



## An Enthusiastic Price-Reducing Event An Economizing Time of Pleasing Importance

### Big Matting Sale

A big lot of this coolest and cleanest of all floor covering, Japanese Matting, in high grade, cotton warp, a lucky purchase which enables us to sell 25c, 40c and 45c qualities at the special price, of per yard.....

**23c**

See the window for samples of a few of the designs. All told we offer a choice of 26 different patterns.

### Tapestry Carpet

Eleven different designs of English Tapestry Carpet; these patterns have never yet been shown under 60c yard, and will be reduced in price for the July Jubilee Sale at, made and laid..

**50c**

ENGLISH WILTON VELVET and Axminster Carpet, 18-inch and 24-inch borders to match, nine beautiful designs in most effective Persian and Oriental patterns, in green, red, dark oak and crimson; our \$1.50 quality; July Jubilee Sale price, made and laid, at

**1.16**

ENGLISH BODY BRUSSELS CARPET—We have an excellent variety of designs and colorings, including two-toned effects in red and green; also some very choice conventional and floral designs. These are extra value at \$1.00 yard; July Jubilee Sale price, made and laid .....

**79c**

### Clearance—Quick, Decisive and Complete—is the Object.

Fearless price cutting—annihilation of profits—a total disregard of costs, is the method. Fast, fierce selling. Eager, zealous buying. Happy, jubilant buyers. Smaller, cleaner stock will be the outcome.

Every one of our July sales have been almost sensational. This July Jubilee Sale will be a sensation—startling, astonishing and amazing. It's simply that we have more spring and summer goods to close out in a limited time and must bring down prices several notches lower than ever before to force them out.

Every department is filled with "Jubilee" bargains, abundantly, copiously. AND "JUBILEE" BARGAINS ARE DIFFERENT FROM OTHER BARGAINS—bigger, better, more of them.

All over the store the prices are down! down! down!

Naturally, one day's selling will not make much of an impression in our immense stocks. But! some of the choicest bargains are in limited quantities, and they will be snapped up before the first day is over. Perhaps just the ones you'll want. So come early.

### Summer Reading

500 British Copyright Novels, clearly printed on good paper, illustrated, paper covers. These are all works of standard high-class authors and will make capital summer reading, sold all over for 10c and 15c. July Jubilee offering (while they last) for 7c each, or..

**5 for 25c**

### Children's Dresses

Mothers! Let your gaze rest on this paragraph while you read this offer:

18 dozen Children's White and Colored Dresses, made of gingham, linen and fine lawn, new and becoming styles; fit girls from 6 to 10 years. Our regular prices range from 40c to \$2.00. July Jubilee offering is (come early) until sold .....

**1-3 Off**

### Hot-Day Bargains

ALL OUR WASH COLLARS during the Jubilee Sale we let them go at... **14 Off**

LEATHER BAGS—Well, just to make things jubilant we will say ONE-QUARTER OFF them as well.

LACE COLLARS, four different styles to choose from; sold regularly at 25c; take them for..... **15c**

BUSTER BROWN COLLARS, embroidered edge, worth 50c, 45c, 40c and 35c; all at one price..... **25c**

WINDSOR TIES, in polka dots, just the thing for the Peter Pan collar; were 25c; July Jubilee price..... **20c**

ARE YOU GOING ON A HOLIDAY JAUNT? You will want a new solid back ebony hair brush, famous Dupont make, cheap at \$1.00; July Jubilee for **79c**

TAFFETA AND DUCHESS RIBBONS, in green, pale blue, navy, red, brown, maize, mauve, white and black, 2 1/2 to 5 inches wide; were 15c yard; July Jubilee .....

5-inch, in the same Ribbons, were 20c, at .....

SOAP—1,000 cakes Verona Soap, at, per cake .....

Oatmeal and Buttermilk Toilet Soap, a bargain, 3 cakes in box, for..... **1c**

GAUZE VESTS—25 dozen of these to clear at, each .....

UNDERVESTS, fancy drop stitch, sleeves and sleeveless; special..... **18c**

CORSETS—A straight front, steel filled corset, with hose supporters in front, white and dove; worth 65c; July Jubilee Sale price .....

MEN'S OUTFIT SHIRTS, with collars attached, light stripes, for holiday purpose; regular price 50c; July Jubilee price .....

### THE GARMENT DEPT.

Bargains! Bargains everywhere in this stock—great, generous bargains—the results of the most fearless clearance sale price cutting on record. This tells of remarkable savings.

