

Advance Sale of Men's Overcoats \$15



\$20.00 and \$22.50 Values for ..... \$15. Our makers' sample line, 110 of them in all the newest and smartest of this season's models.

Exceptional Values in Popular Priced Suits. There are many men in the city who are looking for a suit that combines all the essentials of a good suit, but at moderate cost.

Correct Style for Men. These are the hats men are buying and they're buying them with constantly increasing satisfaction.

Fall and Winter Styles in Boys' Attire

Our supremacy in boys' clothing is undisputed. It is manifested not only in the lowness of our prices, but in the beauty of the styles and the greater amount of wear the youngsters get out of our garments.



Boys' Suits and Overcoats, made of imported English and Scotch tweeds in the newest models.

Boys' English Ulster Overcoats, cut with deep reversible collar, full box back, with belt, storm cuffs, a very roomy and serviceable overcoat for growing boys; ages 6 to 16 years

\$5.95 to \$16.50

Overcoats for small boys, ages 2 1/2 to 7 years, made in two models, Russian collar, double-breasted ulster style, in pretty shades of fawn, gray, brown and blue; very warm and serviceable.

\$3.95 to \$8.50

Boys' new season's Buster Brown Suits, in Russian collar and sailor collar style, in russet brown, gray, mixture, blue and novelty stripes; ages 2 1/2 to 7 years.

\$3.50 to \$17.50

Boys' New Model Fall and Winter Suits, made of imported tweeds, in gray and brown mixtures, with bloomer or plain knee pants; a very smart and perfect fitting suit, to fit boys 6 to 11 years

\$3.95 to \$7.50

\$4.50 to \$10.50

Ribbons

Fancy Floral Ribbon, 4 1/2 inches wide, in rose patterns on colored taffeta ground, in a good range of colors, suitable for fancy work, etc. Per yard

25¢

Hundreds of yards of rich Duchesse and Taffeta Ribbons from 6 to 6 1/2 inches wide, in an extra firm weave, bright nice finish, with just the required finish for making nobby millinery bows, etc., in a complete range of both light and dark shades. Per yard

25¢

Children's Sash Ribbons, in excellent taffeta, in a full range of colors. The ribbons are fully 7 1/4 inches wide. Special

20¢

Extra special line of stripe Ribbons, in all the newest designs and color combinations; excellent millinery ribbons. Per yard

25¢, 35¢, 30¢ and 45¢

New Idea Patterns 10c

September Sale of China and Glassware

Today we write "Finis" on another successful selling event in our popular china section. A sale which has given both our patrons and ourselves much cause for self congratulation, our patrons because of the very substantial money savings they have effected, ourselves because of the appreciation and confidence customers have manifested and their ready response to our announcement.

Open Stock Pattern Dinnerware Sets or Matchings, 33 1/3 per cent discount.

Toilet Sets, 10 pieces, regular \$3.50. All colors and shapes. Special

\$1.98

Tea Sets 40 pieces, semi-porcelain or china, Half Price.

Tumblers, extra special, dozen

\$4.00

Cut Glass Jugs, tall and very heavy blanks, superior cutting. Regular \$12.00. Friday and Saturday

\$5.00

Cut Glass Tumblers, full crystal and nicely cut. Regular \$1.00 each. Friday and Saturday

\$2.25

Wine Decanters, pretty patterns, each

25¢

White Covered Vegetable Dishes, very special, each

15¢

Grocery Specials

Pryjo Teas and Coffees. These blends are carefully selected, are specially adapted to the peculiar waters of the district and invariably give absolute satisfaction.

Pryjo Tea—A Blend, per 1-pound packet

\$1.35

31-pound canister

\$2.25

31-pound canister

\$1.10

31-pound canister

\$1.10

Pryjo Coffee, fresh roasted daily, per lb. 35¢, 40¢ and 50¢

per cent off 5 and 10 pound parcels.

Egg-o Baking Powder, Half Price.

