

Friday Bargains

SPLENDID ECONOMIES IN GOODS THAT WILL BE SEASONABLE AND SERVICEABLE FOR SIX MONTHS TO COME

You can always depend upon getting big values at Pryce Jones, but on Friday of each week we give extraordinary values. Wonderful bargains that are really unmatched. Join the crowds today and do your shopping at this store. All cars transfer to Pryce Jones.

These Prices Will Interest Men With Furnishings to Buy



Men's Negligee shirts in the season's newest designs with reversible turn down collar, is splendidly made, fast colors, our price

\$1.25 and \$1.50
Boys' white mesh underwear just the thing for summer wear, ribbed cuffs, unshrinkable, our price **35c** garment

Men's 2 thread Egyptian balbrigan underwear in natural, white, sky and black, very fine finish, most comfortable, unshrinkable, our price, garment **50c**

Men's colored lisle thread half hose, in a large assortment of colors to choose from, fast colors, our price, pair **25c**

Men's fine Ceylon pyjamas, in neat stripes, fast colors, fine finish, very comfortable, our price, suit **\$2.00**

Men's Navy Engineers shirts with turn down collar, large and roomy, indigo dye, pocket, fast colors, our price **90c**

We carry everything that a man requires in working gloves, from mule skin to genuine buck skin, at prices sure to please.

\$4.00 Princess Slips \$2.95

The splendid fit of these slips recommends the purchase of several for wearing under lingerie dresses.

Dainty lace forms a yoke and finishes the armholes, and deep embroidery forms flounce, narrow width to suit present style dresses, finished with dust ruffles. Values to \$4.00, Friday **\$2.95**

\$1.25 Ladies' cotton nightgowns, 89c, button in front, tucked and embroidery insertion yoke, long sleeves **89c**

Ladies' cambric drawers, medium width frill trimmed tucks and lace insertion **75c**

Bloomer Dresses Children's Coats 98c

2 to 7 Years
About 200 dresses, remnants of a very large stock, comprising plaids, stripes, plain zephyrs, polka dot, etc., high or low neck, long or short sleeves, Friday and Saturday only **\$1.39**

In white pique, linen pongee, white lawn, Regular \$1.25 to \$2.00 values, **98c**
Children's Hats and Bonnets, in straw sailors and sun hats, mitslin and straw bonnets. Values 35c to 65c. Special **25c**

Fancy Drapery Departments

Friday is our great bargain or weekly clearing up day when any goods which may have dwindled to incomplete assortments are put on at prices THAT WILL clear them out completely.

Neck Ruchings—worth up to 50c yard, 5c each, or 7 for **25c**

Remnants of lace and embroideries at half marked prices.

Hair Pads, Curls, Etc.—A small quantity at HALF MARKED PRICES.

Fringe Nets—Of exceptionally nice quality, 8 for **25c**

Fashionable Trimmings Remnants at Half Marked Prices

Lace Yokes, Collars, Jabots, Etc.—White and ecru fashionable styles and latest shapes, 25 per cent. off.

Tinted centre pieces for working beautiful designs, and colors, 49c, 59c, 65c, 75c, \$1.00 and \$1.25, 25 per cent. off.

\$6.50 to \$8.50 Values in Boy's Suits for \$5.00

Broken lots in Boys' Summer Weight Tweed Suits, cut on the newest model, with bloomer pants, some with 2 pairs of pants, made of all wool Scotch and English tweeds, in dark grays, brown and mixtures. Regular **\$5.00**

Boys' Summer Weight Jersey Suits, in colors of white, cardinal, myrtle, reseda and navy, with 2 pairs of pants; ages 2-12 to 16 years **\$2.75**

Boys' Paramatta Rainproof Coats, double texture wool topped paramatta, with deep collar and buttoned well up to throat with tab, storm cuffs and non-conductors on bottom to ensure dry legs. A thoroughly useful coat to fit boys: 7 to 10 years **\$5.50** 11 to 16 years **\$6.50**

Boys' Cloth Raincoats, can be worn as a top coat, made of imported venetian, in colors of dark gray and fawn, lined throughout with good quality serge. This is a very smart and durable coat for all weathers, to fit boys: 7 to 10 years **\$5.75** 11 to 16 years **\$6.75**

Grocery Specials

TEA—"Pryce" blends carry our guarantee of satisfaction. Pryce Jones (Canada) Limited, claim, without fear of contradiction, that these blends are by far the finest values on the market. Packed in 1-lb. lead packets, and 5 or 8-lb. canisters.

