

Ruthless Price Cutting for the Final Days of the Pre-Stocktaking Sale

THE IMPORTANCE OF THIS PRICE-CUTTING CRUSADE INCREASES AS IT PROGRESSES. ITS POPULARITY GROWS FROM DAY TO DAY—MORE AND MORE WOMEN ARE INTERESTED—FRIENDS ARE SENDING FRIENDS TO GET A SHARE OF THE UNHEARD OF BARGAINS, AND FAST AND FURIOUS IS THE ONSLAUGHT. FOLLOW THE CROWDS TOMORROW—TO PRYCE JONES GREAT PRE-STOCKTAKING SALE.

Our Half Price Small Ware Table

Will offer many attractions during remainder of sale. All goods are fresh, fashionable and in every way desirable. All goods grouped on this table are sold at half of what they are marked and include combs, barrettes, chains, pins, hat pins, hair bandeaux, etc.

Further Concessions in Bedspreads

Entire stock of Bedspreads will be on sale at Friday Bargain prices. White Satin Marcilla, White and Colored Honeycomb, White Hemstitched, Embroidered Linen and Lawn. The whole at prices ranging from 75¢ to \$20

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

PRYCE JONES

GROCERY PHONE 1492 (CANADA) LIMITED PHONE EXCHANGE 1191.
STORE CLOSÉS EVERY WEDNESDAY AT 7 P. M.

Girls' Coats Half Price

An offer this of great importance to mothers who wish their daughters to be correctly and economically attired. Materials are serges, tweeds, broadcloths, styles are attractively girlish, and sizes range from 8 to 14 years. choice FRIDAY

Half Price

Infants' and Children's Millinery Half Price

A special effort will be made to clear the remainder of the stock during Friday and Saturday, the variety is still great, comprising lawn, silk and straw bonnets, trimmed hats for up to 6 years, prices range from 50¢ to \$1.00 and for 2 days will be sold at

Half Price

MEN'S SMART \$25.00 to \$30.00 SUITS for \$22.00

Our Annual Pre-stocktaking sale offers you Friday and Saturday exceptional value in English worsted and tweed suits, always in good taste. Single breasted coats, five button vests and semi-peg trousers, all sizes, a regular \$25.00 to \$30.00 suit. Friday and Saturday for, each



MEN'S \$22.50 to \$25 SUITS for \$19.45

Made by skilled tailors, according to our own specifications, for men who require correct style and excellent quality. This Friday and Saturday special is a genuine saving in a high grade ready-to-wear suit.

Single breasted, and all pure wool Scotch tweeds, and English worsted, in brown and grey fancy stripe effect, medium weight, size 34 to 44, selling regular at \$22.50 to \$25.00, Friday and Saturday \$19.45

MEN'S SUITS Worth \$20.00 Friday and Sat. \$15.00

A genuine snap in a good fitting, well tailored suit awaits Friday and Saturday buyers, in our men's clothing department, in 3 piece style, they are made of all wool English tweeds, honestly tailored in sizes that are not skimmed, 34 to 44, all good fitting suits in a range of neat patterns, worth \$20, Friday and Saturday \$15.00

Men's derbys and soft full fur hats, in all the latest shades and styles, every hat Union made, prices from 75¢ to \$3.50

Extraordinary Attractions in Men's Furnishings

MOST DECIDED SAVINGS ON PRACTICALLY ALL LINES.

Men's colored-silk lisle thread half hose, in grey, navy, green, black and cadet, purple, helio, seamless, fast dye, reg. 50¢ pr., Sale price 30¢, or 4 pairs for \$1.00

Men's colored negligee shirts with turn down reversible collar, in the season's newest designs, full and roomy, reg. \$1.25 and \$1.50, Sale Price \$1.00

Men's combination collar and tie, in grey, blue, tan or white, fast colors, regular 35¢ set, Sale Price, set, 25¢

Men's Balbriggan underwear, in sky, white, black, and natural, ribbed cuffs and ankles, long or short sleeves, fine finish, Sale Price, suit \$7.00

Men's Colored Working Shirts with turn down collars in print or flannel-ette, well made, regular \$1.50, Sale Price \$1.00

Men's English natural wool underwear, in long or short sleeves, guaranteed unshrinkable, regular \$2.50 suit, Sale Price \$1.55

BASEMENT SPECIALS FOR FRIDAY

"Pryjo" Ready Mixed Paint—Regular \$2.00 gallon. Extra special reduction; per gallon \$1.50

Granite-ware—White, blue or gray, every article for household use; 25 per cent. off regular prices.

