

TREMENDOUS PRICE - SLASHING SALE

in the SHOWROOM which means

For 10 Days only. **A Great Dispensal of Fashionable Apparel** For 10 Days Only.

Coats, Dresses, Waists, Skirts, Sweaters, Silks, Georgette Crepes, Crepe-de-Chenes, Ladies' Trimmed, Untrimmed and Millinery Hats. A Glorious Triumph in Underpricings. Viewed from every standpoint, it is one of the very best sales we have ever attempted.

One of the Big Events of this Mighty Sale--

DRESSES

Coloured Silk, Georgette and Crepe-de-Chene Dresses.

The season's newest and prettiest better grade Dresses, square and round neck styles, long and 3/4 sleeves, overskirt and frills; shades of Taupe, Mole, Brown, Saxe, Burgundy, Navy, Sand and Purple, etc. Some very pretty Duchesse Satin Dresses will be seen in this assembly. The following reductions are worthy of your attention.

Reg. \$17.00 for	\$14.89
Reg. \$22.00 for	\$19.25
Reg. \$25.00 for	\$21.90
Reg. \$32.00 for	\$27.67
Reg. \$35.00 for	\$30.59
Reg. \$40.00 for	\$34.59
Reg. \$42.00 for	\$38.49
Reg. \$47.00 for	\$41.00
Reg. \$50.00 for	\$47.25
Reg. \$55.00 for	\$48.49
Reg. \$60.00 for	\$54.75
Reg. \$65.00 for	\$56.45

Wash Dresses.

Suitable for house or street wear in pretty Striped Gingham and Plain Linens, with contrasting facings. Many lovely styles are here and our very moderate regular prices are lessened for this Sale.

Regular \$4.50 for	\$3.87
Regular \$5.00 for	\$4.25
Regular \$6.50 for	\$5.25
Regular \$7.50 for	\$6.50
Regular \$8.00 for	\$6.98

More White Dresses in Muslin, Voile and Organdie.

These very handsome Dresses offer excellent values; many of them embroidered and lace trimmed. Pretty Dresses for every occasion, all underpriced for this July Sale.

Regular \$10.50 for	\$9.69
Regular \$12.00 for	\$10.75
Regular \$15.00 for	\$12.98

Maids' House Dresses

Neat, Simple Styles in Black Cashmere; high and low neck, showing White Collar and Cuffs.

Regular \$6.00 for	\$4.98
Regular \$6.50 for	\$5.59

Coloured Voile and Muslin Dresses

This is an assembly that we want to show you particularly. They possess style and attractiveness in a marked degree; low neck, 3/4 sleeve, or long sleeve, overskirt pointed or plain. Truly pretty Summer styles, marked at saving prices.

Regular \$ 7.50 for	\$ 5.98
Regular \$ 9.00 for	\$ 7.98
Regular \$12.00 for	\$10.89
Regular \$13.50 for	\$12.75
Regular \$15.00 for	\$12.69
Regular \$16.00 for	\$14.95
Regular \$30.00 for	\$15.75

SEPARATE SKIRTS

Ladies' White Skirts

We have ever so many pretty Skirts ready for this Sale. Skirts in White Pique, Jean, Gabardine and Tricotine, etc., belt and pockets. The following reductions are worthy of your notice:

Regular \$2.50 for	\$2.49
Regular \$3.50 for	\$3.49
Regular \$4.00 for	\$3.95
Regular \$4.50 for	\$4.95
Regular \$5.70 for	\$5.65
Regular \$6.50 for	\$6.95
Regular \$7.00 for	\$6.98
Regular \$7.50 for	\$6.49

Colored Silk Eolienne and Poplin Skirts.

Smart hanging Skirts to show off your prettiest shirt-waist summer time. At their regular prices these are real good values.

Reg. \$8.00 for	\$4.98
Reg. \$7.00 for	\$5.98
Reg. \$3.00 for	\$6.98

Silk Tricotelette Skirts.

A few very special Skirts that we don't intend to carry over to another season. The two lines presented here are value for \$25.00 and \$30.00, and our regular prices for these get special cuts.

Reg. \$24.00 for	\$21.89
Reg. \$35.00 for	\$28.98

Black and Coloured Mouselaine Silks.

