; present price, \$1.50. SALE PRICE, 95c. Mexican Embroidered Runner, 14 x 68; present price, 75c. SALE PRICE, 38c. 95c. " " 14 x 54; " " \$1.50. " " 18 x 54; " " \$1.00. " 3 Muslin Appliqued Runners, 14 x 68; present price, 95c. SALE PRICE, 2 Battenburg Runners, 20 x 44; present price, \$2.75. SALE PRICE. 4 Baltenburg Drapes, 27 x 84; present price, \$2.00. SALE PRICE, enburg Drape, 27 x 84; " 2.50. SALE PRICE, 1.00 enburg Drape, 27 x 84; " 2.50. SALE PRICE, 2 Ring roidered Mexican Drapes, 27 x 84; present price, \$8.00. SALE PRICE, 1.49 4 Lace Scarfs; present prices, \$2.25 and \$3.00. SALE PRICE, 6 Shams, white and blue; present price, 75c. SALE PRICE, 1 Irish Embroidered Square, 36 x 36; present price, \$1.50. SALE PRICE, 38c. " 86 x 96; " " 1.75. " 32 x 32; " 1.00. " 82 x 32; " 1,00. \$1.19 82 x 32; " 67c. Lace Square, 36 x 36; present price, \$2.25. SALE PRICE, -" 36 x 36; " 36 x 36; 1.75. 32 x 32; 75c. 39c. Appliqued Squares, 32 x 32; present price, \$1.50. SALE PRICE, -1 Lace Square, 24 x 24; present price, \$2.00. SALE PRICE, -1 " 24 x 24; present price, \$1.75. SALE PRICE, -\$1.00 1 Maslin Square, 32 * 22; present price, \$5c. SALE PRICE, 1 White and Colored Square, 18 x 18; present price, \$2.50. SALE PRICE, 3 Scalloped Centres, 20 inches; present price, 60c. SALE PRICE, -30c. " 85c. " \$1.25 30 " present price, \$1.00 1 Linen and Lace Centre, 30 in.; present price, 98c. SALE PRICE, 1 " " \$2.00. " 1 Lace and Silk Centre, 24 in.; present price, 5.75. SALE PRICE,

Colored Cretonnes and Art Satins Light and dark colors ; regular values, 35c. to 50c. yd. SALE PRICE, a yd.,

Fancy Cushions

In harmonizing colors; bright and attractive, Crepes and Chintz covering with piped edges; sateen backs. Regular \$15.50 Cushions for - 95c. 1.85 " " - \$1.19 2.25 and \$2.50 Cushions for 1.49

10 Pairs of Single Curtains

Some slightly soiled; others pertectly fresh, consisting of Cream and White Nets and Nottingham Lace. Regular prices, \$1.00 1.25 1.50 2.75 3.50 3.75 and 4.50 SALE PRICES, .50 .63 .75 1.38 1.75 1.88 and 2.25 3rd FLOOR

Pure Talcum Powders and Bath Soaps at Big Reductions

Taylor's "Pandora" and "Jap. Lilly" and WOODS' Special Violet Borated: excellent qualities; regular values, 25c. per tin. SALE Gilmour's Venetian Talcum; delicately perfumed; 1 pound tins. SPECIAL SALE PRICE, a tin, 10c.

Carbolic Bath Soap; extra large oval cakes; regular values, 5c. per cake. SALE PRICE, 2 for 5c.

1st FLOOR

Fashionable Lisle and **Net Gloves**

Odd balances, all in good sound condition, but they will be cleared out at little prices.

LISLE, all sizes, white black and grey, short lengths, 2 dome fasteners, present values 35c. and 50c. SALE PRICE, 25c.