1-lb. packet **50c**
2-lb. canister **1.00**
5-lb. canister **2.25**

1-lb. packet **40c**
2-lb. canister **80c**
5-lb. canister **1.75**

1-lb. packet **35c**
2-lb. canister **70c**
5-lb. canister **1.50**

PRUNES—25 lb. boxes, Regular \$2.16, for **\$2.00**

CREAM—St. Charles or Peerless Brand, Regular 2 for 35c, per dozen **\$3.50**

PURE JAMS—7-lb. can rasp-herry, strawberry, etc. Regular \$1.25, for **\$1.00**

PURE ORANGE MARMALADE—7-lb. cans **90c**

PURE CANE SYRUP—Powell's Imported, 4-lb. can, Regular 45c, 2 for **85c**

UNFERMENTED WINES—1-lb. bottles **15c**

Free demonstration Hotel Tower specialties.

PROVISIONS,
Prime Southern cured bacon, best cuts, by the piece, per lb., **25c**

FORE AND AFTERS **17c**

HAMS—Half or whole, per lb., **21c**

100 lb. **20.00**

100 lb. **20.00**

PURE LARD—4-lb. pails, 95c, 4-lb. pails **80c**

Store Opens 8.45 a. m. Closes 6 p. m. Saturdays 9.30 p. m.

PRYCE JONES

PHONE EXCHANGE 1191. (CANADA) LIMITED GROCERY PHONE 1492

STORE CLOSURE EVERY WEDNESDAY AT 1 P. M.

Going Away?

LET US SHOW YOU OUR HANDBAGS AND SUIT CASES

Quality? There is none better. We guarantee them. We have an unusually large and fine assortment to choose from in both English and Canadian makes, and the prices are specially reduced for Exhibition week.

TRUNK—For Lady, or gentleman, strong, sound and durable. "The baggage smasher's enemy," regular \$10.75, special **\$5.95**

SPECIAL LEATHER SUIT CASE—Straps outside, large and roomy, powerful corners, iron frame, reg. \$13.50, Special **\$7.50**

Special Offerings in Footwear

Here is Friday's bargain list from the shoe department, no less than six of this season's most attractive lines, excellent values at the regular prices—on sale Friday at cut prices.

A very special offer in ladies' tan patent or gun metal colonial pumps, this season's newest styles, all sizes, pair **\$4.65**

Ladies' very finest quality boots, buttoned or laced, colors tan or black, all the newest leathers, pair **\$4.35**

Men's Oxfords in patent, tan or gun metal, pair **\$2.95**

Men's extra fine quality Oxfords, in all the newest leathers, buttoned or laced, Goodyear welted soles, pair **\$3.95**

Men's boots, in gun metal, satin calf, or patent leather, pair **\$2.95**

Men's extra fine quality boots in tan calf, patent colt, or velour calf, all sizes, pair **\$3.95**

J. S. Brown's Gold Medal Table Linen FRIDAY BARGAINS

Best grade Table Damask, guaranteed all pure linen, beautiful designs, fully 2 yards wide. Regular \$1.25, \$1.35 and \$1.45 yard. Friday bargain, yard **.98c**

Several odd dozens of Napkins, same makers' goods, 25 per cent. off.