Singapore Pineapples, regular 15c per dozen

\$1.19

Wines, all regular 65c, 3 for

\$1.25

Biscuits, Huntley & Palmers, 35c lines, per pound

25¢

Mooney's, assorted packages, regular 2 for 25c, 3 for

50¢

Corn Flakes, per dozen

95¢

Apples, finest winter stock, full assortment, per case

\$1.50

Grapes, Concord, per basket, about 8 pounds

60¢

Peaches, Crawford and Albertas, freestone, per case

60¢

All fruits leave the store in perfect condition.

PROVISIONS

American Hams, whole, per pound

19¢

Hams, No. 1, whole or half, per pound

21¢

Bacon, bellies, per pound

23¢

STORE OPENS 8:45 CLOSSES 6:00 P. M. SATURDAY 9:30.

PRYCE JONES

(CANADA) LIMITED

Phone Exchange: 1191 Grocery Phone 1492

STORE CLOSSES WEDNESDAY AT 1:00 P. M.

MEN'S FURNISHINGS

New Fall lines at special prices. We have made our selections for this new season with the greatest care. We have bought furnishings of a class and character that will appeal to the man who likes neat, tasteful, and yet stylish fixings.

Men's Samples of Lined and Pull-over Mitts, less 20 per cent off marked prices.

Men's Tan Cape Gloves, in the newest shades, P. X. M. seams, one-dome fastener; every pair guaranteed. Pryjo special, per pair

\$1.00

We have a very large assortment of Men's Sweaters, both in coat and pull over, in every conceivable shade. Pryjo guarantee goes with every one. Prices \$1.00 to \$10.50

Men's Heavy Elastic Rib Underwear, ribbed cuffs and ankles, unshrinking, all sizes. Pryjo price, garment

75¢

Boys' Heavy Elastic Rib Underwear, ribbed cuffs and ankles, unshrinking, all sizes. Pryjo price, garment

85¢

Boys' Elastic Worsted Jerseys, in khaki only, unshrinking, fast colors. Pryjo special 95¢; Hockey Cap to match 45¢

Baby Carriages at 25 Per Cent. Off

Several lines in which we are a little overstocked will be subjected to this special reduction Saturday.

\$27.00 Palace car, in dark red maroon, for

\$20.25

American Collapsible Cart, in tan

\$15.75

\$27.00 American Collapsible Cart, automobile top, wooden sides

\$20.25

\$32.00 large wheels, English park shape, double carriage in dark red, for

\$24.00

\$17.00 small size Carriage, in olive green

\$12.50

\$30.00 light Wicker Palace Car, gray buggy, top hood

\$22.50

Stationery Department Specials

Our high grade Writing Tablets, note size, regular 15c. Special, each

10¢

Our high grade Writing Tablets, letter size, regular 25c. Special, each

10¢

Envelopes, regular 5c packet. Special 3 for

10¢

Envelopes, regular 10c. Special, 4 for

25¢

Boxes of Paper and Envelopes, regular 35c. Special

25¢

Stenographers' Notebooks, official size, regular 10c each, 4 for

25¢

Bicycle Second Playing Cards, reg. 5c. Special 10¢

School Scribblers and Exercise Books, regular 5c. Special 3 for

10¢

School Pencils, best quality, regular 15c dozen, special, dozen

10¢

All the latest popular Books of Fiction, regular 65c. Special

50¢

The White House Cookbook, full size edition. Regular \$1.00. Special

75¢

Webster's Dictionary, latest full size edition. Regular \$2.50. Special

\$1.95

English Magazines, 15¢

American Magazines, each 20¢, 2 for

35¢

Ivory Taffeta Linen Note-paper, per lb. packet, 100 sheets, regular 25c. Special

20¢

Envelopes to match, boxes of 75, reg. 25c. Special 20¢

Cold Weather Gloves and Mitts

For ladies and children. There is an infinite variety to select from and prices and qualities to meet every demand.