LONG LISLE GLOVES, 12 and 16 button lengths, present values 50c. and 75c. SALE PRICE, 25c. NET GLOVES, 2 dome fastener in Black and White Silk and Lisle present values 50c and 65c. SALE

LACE ARM, BLACK LISLE GLOVES, 16 button length, present values 75c. SALE PRICE 19c. 1st Floor

Sensational values in Silks

Fancy, checked and floral designs in Tamelines, Foulards, Chifon Taffetas and Shot Messalines. Beautiful soft, supple, Summer silks that will develop in handsome street, afternoon and evening costumes. Fashionable shades of reseda green, helio, navy blue, tangerine, black and white, shaded shots, brown, pale blue and old rose. All these silks are absolute ly perfect, the majority of them this season's goods. In the lot there are 25 ends, in blouse and dress lengths. Regular prices 50c. to \$1.50. SALE PRICE, 29c. a

1st Floor

Unusual values in Silk and Wool Voiles and Marquisettes

12 pieces, consisting of 175 yds. in fashionable shades of golden brown, natural, old rose, navy, light grey, turquoise, reseda, light navy and white. Will develop into fashionable afternoon and street dresses. Regular value 75c. a yard. SALE PRICE, a yd., 25c.

25c. and 35c. Cotton Voile and Cotton Foulard 12 1-2c. vd.

19 pieces, consisting of 300 yards plain colors with fancy borders alice blue with paisley, reseda green with helio, white with black hairline stripes, grey with white hairline stripes, navy blue with white, and alice blue with white. 25c. and 35c. qualities for SALE PRICE, a yard, 12½c.

10 pieces Cotton Voile and Cotton Foulard With fancy paisley borders. Golden stripe voiles, pale blue with gold borders, white with gold, pink with gold, grey with paisley, reseda green and paisley and natural with paisley borders. SALE PRICE, a yard, 19c.

Dainty Muslins with Fancy Floral Border Colors: helio, tan, gold, black and white, fawn, pale blue dots, black and white checks. Regular prices 20c. and 25c. yd. SALE PRICE, a yd., 10c.

75c. and \$1.25 Silk and Wool Voiles and Marquisettes, 35c. yd.

27 pieces 350 yds. This material would make very dainty afternoon and evening dresses, and comes in stylish shades of amethyst, helio, myrtle, champagne, navy, cardinal, old rose, pale blue, natural, light grey, black and white stripes, pale and coral pink, taupe, prunelle, nickel and silver grey. Present values 75c. to \$1.25 yd. SALE PRICE, a yard, 35c.

1st Floor

A sale of Handsome Dress Waists

White and black laces, black taffetas, black and gold, and plain black nets and chiffons, all handsomely embellished and perfectly tailored; also a lot of beautiful black and white plaids. Just 60 waists in the lot. Ranging in price from \$3.25 to \$10.50, Friday and Saturday morning. SALE PRICE, each \$2.98.

Ladies' Cool White Shirt Waists

Linens, piques, Madras, Muslins and Repps, all positively new and fresh this season. Sizes 34 to 42. LOT No. 1, Reg. \$3.50 values for \$1.75. LOT No. 2, Reg. \$1.95 values for 79c. LOT No. 3, Reg. \$1.50 values for 49c.

1 Lace Centre, 18 in.; present price, \$1.25. SALE PRICE,

1.50. 5 Linen and Silk Embroidered D'Oylies, 9 in.; present price, \$1.25. SALE PRICE,

These Linens are of excellent qualities, but are balances, and some are slightly soiled.

" 20 in.; "
red Embroidered Centre, 30 in.; pre

20 in. :

The Most Marvellous Dress Net Offer Ever Made The sale prices are so ridiculous that you may be apt to belittle

ice, \$2.75. SALE PRICE.

The sale prices are so ridiculous that you may be apt to belittle the values, but if you are interested in these come and see them, and be convinced that every statement we make concerning them is absolutely correct. They are odd lots. A large majority are this season's goods. 16 pieces Colored Dress Nets; Tuscan, fancy striped, Brussels and Bretonne Nets, in handsome shades of mustard, grey, old rose, brown, myrtle green, alice blue, helio, drake's neck, amethyst and wistaria. Regular values, \$1.10 to \$1.85 a yard. SALE PRICES, a yard, 10c.

