
 He Has Fought Many, Has
Acted as SScond in Many More and Deplóres Practice Says the Second is the Man
Who is Really Entitled to Consideration









## OUR"STYLESHOW"FOR FALL \&WINTER 1912-13, WILL BE HELD THURSDAY SEPTEMBER 19,\& FOLLOWING DAYS

The New Dress Goods and Silks

 for in high grade materials may be found here
sponsible for the generous prices that prevail.
THE FAVORED FABRICS FOR STREET SUITS

## Chinchilla Velours

Evening Goods
Paisley velvets, new herringbone velvets, most Silk Crepe de Chenes, Silk and Wool Taffeta, a leader fashionable of all pile fabries, silk finish, deep fast pile, very soft 'non rub' finish, exceedingly smart. loths, Tweed Suitings, exclusive suit lengths, in loths, Tweed Suitings, exclusive suit lengths, in Sriental satins, 36 inches wiside.
 new weaves, colors and mixtures, Scotch, English,
and French makes, strictly exclusive at moderate
prices.
Yards upon yards of the new laces are here in correct, everything that fashion sanctions, from the prettiest novelties to the styles that border on the staple. We've never invited you to select from
quite so large, so comprehensive and so beautiful a
lace stock as our present one. It holds high interlace stock as our present one. It holds high inter-
est for every woman who would know what is est for every woman who would know what is
newest in the lace world-and who desires to
choose from a stock whose attributes are lavish choose from a stock whose attributes are lavish
quantity, great variety, character, worth and the quantity, great v
fairest of prices.

## Men's Clothing <br>    <br> $\qquad$

Footwear for Men, Women, Girls and Boys



New Furs, Coats, Sets and Neck Pieces Although furs are not yet in demand, they soon will be, and the earliest call
will find us well prepared, with a much finer gathering of well selected furs than we have hitherto shown, beautiful coats in Hudson seal, Russian pony, beaver, and other beautiful effects, fur sets and neek pieces, representative of practically a
fur bearing animals of the world; in short, our splendid stocks' afford oppo tunity for most discriminating selection and priees, as always, are decidedly in

## Opens 8.45 a.m.

PRYCE JONES (Canada) Ltd.
GROCERY PHONE 1492

- PHONE EYTHANGE 1191

Your daughter can be fitted out to best adran-
tage here. Our buyers have made a careful study of the wants and needs of growing girls, and the coats and dresses we re now showing demonstrate how well they've succeeded in their undertaking. Women's Fall Gloves OUR WINDOWS




Girls' Coats and Dresses
Fall Models in Corsets
Here's a list of corsets that will give women an sides our own exclusive lines, the "Pryjo" special-
ties Gossard, lace in front, $\$ 4.75$ to ........... $\$ 10.00$ American Lady, $\$ 1.50$ to Crompton's, $\$ 1.75$ to
Bais Filled, $\$ 1.25$ then Bais Filled, $\$ 1.25$ to. Pryjo Specialties, $\$ 1.25$ to $\ldots .$.

Dee-be-voise Brassieres, 65 c to