Reg. \$2.50 yard for	\$2.39
Reg. \$3.00 yard for	\$2.85
Reg. \$4.00 yard for	\$3.75
Reg. \$5.00 yard for	\$4.49
Reg. \$6.00 yard for	\$5.49

Wash Satin Skirts.

These we have in White, Heli, Pink and Gold; dressy looking Skirts, with their prices pared to the finish for this Sale.

Reg. \$15.00 for	\$12.95
Reg. \$18.00 for	\$16.49

Silk and Satin Skirts.

Black and Coloured Silk Taffeta Skirts, as well as Baronet Satin Skirts in plain and striped. Some of the handsomest styles in the store are here.

Reg. \$ 8.00 for	\$ 6.98
Reg. \$10.00 for	\$ 8.98
Reg. \$12.00 for	\$10.98
Reg. \$15.00 for	\$12.95
Reg. \$17.00 for	\$14.95
Reg. \$20.00 for	\$18.25



Charming BLOUSES

Shantung and White Silk "Middy" Blouses.

The Season's own styles are presented here. The range is somewhat extensive; the girls' sizes range from 6 to 14 years and the ladies' from 36 to 40 inch.

Regular \$ 5.50 for	\$4.75
Regular \$ 6.50 for	\$5.98
Regular \$ 7.50 for	\$6.69
Regular \$ 8.50 for	\$7.45
Regular \$10.50 for	\$8.98

White Jap Silk Waists.

Pretty Waists for special occasions. Waists to wear with your prettiest Skirt. Waists for indoor and outdoor wear, now at prices that invite your attention. The following reductions mean values out of the ordinary.

Regular \$ 5.00 for	\$ 4.59
Regular \$ 6.50 for	\$ 5.79
Regular \$ 7.00 for	\$ 6.98
Regular \$10.50 for	\$ 8.98
Regular \$12.00 for	\$10.89
Regular \$13.50 for	\$11.98

Georgette Waists.

Lovers of Georgette Waists will revel with the exquisite daintiness and exceptional values here. Our stock was never so varied nor so well chosen. Come and see for yourself.

Regular \$ 7.50 for	\$ 6.98
Regular \$ 8.50 for	\$ 7.98
Regular \$ 9.00 for	\$ 8.98
Regular \$10.00 for	\$ 9.98
Regular \$12.00 for	\$10.75
Regular \$13.00 for	\$11.25
Regular \$14.00 for	\$11.98
Regular \$16.00 for	\$13.98
Regular \$20.00 for	\$18.75

Crepe-de-Chene Waists

Of Especial Loveliness in Slip-over, Jumper and Shirt Waist Styles.

Our description could not possibly convey to you the unusual loveliness and daintiness of these, so we refrain with a meagre outline of their cut and trim—V, Round and Square neck style, long and short sleeves; embroidered and beaded effects here and there. The shades bring Navy, Blue-Dawn, Rosa, Flesh, Peach, Sand, Grey, Taupe, White and Black. We urge you to come and see these values.

Regular \$ 7.00 for	\$ 5.98
Regular \$ 8.50 for	\$ 7.98
Regular \$10.00 for	\$ 8.78
Regular \$12.00 for	\$10.98
Regular \$15.00 for	\$12.25
Regular \$17.00 for	\$14.89
Regular \$18.00 for	\$15.79
Regular \$20.00 for	\$17.98

Black and Coloured Crepe-de-Chenes.

Regular \$1.70 yard for	\$1.49
Regular \$2.50 yard for	\$2.25
Regular \$3.20 yard for	\$2.87
Regular \$3.50 yard for	\$2.98
Regular \$3.90 yard for	\$3.69
Regular \$4.50 yard for	\$4.25

Black and Coloured Georgette Crepes.

We have a goodly array of these in all the most-liked shades and good Black.

Regular \$2.50 yard for	\$1.89
Regular \$2.70 yard for	\$2.39
Regular \$3.70 yard for	\$3.49
Regular \$4.50 yard for	\$4.25
Regular \$4.80 yard for	\$4.49

Its a great opportunity to buy Summer COATS

Ladies' Spring and Summer Coats.