For immediate wear ladies would find our Real Nappa Gloves the most pliable and comfortable; they have all the appearance of dress kid, combined with the required warmth.

All sizes, in either one or two domes

\$1.10

Ladies' Wool Gloves, Scotch knit seamless fingers, in every respect equal in appearance and make; plain colors and heather mixtures. Price

50¢

Protect your evening gloves by wearing our long white Wool Gloves pulled over, also you get the required warmth going to and from the dance or entertainment. All sizes

\$1.00

Women's Ready-to-Wear Apparel

Suits, Coats, Dresses, Waists—Fine elegance, individuality of styles and perfection of workmanship marks every garment in one collection. It embraces exclusive novelties from the far famed foreign designers and a magnificent collection of faithful copies culled from New York and the best Canadian houses.



Tailored Suits—Prices from

\$15.50

Princess Dresses—Prices from

\$9.50

Women's Coats—Prices from

\$7.50

Waists—Prices from

\$2.50

THE NEW HATS



One thing that makes Pryce-Jones' Millinery Section distinctive is the fact that we show new hats as quick as the style becomes known. Newer styles are displayed today in comparison with yesterday, this week with last week.

Our October carload of Pryjo Baggage will be in Calgary on Saturday, and as usual we will clear the balance of September stock at half price.

Special Suitcases, all sizes, with or without straps outside. Regular \$8.25. Special \$3.95

Travelling Goods at Half Price

Pryjo Baggage is well known; it needs little exploitation. The enormous quantity sold weekly is more than sufficient proof. Our Trunks are made of the best grade of 3-ply basswood veneer lumber. The drawers, partitions, trays, etc., are reinforced by riveted angle steel, first-class workmanship is in every trunk, all of which creates satisfied patrons, a result we are always striving for.

Ladies' Pure Wool Llama Stockings, fashioned legs, seamless feet, the yarn used in making these is long fibre and therefore durable, the dye absolutely fast. Reg. value 65c. Special 50¢

Cold Weather Hosiery of Surpassing Value

All Wool Ladies' Stockings for 25¢. A few only, perfectly seamless, high grade yarn, durable and fast dye.

25c

Bargains in Children's Hose. This is not a one-day offer, but is a line we have been selling well for some time and hope to do so for longer yet, as we hear nothing but praise for their comfort, appearance and durability.

It is a ribbed stocking with strong double knee, suitable for boys or girls. Black and tan, in all sizes.

6 1/2 2 7 7 1/2 8 8 1/2

35¢ 39¢ 43¢ 47¢ 51¢ 55¢



Little Darling Hose, soft all wool cashmere, every color and all sizes

4 to 7 inch.

25c

Ladies' Plain Cashmere Finish Hose, seamless throughout, very strong, durable, in all sizes; 8 1/2 to 10. Regular 35c. Special 20¢

Boys' or Girls' School Hose, medium weight but very strong and durable, with double knees and seamless feet. We think our patrons will thoroughly appreciate these and will be pleased with the result; all sizes 6 1/2, 7, 7 1/2, 8, 8 1/2

30¢

Knitted Aviation Caps and Motor Hoods

Like the Sweater Coats these useful cold weather head coverings have come to stay and just as the sweater coat gradually evolved from a nondescript garment whose chief recommendation was warmth, to the clever modes of today so these caps and hoods have an added beauty of form and coloring each season.

We bought freely in anticipation of the new season and can promise you not only the newest effects, but most excellent values.

Aviation Caps, made of plain colored yarn, in navy, cardinal, gray and sky and the two color effects; i. e., navy and white, sky and white, cardinal and white and two-tone effects, in browns, greens and grays. Special value at

\$1.25

Ladies' Woolen Motor Hoods at \$1.65 and \$2.00; newest effects in two-tone mixtures, white foundations with cardinal, navy, helio, champagne, and many other colors.

Special Sale of Draperies & Rugs

A GREAT PRICE INDUCEMENT IN ENGLISH SEAMLESS AXMINSTER RUGS

Tomorrow is the last day to secure one of these beautiful rugs at the undermentioned prices. Fine range of designs, greens, fawns, blues, turkey, etc., also plain centres with chintz borders.

