

Sooner or Later You Will Make Tracks to

Pryce Jones Store

Phone. Ex. M. 1191. Grocery Phone. M. 1492

--and the Sooner--
the More You Save

PROFIT-SHARING COUPONS FREE With Every Purchase



Showing Attractive Outing Hats

Next week, in the Hat Section, we are showing an assortment of new hats in white and black. These hats are in sailor shapes and beautifully trimmed with white wings and white and black flowers. The prices have been substantially lowered, and they will sell at from \$5.00 to \$12.00.

OUTING AND SPORT HATS

A very special showing in a most pleasing assortment. New arrivals in sport and outing hats; suitable for holiday wear. We are offering them at very reasonable prices. They come in duck, ratine, corduroy, white felt and suede and velvet combination. To sell from \$1.00 to \$6.50.



99c---A Magic Price in White Wear

We started out in the great Quarter Back Sale to clean up a huge quantity of women's nightgowns, undershirts and princess slips. We have practically realized our hopes, but a few sizes and lines remain unsold, so we are re-grouping and filling in sizes from higher priced lines. All will be placed on sale at the extraordinary price of 99c.

To \$2.25 Princess Slips, 99c
Princess Slips, well made garments trimmed fine embroidery and lace, and tucked embroidery flounce. Regular \$1.75 to \$2.25. Sale Price 99c.

To \$2.75 Nightgowns for 99c
Nightgowns--No woman in Calgary can afford to miss this bargain. There are a good number of different designs, all well made; good cotton or nainsook and lace and embroidery of fine designs and durable quality. Again we remind you of 50 coupons free with dollar purchases and a chance at the same time of picking nightgowns, regular \$1.75 to \$2.75, for 99c.

Trimmings & Notions

Sleeve Protectors, of black baton, in large size, for men; black only, with elastic at wrist band. Special, per pair 25c.
Hat Fastener, the "Verabest," can be used with any hat; handy and durable. Special, each 5c.
Collar Supports, the "Mammoth," celluloid, invisible; sizes 2 and 2½; 12 on a card. Special, per card 5c.
Stocking Darners, the "Easy," with mickle spring band to keep stocking in place while darning. Special, each 15c.
Hair Curlers, real kid, glove stitched; 12 in bunch. 10c.
Tassels and Ornaments, black silk; a new and varied stock in every size from 1 to 5 inches in length. Prices each 10c, 15c, 25c and 35c.
Silk Military Frogs, cream, in pretty designs, made from silk braid with silk barrel buttons attached. Regular 20c each. Special, 2 for 35c.
Novelty Buttons for coats and dresses, in large and small sizes, in good shades of red, green, rose purple, black and white. From, per dozen, 20c to \$1.25.



MANY CHARMING FABRICS DISPLAYED for INDIVIDUAL CHOOSING

CORDUOYS AND VELVETS

Rich Velvet Corduroy, silk finish, windproof; now much worn for coats, riding habits, boys' suits, etc.; 28 inches wide. Regular \$1.00 per yard. Special 68c.

Boulevard Patent Cord Velvet, soft, bright silky finish, equal in appearance and wear to the most expensive silk velvets; suitable for smart suits, gowns, etc.; colors mahogany, taupe, battleship grey, black and two-tone effects; 22 inches wide. Regular \$1.25 and \$1.35 per yard. Special 98c.

Rich Silk Poplin, the most popular fabric of the season; very bright and uncrushable; for smart gowns, suits, etc.; comes in sea sand, Copenhagen, Hague, Belgian blue, battleship grey, Russian green, ivory and black; 36 inches wide. Regular \$1.75 per yard. Special 1.48.

PRETTY TUB GOODS

Fine Dress Crepes, in white only; in fine grades; all perfect; crossbar, snowflake, ripple, seersucker, serpentine and Japanese; 28 and 30 inches wide. Regular 25c per yard. Special 20c.

Dress Crepe, double width, in Wedgewood blue, tan, biscuit and pink; 42 inches wide; fast colors. Regular 35c per yard. Special value at 30c.