Heavy Cast Aluminum Ware—English manufacture, inspection invited; 25 per cent. off all regular prices.

Plate and Cutlery—All makes, single or sets, also cabinets and cases, 50 per cent. off regular prices.

"Pryjo" Improved Electric Iron—Guaranteed for one year; an iron without an equal. Regular \$5.00. Sale price \$3.69

The New Fruit Sealers—Very clear glass; Pints, per dozen 75¢; quarts, per dozen \$5.00; 2 gallon, per dozen \$1.05

Universal Breadmakers—Slightly soiled, regular 4 loaf \$2.50. Very special \$1.25

Regular 8 loaf \$2.75. Very special \$1.50

"Pryjo" Knife and Fork Cleaning and Sharpening Machine—Quick and efficient. Regular \$2.50. Special \$1.39

Basketware—Clothes and Wash Baskets, etc., all 25 per cent. off regular prices.

"Saskoalta" Range

"The new steel range," 6-9 inch holes, 20-inch asbestos lined oven, heavy cast-iron firebox, with duplex grates, side or hopper feed to fire, 2 draft regulations, check draft in chimney, 2 nickelplated kettle stands, high warming closet with two doors, beautiful nickelplated finish, neat tile back, complete with reservoir or water front. Values \$75.00. Special price \$50.00

Thermal Bottles will keep contents hot for 24 hours or ice cold for 3 days. Special \$1.00

Lawn Mowers—10 to 12 inch open drive wheels, 4 blades, ball bearing throughout; 16-inch \$7.00; 14-inch \$6.00

Adjustable Window Screens, special 35¢

Sparkling Cut Glass

HIGHEST QUALITY—UNAPPROACHABLE PRICES—COMPARE THESE GOODS AND PRICES

Vinegar Bottles, regular 5.00, Special \$1.95

Jugs, large, regular \$12.00, Special \$5.00

Jugs, low tankard, regular \$10.00, Special \$2.95

Spoon traps or pickle, regular \$3.00, Special \$1.95

Brassware, choice of entire stock—Half Price.

Electric or Cut Glass Lamps—Half Price.

Gold and White Dinner Sets—Regular \$32.00, 97 pieces, Special \$18

All other Cut Glass Half Price.

All 40 piece Tea Sets at Half Regular Price.

7 only, Dinner and Tea Sets, values to \$30.00, to clear at, each \$10

All 40 piece Tea Sets at Half Regular Prices.

Cups and Saucers, White Hotel Ware, dozen 75¢.

See our special tables of odd pieces—all manner of glass and china table ware, brick-a-brac at 10¢, 25¢, 30¢, 75¢ and 95¢.

English Flannelettes at 8c and 10c yd.

These are perfectly pure, closely woven and will wear and wash well in very pretty stripes, only, reg. 12 1/2c, for yard, 8c Regular 10c for yard, 10c Limited quantity only.

Curtain Nets 29c yd.

Imported Bungalow Nets, in the newest and choicest designs, 36, 45 and 50 inches wide, in Arab, cream or ivory. Regular 40c, 45c and 50c yard. Sale price, yard, 29c

"PRYJO" ELECTRIC GOODS

We now have a most satisfactory showing of electrical appliances, of special and particular utility in every home, all are of highest grade manufacture, but priced with our usual moderation; in the display are:

Improved Electric Iron \$3.60

Tungsten Lamps, 25 watts, each 50¢

40 watts, each 60¢

60 watts, each 70¢

100 watts, each 95¢

Cut Glass Electric Lamps, regular \$25.00, Special \$12.50

Cut Glass Electric Lamps, large, Regular \$20.00, Special \$95.00

MILLINERY CLEARANCE

Very pronounced are the pre-stocktaking reductions in the millinery section—and very enthusiastic is the daily response from the crowds of eager shoppers. These very special values for tomorrow:

Ladies' mohair turbans, chignon trimming, assorted colors, grey, brown, blue, champagne, and black, reg. \$3.25, for \$1.65

Girls' Colored Salliers, nice fine milan, regular \$3.75 for \$1.85

Children's rustic straw shapes, colors: rose, green, blue, black and brown, regular 85¢ for 45¢

Rustic straw turbans, colors: putty and brown, reg. \$1.00 for 50¢

All Trimmed Hats Half Price

Children's Summer Dresses 49c

All odd lines of Children's Summer Dresses. Formerly priced at 75c, 85c and \$1.00, and comprising pink, sky and blue chambrays and ginghams, also plaids, checks and stripes.