TRAVELERS' SAMPLES of Ladies' Wash Dresses, just the sort for hot weather; choice of black, black and white, pale blue, navy, linen and reseda, the coolest summer materials; remember, only one of a kind. This is the way we're going to sell them.

\$4.00 Dresses ..... \$2.67 \$6.00 Dresses ..... \$4.00  
\$4.50 Dresses ..... \$3.00 \$7.50 Dresses ..... \$5.00  
\$5.00 Dresses ..... \$3.33 \$8.50 Dresses ..... \$5.87

SPECIALLY BOUGHT Muslin Wash Dresses, worth \$4.00; a July Jubilee snap..... **\$2.00**

FANCY LUSTRE DRESSES—We procured travelers' samples of Summer Lustre Shirtwaist Dresses, in leading colors. Just right for summer wear:

\$15.00 Dresses ..... \$10.00 \$3.00 Dresses ..... \$5.00  
\$12.50 Dresses ..... \$8.00 \$7.50 Dresses ..... \$5.00  
\$10.00 Dresses ..... \$7.40 \$6.50 Dresses ..... \$4.00

SILK COATS, handsome black peau de sole coats, for matron ladies, lined, elegantly trimmed with silk ruching (six to sell), were \$15.00; July Jubilee Sale price..... **\$11.75**

FAWN COATS, what you want if you're going away; were \$10 and \$12; a few to clear at .....

CHILDREN'S RAINCOATS, made of gray, castor and olive cravenette, full sleeve, belt in back, some styles with velvet collars; colors in gray, castor and olive; were \$4.00 to \$6.00; July Jubilee Sale price..... **\$2.00**

### Miles of Dress Goods—Short Priced

You cannot view the bargains without beaming with smiles. "Clearance" at the store is no respecter of profit or costs.

25c - - These are in popular summer weaves and weights. Special for July Jubilee..... - - 50c

Odd lots of 50c Colored Voiles at..... 25c  
Odd lots of 50c and 60c Panamas, at..... 25c  
Odd lots of 50c Mohairs, at..... 25c  
Odd lots of 50c Albatross at..... 25c  
Odd lots of 45c Light Tweeds at..... 25c  
Odd lots of \$1.00 Mohairs at..... 50c  
Odd lots of \$1.25 Novelty Suitings at..... 50c  
Odd lots of \$1.25 (45-inch) Tweeds at..... 50c

#### LACE HOSE

10 dozen Ladies' Black Lisle Hose, with lace boots. These are the sorts that you want so badly. Worth 30c. Our complimentary sale price only **35c**

#### WAIST BARGAINS

Yes, the waist offerings are great, with the emphasis on the "great." During the July Jubilee our fine white waists at

**1-4 OFF**

#### LINEN HATS

Flat sailor shape, ready trimmed with buckle—the sort that looks best with wash dresses. July Jubilee price **\$1.00**

### Linen Snaps

Fancy Linen Special—Bleached Damask Linen Cloths, hemstitched; size 30x30. Worth 75c. July Sale price .....

Bleached Damask Lunch Cloths, hemstitched; size 36x36. Regular \$1.00. July Sale price .....

Hemstitched Lunch Cloths, with fancy drawn work; size 36x36. Were \$1.75 for \$1.25; also were \$2 for **\$1.50**

Damask Tray Cloths, hemstitched and fancy drawn work; size 18x27. July Sale price .....

75c Tray Cloths at..... 50c  
50c Tray Cloths at..... 35c

Bleached Damask Sideboard Drapes, hemstitched and fancy open work. Regular \$1.00. July Sale price .....

75c Tray Cloths at..... 50c  
50c Tray Cloths at..... 35c

Fringed Drapes in white, also white and colored stripe. Worth 25c. July Jubilee Sale .....

58-inch Half-Bleached Table Linen, regular 25c. July Jubilee price .....

60-inch Half-Bleached Table Linen, regular 35c. July Jubilee price .....

64-inch Half-Bleached Pure Irish Linen, regular 50c. July Jubilee sale .....

72-inch Three-quarter Bleached Pure Irish Linen; value \$1.00. July Jubilee Sale price .....

Bleached Table Linen, 60 inches, pure linen. July Jubilee price .....

66-inch Bleached Irish Linen, worth 80c yard. July Jubilee price .....

66-inch Bleached Irish Linen, worth 80c yard. July Jubilee price .....