Fancy Allover Nets in Cream and White

Single and double, striped, floral and Oriental designs; some are slightly soiled; 44 in. wide. Present values, 85c. to \$1.35 a yard. SALE PRICE, a yd., 47c.

2 PIECES LACE FLOUNCINGS—40 in, wide, fancy floral bordered designs. Present value, \$1.00 yd. SALE PRICE, a yd., 25c.

Appliqued and Guipure Insertions and Embroidered Net Insertions

All cream. Some slightly soiled; 1 to 4 in. wide; floral, Oriental conventional designs. This lot comes in lengths of from 1 to 6 yds., and it will be necessary for purchasers to take the whole piece. Present values, 35c. to 75c. yd. SALE PRICE, a yd., 9c.

LOT No. 2, comes in cream and white, regular values, 25c. to 50c. d. SALE PRICES, a yd., 19c. LOT No. 3, in braided and silk designs, regular values, 50c. to 75c. d. SALE PRICE, 25c.

LOT No. 4, 2 pieces of rich looking Bulgarian Lace, present value, 75c. a yard. SALE PRICE, 19c.

1st Floor

A sale of Handkerchiefs, Scarfs and Belts

Lawn Handkerchiefs, fancy embroidered, reg. value 15c. SALE PRICE, 6c. LADIES' SCRIM HAT SCARFS, with silk fringe, in colors of natural, paisley, green and old rose. Regular prices 45c. to 60c. SALE PRICE, 19c.

FANCY WHITE BEADED SCARFS with Bulgarian edges. Regular prices \$6.50. SALE PRICE, \$1.75. PAISLEY HEAD SCARFS, all silk, in old rose, amethyst, green, and brown. Regular prices 75c. to \$1.25. SALE PRICE, 39c. SILK NET SCARFS, in helio and white, and old rose and white. Regular price \$2.75. SALE PRICE, \$1.25.

LADIES' BELTS, consisting of patent leather, wash belts, suedes, white beaded belts, colored and black elastics, in green, fawn, gold, white and black. Regular prices 25c, to \$3.00. SALE PRICE, each 9c.

Ask

Your

50 p. c. Discount off Ladies' Colored Coats

All new this season. Fashionable full length models in Tweed, ierges and Whipcords; plain tailored and trimmed in contrasting olors; some with ratine lapels and black silk pipings; loose and emi-fitted; in shades of tan, grey, black and white checks, fawn and lavy. Regular prices range from \$8 50 to \$23.50. Friday and Saturlay morning. SALE PRICES, i of marked prices.

Stylish Panamas

Beautifully tailored garments; some with deep lace and satin collars; piped with contrasting colors; loose and belted models. All new this season and extremely stylish. Fawn, champagne, reseda, grey. Prices range from \$10.00 to \$47.50. Friday and Saturday morning. SALE PRICES, ½ of marked prices.

Ladies' Cool Wash Suits and Coats

COATS—Principally in tan shades trimmed with harmonizing shades of green and tan, and some with black collars and cuffs; also, White Coats, plain and braided models, ranging in price from \$5.50 to \$8.25. Friday and Saturday morning, SALE PRICES, 25 p. c. discount off of marked prices.

SUITS—In white cotton corduroys, black and white hairline stripes and tan linens; plain and trimmed, in contrasting shades. Regular prices, \$4.50 to \$8.75. Friday and Saturday merning, SALE PRICES, 25 p. c. discount off of marked prices.

A Sale of Fashionable Skirts at Magnetic Prices 7 Handsome Voiles; reg. prices, \$7.50 to \$12.00, SALE PRICE, \$3.98 14 Stylish and Light Tweeds; reg. prices, \$5.00 to \$7.50.

Misses' and Children's Fashionable Coats

Panamas, Serges, Black and White Checks, Coverts and Broad-cloths; some plain tailored models, others with deep silk and satin collars, principally belted backs. Regular prices, \$4.00 to \$11.00. Friday and Saturday morning, SALE PRICES, \(\frac{1}{2} \) of marked prices.

