

## Household Linens

# WASH GOODS

## Below Cost

The biggest assortment of dainty designs in good quality of Muslin we have yet shown, for per yd., 15c

# SPORT

**25c**  
**WINDOW**

25

# GRAY'S CHINA HALL

OUR  
ICE CREAM

**MOUNTEER'S, KENT BAKERY**

# The Sovereign Bank of Canada

**PAID UP CAPITAL: \$5,000,000.**

burdens to life.

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God help the man who thinks b

all efforts to resuscitate him failed. The body was taken to Toronto for interment.

## Baby Carriages and Hammocks

**Electric Wiring  
Electric Fixtures  
Gas Mantles  
and Burners  
Launches, Autos,  
Door Bells, Etc.  
for Electric Supplies  
Gas Fixtures**



# Sportsmen Say

It Pays to  
Trade at  
**Briscos'**

**H. W. Ball & Co**

# MID-SUMMER CUT-PRICE SALE

## "How can Ball do it and Live?"

Was the pertinently put question of a big merchant from another big city, and likely he's gone home to figure it out. We've figured it out, we made our "living" prices weeks ago. This store was busy selling goods when other stores were quiet. You may call it "sensational" bargain giving or "frenzied" finance, but the facts are here in great big substantial piles of Dry Goods, and that we are selling the finest qualities at prices that wouldn't cover "invoice" if we were buying over again. It's goods we bought for this season's trade that we're selling and every yard has to fly—now it's up to you to catch the flyers and save yourself dollars & dollars in the finest merchandise we've ever had to sell you. The Mid-Summer Sale is going a swift pace and you wouldn't wonder if you took the pains to see how prices are snapped in two.

# FOR THE LAST WEEK OF JULY

We will have some splendid bargains in many cases the qualities are scarcely large enough for us to advertise.

## Lingerie Dresses

For instance only one or two dresses of a kind so we group prices thus :---

\$ 4.00	Dresses	for	\$2.98
6.50	Dresses	for	4.98
10.50	Dresses	for	7.48
13.75	Dresses	for	9.98

most of them are American made dresses and less price than you would pay ordinarily,

## White Linen Suits

Skirt and waist to match, good quality linen, made with pleats and the waist and skirt is embroidered in eyelet embroidery, the sleeves are 3/4 or long lengths, the reduced price is little more than you would pay for material---\$4.59.

## Whitewear

Broken lines or nearly sold out lines are marked for a clearing bargain---drawers, corset covers, skirts, night gowns, different prices from the cheap to the best, all greatly reduced to clear.

**SAVINGS ON WHITE BLOUSES---HIGH-CLASS GOODS.**

<b>\$1 and \$1.25</b>	<b>\$1.75, \$2 &amp; \$2.25</b>	<b>\$2.50 and \$2.75</b>	<b>\$3.50, \$4.25 &amp; \$5</b>
Blouses for 59c	Blouses for \$1.48	Blouses for \$1.98	Blouses for \$2.68
<b>Lovely Styles</b>	<b>Splendid Qualities</b>	<b>Best Makes</b>	<b>Clearing Prices</b>

# H. W. BALL & CO.,

## King Street, Chatham