### COOL WRAPPERS

At a refreshing price. You surely won't miss this snap. 10 dozen Ladies' Fine Percale Wrappers, made full with flounce and waist lined. Good fitters as well as good lookers and good washers. Regular \$1.00 quality. All sizes. July Jubilee cut price **59c**

#### VEILING.

A veil is one of your vacation needs—black, gray and blue silk, fancy mesh veillings, regularly sold at 35c, 40c and 50c; July Jubilee Sale price..... **19c**

#### SIDE COMBS.

Two inducers for to-morrow: Our 25c Side Combs, at, pair .....

Our 20c Side Combs, at, pair .....

#### HANDKERCHIEFS.

Good going-away kinds: 100 dozen Pure Irish Linen Handkerchiefs, the only pure linen quality in the city, at, each..... **5c**

For going-away purposes a nice Lawn Handkerchief, hemstitched border, at **25c**

A dainty 20c Handkerchief at half price, and another line with linen centre and lace edge, at .....

15c

### Men's and Boys' Clothing

Here's a section that's doing well for the July Jubilee Sale. Couldn't do better. The following is a hint at the reduced prices:

23 ONLY MEN'S 2-piece Summer Suits, single and double breasted, made of coolest materials, homespun and flannel, unlined; regular \$8.50 and \$10; July Jubilee price..... **\$6.95**

15 YOUTHS' SUITS, made from light weight tweeds and worsteds, lined with best Italian lining, well made and splendid fitting suits. These are odd lines, selling regularly for \$10.00 and \$12.00; July Jubilee sale price..... **\$5.75**

LARGE SIZES in Men's Suits have accumulated this season until we have a fair sized lot, which we put in the clearing sale—all-wool fancy tweeds, made in best style; sizes 42, 44 and 46; were \$8.50; July Jubilee sale price..... **\$5.95**

MEN'S WHITE VESTS, 8 dozen; we made a fortunate purchase, and can sell \$1.75 white duck vests, with removable pearl buttons, sizes 34 to 40, to-morrow at .....

Come early. **75c**

MEN'S SUMMER SUITS, gray homespun, with white stripe, why not spend July and August in one of them? Regular \$8.50 value (sizes 34 to 44; July Jubilee sale price..... **\$3.48**

BOYS' 2-PIECE NORFOLK SUITS, with belts, made of good English tweed, sizes 5 to 16 years; were \$2.25; July Jubilee price..... **\$1.50**

BOYS' WASH KNICKERS, of blue duck, best 25c kinds, to-morrow..... **20c**

### Wash Fabrics

#### What---

"What!" you'll say when you read the appended prices. "What!" we will say, "Do you doubt the prices?" Values and reductions and sale prices are most conservatively stated. Figure what you can save on any of these.

900 yards checked Mercer Silk; pink, blue, navy, brown and black; broken checks; fast colors. Worth 12 1/2c 20c yd. July Jubilee price only **12 1/2c**

500 yards open-work Grenadines and newest effects in embroidered wash goods, desirable colorings. Our regular price 25c yard. July Jubilee price .....

20 pieces striped and checked Waisting and Suitings, the newest colorings. Regular price 20c yard. July Jubilee Sale price .....

10 pieces flowered Swiss Spot Muslins and Batistes, in blue, pink, yellow and green on white grounds, also some dot effects. Popular goods for hot weather dresses. Regular price 17c and 18c yard. On sale during the July Jubilee .....

100 pieces Mosquito Netting in green, white, red and black. July Jubilee a yard .....

3c

### Summer Drapery Bargains

3 pieces English striped Drapery Dimity, 35 inches wide, light colorings. Worth 15c yard. July Jubilee price..... **11c**

5 pieces Crepe Cretonne, in red, old rose, blue and cream grounds. They'll make the house look cool. Regular price 12 1/2c and 15c yard. July Jubilee price .....

4 pieces Denim, 36 inches wide, Japanese patterns, in dark colorings, suitable for drapes, curtains and sofa colorings. Regular price 25c. July Jubilee price .....

19c

ONE CASE OF COTTON CREPE, suitable for making wrappers, kimonos, sacques and children's dresses. One case of Washable Crepe wash goods, white grounds, with colored figure, red, blue, hello and green. Cheap at 12 1/2c yard. July Jubilee Sale price .....

7 1/2c

Mosquito Netting—a big special at .....

3c

# J. H. CHAPMAN & CO.

126, 128, 128 1/2 Dundas, St.

London, Ont.