Coats in three-quarter and full length styles, showing Velour Cloths, Silverstone and pretty Jersey Coats. A few at each of the following prices:

Regular \$30.00 for	\$23.45
Regular \$35.00 for	\$28.95
Regular \$42.00 for	\$30.75
Regular \$45.00 for	\$34.75
Regular \$75.00 for	\$67.98

Ladies' Black Coats in Silk Taffeta, Duchesse Satin, Moire and Cord.

Coats to suit the season, offering exceptionally good values. They were all personally selected, and as it is not our intention to carry them over to another season,

we have made deep price cuts to move them during this Sale.

Regular \$30.00 for	\$24.98
Regular \$35.00 for	\$28.75
Regular \$40.00 for	\$36.89
Regular \$47.00 for	\$42.67
Regular \$50.00 for	\$45.00
Regular \$60.00 for	\$49.98

Ladies' Sweaters.

You will find the Smartest Styles of the moment here—Coat Slip-over and Jumper styles, in Silk and Wool. All the fashionable grades will be seen at their best. It's really a good time to select one.

Regular \$ 7.70 for	\$ 6.98
Regular \$ 8.50 for	\$ 7.98
Regular \$10.00 for	\$ 8.98
Regular \$12.00 for	\$10.98
Regular \$14.50 for	\$12.98
Regular \$15.00 for	\$15.98
Regular \$20.00 for	\$17.98
Regular \$23.00 for	\$19.89
Regular \$28.00 for	\$24.98

Black and Silk Eolene and Lustre Coats.

Here will be found Coats of distinctiveness, moderately priced; neatly trimmed and finished; assorted sizes.

Reg. \$27.00 for	\$23.89
Reg. \$33.00 for	\$29.98
Reg. \$35.00 for	\$32.49
Reg. \$40.00 for	\$34.98

Striped Tricotelette and Silk Blouses and Jumpers.

These are long and short sleeved; sizes 36 to 46 Bust. Every one the very latest for 1920. The many events of Summer are ahead and just such styles will be seen everywhere. Our price cut should interest lovers of the new things in this line.

Regular \$ 7.00 for	\$ 5.98
Regular \$ 9.00 for	\$ 7.95
Regular \$10.50 for	\$ 9.95
Regular \$13.50 for	\$12.45
Regular \$15.00 for	\$13.98

SILKS SALE-PRICED

Coloured Shantung Silks.

One of the very best of wearing and consequently the most serviceable Silks you could buy. Shades of Sand, Peach, Sky, Saxe and Navy.

Regular \$3.00 yard for	\$2.78
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Natural Shantung Silks.

Nice for Middy Blouses; nice for Waists, whole Dresses and blends with almost any shade for trimming.

Regular \$2.60 yard for	\$2.29
Regular \$2.75 yard for	\$2.49
Regular \$3.25 yard for	\$2.69

Coloured Jap Silks.

These are 36 inches wide, nice light dressy looking Silks and very popular for Dresses or Waists. Delightful and inexpensive for Children's Dresses.

Regular \$2.20 yard for	\$1.89
Regular \$2.60 yard for	\$2.29

Jap Silks in White and Black.

Our entire stock is thrown into this Sale, and we can put forward some very excellent values for Silk buyers.

Regular \$1.90 yard for	\$1.69
Regular \$2.75 yard for	\$2.48
Regular \$3.30 yard for	\$2.98
Regular \$3.80 yard for	\$3.25
Regular \$4.40 yard for	\$3.98

Shot Taffeta Silks.

Regular \$5.00 yard for	\$4.59
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Shot Duchesse.

Regular \$6.00 yard for	\$5.79
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Fancy Brocaded Duchesse.

Handsome looking shades in Brown, Navy and nice Fancy Black.

Regular \$7.00 yard for	\$6.29
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Taffeta Silks.

Reg. \$3.50 yard for	\$3.25
Reg. \$3.90 yard for	\$3.45
Reg. \$4.75 yard for	\$4.29
Reg. \$5.50 yard for	\$5.25
Reg. \$6.00 yard for	\$5.69

Black and Coloured Pallette Silks.

Reg. \$3.75 yard for	\$3.40
Reg. \$4.00 yard for	\$3.69
Reg. \$4.50 yard for	\$4.15