Fine Batiste Lawn, 44 inches wide; for waists or underwear; fine and even. Regular price 35c. Special 25c.

Shirting Madras, in the favorite stripes of black and blue on white ground; highly mercerized and launders beautifully; 28 inches wide. Excellent value at, per yd. 35c.

INTERESTING DRESS FABRICS

Check Suiting, 54 inches wide. This is a specially imported line for coats and skirts; separate Raglan style of coats. Special, per yard 1.75.

Plain Broadcloth, chifon finished; 52 inches wide; in all tones of color, including tan, sand, Belgian blue. Special, per yard 3.00.

Heavy Summer Coatings, in checks, stripes, and plain colors. These coatings are just the thing for the cool evenings, and are being shown in all tones of color. Special, per yard 2.50.

Crepe Polo Coating Cloth, 54 inches wide, which has the makings of a very smart and durable coat. Special, per yard 2.00.

RUGS--Four Specials

Best Quality Rugs, in Wilton and Axminster; a choice assortment offered in handsome designs and beautiful tones.

Sizes 3 by 3 yds. Special price \$28.75
Sizes 3 by 3½ yds. Special price \$32.50
Sizes 3 by 4 yds. Special price \$38.75

Brussels Rugs; will give utmost satisfaction in living, dining and bedrooms; always clean and durable.
Size 3 by 3 yds. Special price \$18.75
Size 3 by 3½ yds. Special price \$20.50
Size 3 by 4 yds. Special price \$21.75

English Tapestry Rugs, in a large range of splendid designs; best quality. Quoted at a low price.

Size 3 by 3½ yds. Special price \$11.75
Size 3 by 4 yds. Special price \$13.50

Reversible Union Rugs; suitable for bedrooms; in good designs in fawn, green and red colors.

Size 2½ by 3 yds. Special price \$3.95
Size 3 by 3 yds. Special price \$4.75
Size 3 by 3½ yds. Special price \$5.95
Size 3 by 4 yds. Special price \$6.75

Women's Fine Underwear

Women's Combinations, soft ribbed knit, low neck, no sleeve, tight knee, insertion strap plain, top finished with narrow edging and draw string; sizes 36, 38 and 40. Regular \$1.00. Special 89c.

Women's Combinations, open porous weave, low neck, short or no sleeve, tight knee, plain top neatly finished with narrow draw string; all sizes. Regular 75c each. Special 65c.

Women's Vests, fine ribbed knit, low neck, short sleeve or strap; trimmed lace yoke and narrow lace edging; sizes 36 and 38. Regular 55c. Special 39c.

Ribbons

Plain Ribbons, taffeta and duchesse, from 5¼ to 6¼ inches wide, in a splendid range of colors, suitable for millinery, children's sash and hair bow sets, girdles, etc. Special price 25c.

Velvet Ribbons, a complete range in black and colors, with satin back. At Special Prices.

Dainty Floral Ribbons in wide widths; also pretty plaids, stripes and stripes and plaid combined. In innumerable color combinations, in both light and dark shades; values from 39c to 69c per yard. Special 35c.

Corded Hat Bindings, from 1½ to 2 inches wide. Per yard 12½c.

For Ten Days--25 per cent Off Any Suit in Our Store

An opportunity most unusual and a chance every visitor should snap up in a hurry. There are 76 suits in the lot. They are cut on the new two and three button models, also in the three button conservative model; the patterns are neat greys and browns and fancy mixtures; also in the new soft tone tartan plaid. Come in and look at these garments, feel the texture, try one on. The more critical you are the better you'll be pleased. For 10 days 25% Off Any Suit

TO \$2.50 SHIRTS, \$1.50

Men's Shirts with loose collar and double soft cuff; made in zephyr, cambric, etc.; in a large assortment of fancy stripes. Values to \$2.50. Special \$1.50.

50c HOSE, 4 PAIRS FOR \$1.00

Men's Half Hose, colored silk lisle. Values to 50c per pair. Special, 4 pairs for \$1.00.