Size 3 x 3 yds. Reg. \$32.00. Sale \$22.00

Size 3 x 4 yds. Reg. \$42.00. Sale \$28.75

Size 3 x 3 1/2 yds. Reg. \$37.50, Sale \$25.00

Size 3 1/2 x 4 yds. Reg. \$50.00. Sale \$35.00

A Three by Four Yards English Velvet Rug for \$20.00—These rugs are remarkable value at \$30.00 each. They are woven in one piece. Only a few to be sold. The design is beautiful medallion centre, with the ground in shades of green. The centre surrounded with a wreath of pink rosebuds and ribbon work. Also the same design in fawn ground. Size 3 x 4 yds, Saturday only \$20

A Quantity of Brussels Rugs—For Saturday selling in the newest designs and colorings. Small pattern effects, suitable for bedrooms, also designs suitable for dining rooms. Colors for every room. Size 3 x 3 yds

\$18.00

Size 3 x 3 1/2 yds

\$20.00

Size 3 x 4 yds

\$22.00

English Tapestry Rugs—Will give good service, look well and wear well, and at the price offered, as good a covering for the floor as is obtainable. We have as nice a range of designs in this quality as can be shown and all the useful shades of coloring including pretty greens with pink, also fawns

crimson, etc. Look these rugs and our prices over on Saturday. They will interest you we feel sure.

Size 3 x 3 yds

\$8.75

Size 3 x 3 1/2 yds

\$10.75

Size 3 x 4 yds

\$11.75

Tapestry Stair Carpets, 27 inches wide—Large range to choose from in serviceable coloring and designs. Good heavy quality, greens, crimson, fawns, etc., will wear well and give every satisfaction, per yard

65¢

A Great Special in Velvet Door Mats—Six designs to select from, regular shades and coloring, not many left. Reg. 75c, Saturday only, each

40¢

A Hundred Axminster Rugs, for \$2.75 each, Saturday—These rugs are of the best make, in oriental and chintz designs, also medallion centres. Beautiful rich shades of fawns, greens, etc. Size 27 x 54 inches. Reg. \$3.50, Saturday

\$2.75

English Cretonnes, 12 1/2-20 yard—50 different designs to be cleared out Saturday; all shades obtainable; good quality, fast colors. Saturday, per yard

12 1/2¢

250 pieces of Beautiful Curtain Nets, Colored—Curtain Strains, Madras Muslins, etc., at yard

25¢

These are the very newest designs, the nets are in Arab and ivory shades, the strains with white centres and neat colored borders, also eurg grounds. Regular 30c, 35c and 40c yard. Your choice Saturday only, per yard

25¢

Three or four yards wide Heavy Scotch Linoleum, for 6cc square yard—Beautiful range of designs in block or floral patterns. Lay your floor seamless and then you will get the wear out of your linoleum; no seams to wear out. Your floor covered in one piece; 3 or 4 yards wide. Square yard

60¢

Window Shades at 45c Each—Mounted on good spring rollers, two yards long by 37 inches wide; dark green, light green, cream, etc. with fittings complete. Saturday

45¢

New Lace Curtains—Come and look them over. On Saturday we will offer special Nottingham Lace Curtains in the newest designs, at, per pair

\$5.00, \$1.25, \$1.50 and \$1.75

200 More Comforters at \$1.35 Each—Those of you who have bought of these already know what this means; only 200 left, covered in English cambric, well filled, large size. Saturday, each

\$1.35

Would You Like Large Flannelette Blankets?—The largest size made and the best quality, in white or gray, with blue or pink borders. Regular \$2.25 pair. Saturday, per pair

\$1.75

THE

W. M. DAVIDSON A. A. MOORE W. W. CHEELEY

MOR

Per Year Per Month Per Copy

WEB

Per Year

EDITOR-IN-CH