Better Quality Dresses at 79c, 97c and \$1.40

Boys' Washing Suits, sizes for 2 and 4 years, in dark prints and blue stripes. To clear at \$1.25

Children's Coats—Sizes for 2 to 6 years, comprising bengaline cord, in brown, green and helio, black and white stripe coats, navy and cardinal cloth coats; values up to \$3.00. To clear \$1.25

Lowered Prices on Gloves

"Pryjo" Kid Gloves—Made specially and exclusively for Pryce Jones, Ltd; only the finest and choicest skins, and the "Pryjo" guarantee ensures perfect satisfaction to every purchaser to lower the quantity in stock before inventory. We now offer all colors and sizes. Regular \$1.50 at \$1.29 pair; regular \$1.75, at pair \$1.45

A limited number only of elbow length Silk Gloves, black and white at special sale price 95¢

Women's 35c Vests for 23c

Ladies' Fine Balbriggan Vests, low neck, half sleeves, cool and comfortable for summer wear. Regular 23c 35c values. Sale price \$23c

Ladies' Vests for summer wear, low neck and short sleeves. There are only 30 dozen; not more than 3 sold to one customer; 3 for \$2.50

Ladies' Summer Lisle Vests, high rib, 1-2 sleeves. Price \$59c

Drawers to match \$59c

Sale Prices in Hosiery

Children's Medium Weight 2-1 rib Hose, black only. This is a very durable stocking with a mixture of cotton adding to weight and wear; all sizes 6 to 8 1/2-2. Sale price, pair 20c

We are offering the best Fifty Cent Lisle Stocking ever offered at the price; made with fashioned leg and seamless foot, giving the wearer at once perfect comfort and long satisfactory wear, purchasers of 3 pairs will be charged \$1.39. This is an exceptional offer for this quality.

White Canvas Oxfords 75c Pair

Girls' and Misses White Canvas Oxfords or Ankle Pumps, all sizes. Sale price, pair 75c

Misses' and Girl Sandals, extra well sewn; sizes 11 to 2; pair 95c

Sizes 5 to 10; pair 75c

Men's Women's and Children's Rubbers, 20 per cent. off marked prices.

Tennis and Lacrosse Shoes, 20 per cent. off marked prices.

FRIDAY MORNING SPECIAL Splendid assortment of men's and women's seasonable footwear, per pair \$2.00 See Window Display

\$2.00 Silks for 75c Yard

1 piece only, of a very rich pure silk messaline, of a very bright and heavy quality, wear guaranteed, 38 inches wide, perfect shade of sky only, worth \$2.00. 75c

Messaline Silk—Heavyweight, lustrous satin finish, pure silk, good wearing line, for dresses, blouses, etc. Regular \$1.00, Sale Price, yard 50c

Printed Velvets and Velvetines will be in great demand for fall blouses, suits, etc., here is an opportunity to buy new printed velvets, newest colorings and stylish patterns at really reduced prices, paisley, chevron, and fancy pile, regular \$1.00. Sale price, 75c

Chene Silk—Orchid design, 38 inches wide, reg. \$5.00 for \$1.00

Also 38 inch Messaline and Duchesse Satin, pure silk, very bright satin finish, big range of new French colors, regular \$1.50 and \$2.00 yard. Sale price, yard, \$1.00

25 Per Cent. Off Baby Carriages and Collapsible Carts

Canadian, English and American collapsible carts, ranging in price from \$9.50 to \$25.00

English boat shaped carriages, 4 large wheels and see springs; \$22.50 for \$17.00; better qualities

up to \$60.00 all marked at 20 per cent. discount.

American cream wood carts with sliding hood, adjustable back, \$32 value for \$25.50

In the Ready-to-Wear Section

The final pre-stocktaking reductions offer the rarest chance for careful shoppers, a chance to get quality and style, distinction and value, at savings of from 25 per cent. to one-half. There's only one reason strong enough to force such cuts in prices: must clear all goods in the current season. For Friday:

LINGERIE AND COLORED WASH FROCKS—The daintiest styles of the season in sheer muslins, ginghams, prints and linens. Regular values to \$8.00 Sale price 4.25

WOMEN'S HOUSE DRESSES—Neat styles in percale, gingham and print. Very special 1.25

SAILOR WAISTS—Of white linen with box pleat front, sailor collar and cuffs of colored check gingham. Regular \$1.25. Sale price 75c

WOMEN'S LONG COATS—Tasteful styles in tweeds and clothes, all this season's models. Values to \$15.00. Sale price 6.95