Men's Suits at \$25.00 and \$27.50

There are suits of most every description, all the newest patterns and materials, the best of English and Scotch fabrics, designed by the most expert designers and finished and tailored by the most competent tailor men, suits equal to any custom made garments at \$35.00 to \$45.00. Our price Friday and Saturday **\$25.00 and \$27.50**

Suits priced at \$22.50 and \$25.00—These fine English tweed and worsted suits, in neat dark and light fancy patterns, brown and grey stripe effects, carefully tailored, beautifully finished with fine twill mohair linings, shoulders and lapels properly staid, in all the newest single-breasted, saque styles, extra good values at \$22.50 and \$25.00, Friday and Saturday **\$19.45**

Almost everybody in Calgary has heard of our \$15.00 and \$16.50 suits, more men are wearing them every day. Acknowledged to be the to be the best suits for style, the best suits for comfort, and the best suits for wear, you may as well have the best at the reasonable price of **\$15.00 and \$16.50**

Men's Soft Fur Felts and Derbys—We have the very best you want here, come in and get real hat satisfaction. Prices **75c to \$3.50**. All hats union made.

Money's Worth—When a man buys a suit or anything else, he wants every penny's worth of value his money will buy.

It's because of our ability to give our patrons more in return for the price asked that our men's ready-to-wear departments are doing the biggest business in Calgary.



Women's Tailored Suits, Values to \$35.00 for \$12.50

When you consider that each of these suits was carefully chosen for its style value—that they faithfully portray the latest and best in tailored suit fashions, this offering gains immeasurably in importance, and suggests the wisdom of choosing now the new suit that you'll require for early Fall wear. A good range of sizes, but mostly only one or two of a style, values to \$35.00. Friday **\$12.50**

Women's Tweed Coats—Particularly attractive styles, recommended for travelling or general utility wear, made in mannish styles with deep collar and revers. Values to \$13.75. Special **\$10.00**

Dress Skirts—Nicely tailored dress skirts, made from all cool serges and tweeds in black and colors, suitable for morning and business wear, values to \$6.50. Special **\$3.75**



Exceptional Values in Ribbons

Regular 25c, 29c and 35c Values **21c Yard**
Friday 5 Yards for \$1.00 or.....

Hundreds of yards of wide edge Taffeta Silk Ribbons, in a full range of both light and dark shades, heavy quality, also innumerable designs in fancy stripe ribbons, some with plain edges, others with wide duchess satin borders, black and white stripe, Roman stripe, wide even stripe, etc. Exquisite Floral Ribbons, in handsome rose patterns or plain taffeta background, in a splendid range of colors.

One of our leading lines of Plain Taffeta and Duchess Ribbons, from 5 to 6 inches wide, in extra heavy quality with closely woven edges, no shade that cannot be matched in this splendid assortment. These ribbons are all new stock; just the styles used for smart summer millinery; children's sashes and hair bows, beautiful fancy work ribbons, etc. 5 yards for **\$1.00**, or yd **21c**

Special Reductions on Narrow Ribbons for Beading, etc.

3-8 inch wide, 12 yards **15c** 1-2 inch wide, 12 yards **25c**
Shot satin wash ribbons, 3/4 in. wide, 7 yds. **25c** Duchess satin ribbon, narrow width, 6 yds. **19c**

Floor Coverings Suitable for Every Home Prices Attractive to Every Purse

Smyrna Hall Runners
Reversible, made of the best sheered wool, oriental designs, and colorings; in sizes:
3 ft. x 9 ft. Friday **\$11.75**
3 ft. x 10 ft. 6. Friday **\$13.50**
3 ft. x 12 ft. Friday **\$15.50**

Brussels Carpets
Our splendid assortments of Brussels Piece Carpet, with border to match, all patterns, offered Friday at worn while savings. In two-tone greens, fawns and reds:
Body or border, Reg. \$1.25, Friday, yard **95c**
Body or border, Reg. \$1.50, Friday, yd. **\$1.25**
Body or border, Reg. \$1.75, Friday, yd. **\$1.50**

65c and 75c Tapestry Carpets, per yard..... 55c
Big range of Tapestry Carpet, in all shades and patterns, 27 inches wide. Regular 65c and 75c yard; Friday, yard **55c**

