

At The "Fifth Avenue" Store

Another of the huge value-demonstrations for which our store is so well known. Here you can always be sure of quality at its best with prices so tremendously reduced that you'll find it of great advantage to your purse to buy your clothing NOW while we are holding our

Ready for your daily "dip"

Bathing Suits 60¢ Good strong Jersey in dark shades, with white facings; all sizes

Bathing Caps 15¢ Fine durable rubber in very dainty and becoming shades

ANNUAL REGATTA SALE

LADIES' DRESSES for all Occasions

Every Dress in Our Store has been Specially Reduced for this Sale.

Bungalow Dresses in Fancy Cottons

and Muslins in a wide choice of colors and styles. Cool and comfy for hot-day wear; all sizes. One price **1.25**

Pretty Light Cotton Voiles

In several dainty styles, and every size from Misses to Stouts **1.49**

Spot and Fancy Patterned Voiles

Straight line and other styles in a large variety **1.98**

Fancy Ratines, Voiles & Gingham 2.27

an attractive line of unusual merit. Half price at

Voiles, Ratines, English Broadcloths & Organdies

Just a delightful assortment of charming cool dresses for hot summer days **3.98**

Tub Silks, Voiles, Crepes and Broadcloths

The very last word in Summer Wash Dresses, delightful plain shades and fancy patterns **4.78**

To Clear **8.98** **100 Dresses** To Clear **8.98**
In Silks, Cantons and Crepe de Chenes, Fawns, Conna, Blue, Rust, various combination shades and Black; long and short sleeves and various style necks

To Clear **12.97** **75 Dresses** To Clear **12.97**
In Fawns, Browns, Navy and Black only. In order to clear out our surplus stock of Ladies' Dresses this group, many good value at \$27.50, have been reduced to clear at

Summer Party Frocks Picturing the very newest styles, lines and fabrics of this season's fashion show. Fawns, Blues, Greys, Tomato, Green, Taupe, Brown and fancy color combinations **From 7.90 up to 44.00**

Hot Weather Needs for the Kiddies

Gingham Panty Dresses 87¢ **Extra Quality Ratines, Ginghams and Linens 1.48** **Best Dresses 2.98**
Gingham Frocks 1.25 A large stock to choose from; all sizes **White Organdie 2.98**
Dainty lace and ribbon trims

150 Light Weight Coats

For Summer and Early Fall Wear
These are both lined and unlined. Our last shipment of these special Coats didn't last two weeks. We recommend them to all wanting a light, stylish and inexpensive Summer Coat **11.90**

HATS OVERBLOUSES

Every hat in our store is reduced to roughly half price for our Big Regatta Sale.

White and colors; all sizes.			
Muslins, Voiles and Linen	Fancy Voiles and Muslins	High Grade Lawns and Eng. B'cloth	Silk and Silk Crepes
1.25	2.90	3.25	4.75
6.50	98c.	1.25	1.90
			3.78 to 7.90

Ladies' Costumes 12.90

FOR ALL OCCASIONS—IN LIGHT AND DARK SHADES. the lowest. There is a very fine selection to choose from in a range of prices between the figures quoted. The highest **35.00**

Ladies' Sports Sweaters These are quite new, and were not opened when our ad. went to press, but our buyer has chosen the very newest styles.

Teddies 1.90 **Pyjamas 98¢**
Good quality all Silk Crepe de Chine in lovely shades
Fine White Cotton, with fancy stitching and frilled ankle; 1-piece style

GLOVES 15c up to 75c
The famous Kaysert Van Raelte Gloves in heavy silk. A new shipment

Ladies' Skirts 6.80
Beautiful Silk Roshanara and other heavy Crepes in pleated styles; all sizes and the following colors: Grey, Fawn, White, Navy and Black

Regatta Specials for MEN! MEN'S SUITS

All the latest summer weight Tweeds in new plain shades and mixtures, also in very high class Navy Serge.

Boys' Sailor Suits Swagger suits, with the genuine naval cut, and with long pants, in all sizes. One of the biggest values ever offered.

Men's Caps 98c Finest Tweeds and Velour Cloths in all the latest styles and shades