Special Offer of Dress Goods at 50c Continues Friday

No such materials for the money have ever gone over our counters, not a piece in the assortment is worth less than 65c, and in truth many are reg. \$2.50 values. The popular serges and tweeds are prominent in the assortments, as well as many attractive weaves, which will be widely popular in the coming Fall. Values 65c to \$2.50. Sale price, yard, 50c

1 piece each only, of navy and black all wool serge, superior quality, heavy weight, soap shrunk, ideal quality for fall suits, etc., wide widths, reg. \$1.00, Sale price, yard 50c

EXCLUSIVE ROBE LENGTHS

Of embroidered French mill for evening dresses, etc., all newest and stylish goods, the colorings are really perfect, being beautiful pompadour shadings, fine very soft and silk, best quality Swiss mill, regular prices \$15.50 to \$39.75. Sale Price, complete robe \$10.00

THE FINAL DAYS OF THE PRE-STOCKTAKING SALE BRINGS YOU—

Floor Covering Values Unequaled

87 1-2c Inlaid Linoleum 87 1-2c

Heavy Scotch Inlaid Linoleum, pattern goes through to the back, and will never wear off, large range of patterns and colorings to choose from, 2 yards wide, regular \$1.00 square yard. Sale Price, sq. yard \$87 1-2c

Best Quality Scotch Linoleum—3 and 4 yds. wide, 59c sq. yard. Lay your floor in one piece by using our wide linoleum, splendid heavy quality, none better, dozens of patterns regular 70c sq. yard, Sale Price, sq. yard, 59c

English Tapestry Rugs—Size 3x3 1-2 yards, splendid wearing quality, only a small quantity to sell, Sale price \$7.50

Wilton Rugs—Best quality Wilton rugs, with good heavy pile, off of the best wearing rugs on the market, in green, red, fawn, and brown in sizes:

4ft. 6 by 7ft. 6, reg. \$12.00, Sale \$10.00

6ft. 9 by 9, regular \$20.00, Sale \$17.00

9ft. by 9ft., regular \$30.00, Sale \$22.50

9ft. x 10ft. 6, reg. \$35.00, Sale \$28.75

9ft. by 12ft., reg. \$40.00, Sale \$32.45

Japanese Matting—All new stock, fresh looking, good range of designs to choose from, 36 inches wide, regular 30c Sale, yd. 20c

Great Sale of Travelling Goods Continued

The Entire Stocks of Well Known Makers at 33 1/3 Off

Here's a great chance to save on travelling goods. The manufacturers whose name we agreed to withhold, found themselves very much overstocked and therefore sold us their entire surplus stock at a great price concession. For this reason we're able to offer you the greatest bargains in Trunks, Bags and Suitcases ever known in Calgary or the Last West. Every article is backed by the Pryce Jones (Canada) Ltd., guarantee, as well as that of the manufacturers.

Trunks, Wardrobe Trunks, Dresser Trunks, Steamer Trunks, Hat Boxes and Suitcases of every description at a third off the regular prices.

35 Per Cent. Off Boys' Suits for Last Two Days of Sale

Still a good selection of grey and brown and fancy mixtures, in best all wool tweeds. Some with 2 pairs of pants, every garment highly tailored, regular price \$6.50 to \$13.50. Friday and Saturday 35 PER CENT. OFF.

Boys' Shirtwaists, the genuine K. & E., in sizes 12 1-2, 13 1-2, and 14 neck only; 59c

Boys' Wash Suits, ages 3 to 6 years, all \$1.50 and \$1.75 suits. Special \$1.00

Boys' Cloth Raincoats, all sizes 7 to 16 years, in dark gray or fawn; a coat, suitable for all weather. Friday and Saturday \$5.00

Boys' Sailor Blouse Wash Suits, 6 to 10 years \$1.00

Boys' Jersey Suits, with two pair of pants, in all colors, navy, white, cardinal, reseda, myrtle, ages 2 to 6 years. Friday and Saturday \$2.50

Boys' Buster Brown Suits, in two models, in very neat grays, browns and navy blue, ages 2 1-2 to 6 years \$3.25

25 PER CENT. OFF LEATHER, VELVET, AND SUEDE HAND BAGS

25 PER CENT. OFF TENNIS GOODS

25 PER CENT. OFF BASEBALL SUPPLIES.

25 PER CENT. OFF ALL TOYS, DOLLS AND GAMES

THE

M. M. DAVIDSON
A. A. MOORE
W. W. CHEELY

MORN

Per Year -
Per Month -
Per Copy -

WEEK

Per Year -

EDITOR-IN-CHIEF
BUSINESS OFFICE
SOCIOETY EDITOR
SPORTING EDITOR
NEWS EDITOR

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