Just received, a new delivery of Velvet Rugs, in fawn, green or red with medallion centre, suitable for parlor, sitting room or dining room. A carpet that can be recommended for good hard wear. In sizes:
9x9. Regular \$18.00. Special **\$14.75**
9x12. Regular \$26.00. Special **\$17.25**
9x12. Regular \$24.00. Special **\$20.00**

Girl's Summer Millinery at One-Third Off

Heads the list of Friday bargains from the millinery section. This reduction applies both to the trimmed and untrimmed hats, for girls and misses, and the opportunity to secure either a serviceable hat for vacation wear, or a "best" for special occasions is one that should be taken advantage of by every thrifty mother. Friday bargain. **One-third off Marked Prices.**

Mohair and Chiffon Hats, in black and tuscan, several styles to choose from; also a line of colored mohair and chiffon, regular \$2.00 for **\$1.00**.

The Marshall Shapke, motor cap, in black and colored and shot silk, just the thing for long motor rides, **\$2.50 and \$3.00**.

White and champagne light weight felt hats, suitable for outing and holiday wear, **\$4.50 and \$5.00**.

Friday Concessions in Gloves and Hosiery

These are not bargains in the usual sense of the word, as the assortments and sizes are complete, but are as stated, concessions to our customers made possible by our almost inexhaustible purchasing powers.

French Suede Gloves, of beautifully fine texture, in black, brown, tan and gray. Worth, pair **\$1.50**

Austrian Nappa, a glove of medium heavy weight, either one or two domes, in tan only, smart spear point, the ideal glove for ladies' morning and country wear. Well worth \$1.50. The whole of these lots we shall offer at **\$1.15** pair; or 2 pairs for **\$2.25**

Ladies' Hose—Fine cashmere, embroidered in pretty designs, three qualities, 55c, 59c and 65c; all one price, pair **50c**, or to purchasers of 6 pairs **\$2.75**

Plain transparent lisle, black and tan, in all sizes. These would be good value at 75c pair. Special price **50c**

Lace Lisle, in black and tan. Exceptionally cheap lot, pair **20c**

Lace Lisle Hose, black and tan, all sizes 8-12 to 10; fine clear designs and stockings that will wear well; 3 pairs for **\$1.00**; pair **35c**

Children's Silk Lisle Hose, with a lace design running through entire fabric, very pretty for young ones, black and also white; all sizes, pair **19c**

The Half Price Sale of Cut Glass

Continues to be one of the chief attractions of this busy store and with a goodly number of this week's visitors prices selected from this inimitable display will be the most cherished souvenirs of their trip. For example we quote: Beautiful Creams and Sugars, Regular \$5.50 pair, pair **\$1.98**
Cut Glass Spoon or Pickle Trays, Regular \$3.00. Extra special, each **98c**
Cut Glass Water Jugs, Regular \$10.00. Extra special **\$2.95**
Cut Glass Salts and Peppers, sterling tops. Regular \$2.00 pair. Extra special **75c**
Cut Glass Empire Vases, heavy 10 inches. Regular \$10.00. Extra special **\$6.98**
Cut Vases, baccarat blanks, 12 inches. Regular \$9.50. Extra special, each **\$4.75**

Tungsten Lamps
25 watts **45c** 40 watts **50c**
60 watts **60c** 100 watts **90c**
Freight paid to your nearest station.

Improved Electric Iron \$3.69

The improved Electric Iron does away with the over-heated kitchen, and the thousand and one steps to the stove. It enables the ironer to do her work in half the time, with less than half the fatigue, much better and cheaper—all the heat is at the bottom and point of the iron, which is always beautifully polished, smooth and clean. Guaranteed for 12 months. Regular \$5.50. Special **\$3.69**

THE

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

Per Year
Per Month
Per Copy

Per Year

EDITOR-IN-CHIEF
BUSINESS OF
SOCIETY EDITOR
SPORTING EDITOR
NEWS EDITOR

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We doubt in recent years political satire Looking Glass Evening Post The Outlook as the Red Knight the satirist's of the more "The two Red Knight few final words "Remembered. On Against us a forty of their ours."

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