1.25 NIGHTSHIRTS, 89c

Men's Nightshirts, white twill calico. Values to \$1.25. Special 89c.

Towels Reduced

Every housewife should generously stock up in the towels at these lowered prices for Thursday. This is an article of which you really can't have too many, and we are sure such values will not be offered again in a hurry. White Huckaback Towels, made from union linen. Very strong and absorbent quality.

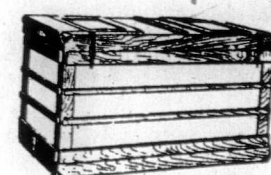
Size 18x33 inches. Regular 40c. Special per pair 30c.
Size 18x35 inches. Regular 45c. Special, per pair 35c.

Hemmed Face Towels, white union linen. Will stand hard wear and constant washing.

Size 18x38. Regular, per pair, 50c. Special 40c.

Size 21x42. Regular, per pair, 65c. Special 50c.

White Huckaback Towels, pure linen wear guaranteed. Size 20 x 40 inches. Regular, per pair 85c. Special 65c.



Simpson's Folding Shipping Coops

No poultryman doing an up-to-date business can do without them. Eliminates storage space. When not in use can be folded to five inches. This hen coop is a marvel of simplicity and durability. You need one of these for the exhibition. Size 42 inches in length, 22 inches wide, 23 inches high. Weight 17 lbs. Will last a lifetime. A limited number only. Price.

\$4.50



Pillow Case Bargains

Pillow Cases, made from strong quality white cotton; all sizes. Regular 40c per pair. Special, 3 pairs for 95c.

Hemstitched Pillow Cases, made from fine white cotton; very neatly hemstitched; in all sizes. Regular per pair 45c. Special, 2 pairs for 75c.

Pillow Cases, extra strong; hemmed and hemstitched; splendid wearing quality; size 40 inches. Regular up to 70c per pair. Special 45c.

Embroidered Pillow Cases, pure white; scalloped and hemstitched ends; made from pure undressed cotton. Regular, per pair, \$1.50. Special 98c.

BUSTER AND WASH SUITS FOR LITTLE CHAPS

Buster Suits for small boys, in Holland, khaki and sky; side front finished with band of red and white trimming and small brass buttons. Regular \$1.50 each. Sizes 3 to 6 years. Special \$1.10.

Crash Sailor Suits, for boys 3 and 4 years; in tan and white. Also a few white drill suits with blue collar and cuffs, for boys 4 years. Values to \$2.95. Special \$1.35.

Buster and Blouse Suits, for boys from 3 to 5 years; in blue and white check and dark striped print. Regular \$1.00. Saturday special 65c.

Boys' Buster Suits in dark blue and white striped galatea, blue zephyr and cream linen; to fit boys 3 to 5 years. Regular \$3.00. Special, per suit \$2.00.



EXHIBITION

Calgary's Khaki Swing. It's Dominion. on active se Display at

If fine weather, good and excellent military and a big crowd coming, the executive 1915 exhibition should be a success. Nearly 85,000 people stood or sat in an idyllic sunshine on Thursday spectators at the opening day proceeded to the history of Calgary. Considering conditions made the best start before the opening of the afternoon event. The grand stand was when the military parade over 10,000 spectators the seats on the big big military march attraction, and it in measure made for the fair.

Colonel Cruickshank at the opening ceremony delivered the opening which he paid a war the boys who went to fight the battles of and referred to the adians and overseas who were doing the for the empire.

He said this war empire as nothing before. Accompanying Col. shanks were Colonel Lieut.-Colonels Macdonald, followed by the 50th, commanded by Col. the 50th, commanded by Col. the 51st of commanded by Col. wood; the 56th of commanded by Colonel the Army Service Major Aitken; and tachment of the A Corps.

It took more than for the soldiers to in front of the grand they were being Colonel Cruickshank after cheer went sands as they marched. The bands of the talions furnished marching.

The feature of evening was the d Battalion, under wood, and the mill which six massed pated. An Indian a half mile running