

739
Yates St.

Gordons Limited

Phone
1391

Ladies' and Children's Outfitters

Our Prices are Always the Lowest

We have just received new shipments of Dainty Cotton Fabrics
in many new and novelty weaves.

LADIES' SUITS IN NEWEST STYLES FROM
\$12.75 up

Opening of Our Bargain Floor in the Basement

A new feature in connection with this store is the opening of the Bargain Floor. This principle has been carried out with great success in all the great stores of London, and with us it has already met with the approval of thousands of citizens of Victoria. We will continually keep the tables full of genuine bargains; not cheap trash, but real good merchandise, at such prices that will keep us busy attending to the crowds who appreciate such opportunities to save money.

**Make It a Habit to Visit Our Bargain Floor Whenever You
Are in Town**

We have some extraordinary values in Silk Hose, Ladies' Underwear, Fine Taffeta Silks, Kimono Cloths, Fancy Muslins, Underskirts, Cotton Dresses, Waists, Gingham, Children's Dresses, Towels, Quilts, Kimonos, Piques, Cotton Cashmeres, Cottons and Neckwear.

Exclusive Agents for Dorothy Dodd Shoes for Women

Please patronize our Advertisers and mention our paper.