Fruits

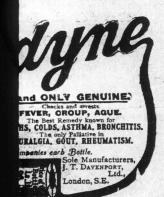
.....121/2¢ pkts., two for ... 25¢

Grocery s and Douglas Streets

Cotton Hose

awn Mowers Fencing

ware Co., Ltd.



Anchovies nolesome

st, luncheon or supper table, popular prices:

LTED CLAMS, per bottle.40c & B. SARDINES, 2 tins..25c & B. SARDINES, large CHOVIES in kegs.....50c

TODAY

ream for.....10c

SS & CO.

d St. Tels. 52, 1052, 1590

rths, Marriages & Deaths BORN.

REGOR—At the Bend, Oak Bay, rs. J. Herrick McGregor, of a daugh-r, April 30, 1969. T-On Saturday, May 1st, to the of W. A. Hurst, a daughter. LKER—On Sunday, April 25, 1909, the wife of D. I. Walker, engineer, the B. C. E. R. power house, Gold-ream, a son.

NER-LE-GEYT-On Appropriate Townsend, Mr. Karl Miss Maudie Elizabeth daughter of Mrs. Card and stepof Mr. Card.

DIED.

NON—At Vancouver, B. C., on all 29th, Albert Archibald, eldest of the late Charles and Mrs. Verlaged 29 years; a native of Vicla, B. C. la, B. C.
VIS—On the 27th April, at Pocalo, Idaho, Agustus R., only son of
s. Julia Travis of this city, aged
years, 9 months. Born at Port-

DENT'S

LADIES'

GLOVES

Exclusive Departmental Sophistries



IT SOUNDS honest to say: that because a departmental store deals in fifty different lines it can buy cheaper than the firm specializing in selected lines only; but the sound is the only honest thing about it, the rest is mere sophistry. Those who utter such wily arguments omit to tell you: that the fifty different lines are made and marketed by fifty different firms, from whom they buy separately, and that, the firm specializing in the selected lines probably buys twenty times as much from each maker: thereby obtaining THE FIRST SELECTION, THE CREAM OF THE GOODS, AND A LOWER PRICE than the department store, whose purchasing powers are naturally diminished by lack of concentration owing to the extent of ground which their expenditure has to cover. It is the solid fact of CONCENTRATION OF PURCHASING POWERS entirely on Ladies, Misses and Children's READY-TO-WEAR garments which gives us the predominating position in price, selection and delivery-we specialize, and the result of the concentration of our money and energies is that CAMPBELL VALUES enable CAMPBELL'S CUSTOMERS to effect a very large saving in the cost of dressing, in addition to being

gowned in the perfection of the season's modes; that is why the best dressed ladies in the West inevitably shop at CAMPBELL'S.

COSTUME SPECIAL

THESE ARE superb sample suits, fresh from the workshops of three of the most celebrated master tailors. Delicate grays, new blues, fawns and greens are the leading colour-shades, but these are deftly designed in self stripes and self colours, giving an exclusive motif to the colour-tones in addition to the exclusive cut of the garments. These striking models are easily worth \$35 and \$45 per costume, but we got a big discount for cash, so we are in a position to place them on sale at the phenomenally low price of





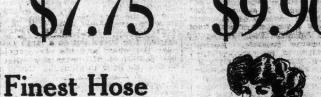
at 90¢
SILK VESTS, \$1, very extra quality
at 22.00
LADIES' COMBINATIONS, 90c Liste,
\$1.25. Silk \$2.75
CHILDREN'S VESTS, splendid values
20c and 25¢
CHILDREN'S ZENITH BRAND
VESTS from 35¢



for Ladies Misses and Children

LINEN COSTUMES

PERFECT DREAMS! Strictly hand-tailored linen costumes, cut in the perfection of this season's very latest modes in exquisite fashions to give that modish tone so necessary to the well-dressed woman of today. Colours are the most dainty and delicate of the new art shades, both self tones and elegant contrasts of collar and cuffs. The materials used are superfine in both quality and texture-the prices are most moderate-here are three special values:-



LADIES' SILKETTE HOSE, new model shapes, in blacks and tans,

the new dainty colors, match VERY DAINTY EMBROIDERED LISLE, extraordinary values in tans. grays, champagnes, etc., at, per

LADIES' PLAIN LISLE HOSE, in all

MISSES' SPECIAL HOSE, "The Princess," black and tan, very fine liste according to size, per pair, from



PRINCESS JUMPER SUITS in the daintiest and softest of fine muslins, with

fine lace insertions, in white and pink, white and mauve, white and blue, and

PRINCESS DRESSES, beautiful art creations in muslin-the very latest of mus-

GRASS LINEN PRINCESS GOWNS, extremely fashionable for this summer's

smart wear, beautifully trimmed and beautifully finished, a great bargain at .\$7.50 CHILDREN'S WHITE DRESSES, in organdies, spot muslins, nainsook and lawn,

very modish and artistic styles, pretty lace and embroidery trimmings, for ages

from 6 months to 6 years, at the low prices of \$4.50, \$3.50, \$2.50, \$1.25, \$1.00

CHILDREN'S SAMPLE DRESSES, in finest white lawns and organdies, for chil-

dren from 8 to 10 years; extraordinary values at the following range of prices,

SUNSHADES ISSOM LINGERIE

AT \$1.25 we are showing dainty floral Sunshades, superior materials, very smart

AT \$1.75 positively the greatest value ever given in new and very up-to-date parasols. They are in the very artistic China and Greek designs, mounted on cane and AT \$2.25 something very choice in silk, self colours, plaids and Dresden floral, very

AT \$2.75. These are extra special Parasol values, heavy silk, Greek key border, and floral designs, extremely smart handles.

AT \$3.50 we are selling the daintiest Dresden silk floral sunshades, new polished AT \$3.75 very exclusive, hand-embroidered sunshades, the embroidery is in silk on

finest linen, colours or white. AT \$4.50 Paris silk sunshades, in the new self stripes, new square handles, very select and extremely fashionable. AT \$5.00 Exquisite, model, Paris Sunshades, masses of fine lace and embroidery,

wiz.: fom \$7.50 down to\$2.25 SEE OUR WINDOWS SEE OUR WINDOWS



Everything

Reacy-to-Wear



FINE FRENCH GLOVES

We have all the new shapes in the leading corsets—new goods, fresh from the most renowned corsetiers, in such quantities and covering such a wide range as to make our corset department the best equipped in the West. The comfort of our customers, in the fitting and trying on of corsets, is a leading feature in our business. The pockets of our customers are never unduly taxed, as the following range of prices will abundantly demonstrate: "NEMO," self-reducing corsets, for which we are sole agents in Victoria, from \$3.50 to \$6.50. "LA VEDA," the queen of corsets, for which we are also sole agents, \$4.25 to \$6.25, "C. B.," a la spirite, from \$1.50 to \$4.75. "W. B. nuform," from \$1.50 to \$4.25. "D. & A.," from \$1 to \$4.25. GIRDLE CORSETS, from 25c up. HYGIENIC WAISTS, from 30c up.

"THE HOME OF THE DRESS BEAUTIFUL," .1010 GOVERNMENT STREET, VICTORIA, B. C.