Goods bought at specially reduced prices cannot be exchanged or returned. We reserve the right to limit the quantity sold to any one customer. No telephone, C. O. D. or charge orders filled for

goods at specially reduced prices.

DURABILITY is what you should most desire in pails and tubs. That is why you should Lithograph and Print.

85c.

49c. ea.

Office Stationery, Can and Bottle Labels. Posters, Show Cards, Etc., Etc.

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Looseberries

ARRIVING DAILY. We carry a fresh stock of Green Goods.

E. W. CREASE & SON. Argyle and Barrington Streets GENERAL MAID WANTED-Apply at 37 Robie street.

White Wash Skirts.

These Skirts are in Pique, Repp, Bedford Cords, etc. All beautifully and stylishly tailored. \$2.00 Wash Skirt for \$1.25.

Pretty Wash Coats.

The correct garment for driving and motoring. Only few left and we are selling them at a fraction of the cost. \$4.50 Coats for \$2.75. 5.00 " " 3.25. 6.50 " " 4.75.

Linen Motor Coats.

Hundreds of these garments have been sold to the Ladies of Halifax this season. Made of heavy Grass Linen, at \$3.50, 4.50 and 5.50. Some have the leather collar.

Napkin Values.

Here are two bargains for the housekeeper, hotel oprietor, etc., Hemmed Damask Napkins, medium,

Extra large Damask Napkins, \$1.20.

With fancy natural handles, pretty cover. 98 cts.

Two Specials in Umbrellas

W. & C. SILVER,

Cor. George and Hollis Streets.

Our Big Semi-Annual Clearance Sale Started Saturday, July 19,

And continues for 10 days. This is the sale the shrewd buyers have been waiting for. We have put the knife in deeper than ever for this Big Cut Price Sale. Oceans of good, stylish and seasonable goods marked away below their value. This is your buying opportunity. Don't delay—first selections are the best.

Everything Reduced.

MEN'S OUTING SUITS-Now \$6.75, 7.50 to 12.75. 3-PIECE SUITS-Discounts range from 331 to 20 p. c. BOYS' " NORFOLK " — About 30 at ½ pxice, balance less 20 p. c. — 25 at ½ " " 29 p. c.

" WASH " -Half Price for all. " STRAW SAILORS-Half Price for all.

Outing Pants, Dress Pants, Shirts, Neckwear, Raincoats, etc. All marked away down. You can't afford to miss this Big Sale. For Cash Only, and no approvals,



HALF PRICE for Straw Hats AT COLWELL BROTHERS,

The Maritime Tel. and Tel. Coy's. Splendid Progress.

The Companies now controlled by the Maritime Tel. & Tel. Company (with the exception of P. E. J. Tel. Co.) showed the undermentioned increase in subscribers for the years mentioned:

1040 in 1908. 888 in 1909. 1221 in 1910.

1198 in 1911. 2170 in 1912. As large as was the increase in 1912, this Company has set figures for 1913 considerably larger—255 increase for the same Companies. Best of all, there is every prospect of this object being accomplished, the increase for the first six months having reached more than half the desired amount. We offer a block of shares of the Preferred stock in lots to suit purchasers.

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91-95 Barrington Street.

F. B. McCURDY & CO., Members Montreal Stock Exchange,

EVERY HOUSEKEEPER

Should secure a copy of of Wentzells (Limited) Summer Catalogue.

It will tell her how she can save a lot of money by buying Groceries. Teas, etc., in fair-sized quantities.

Ask for a copy to-day.

(It will cost you more) to visit the city and make your pur-

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chases of Wines and Liquors! COME RIGHT NOW-Every train from the Pacific and Continent of North merica arriving in Halifax transfers to our store. No necessity of even getting your td damp. We are now heavily stocked in Canada's famous products in Wines, es, Stouts, Lagers; White and Red Wheat Whiskies, All the best brands for Whiskies, including our special "Mayflower" Rye—only 75 cents per bottle,

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