

## Seven Yards Flannelette for... \$1.00

Best quality English make, flannel finish, white or striped—just what you require for making the children's fall underwear, sleeping garment, etc. Part of a maker's stock bought at a very special price, exceptional offer for children's day, 7 yds. for \$1

Store Opens 8.45 a.m.

Closes 6 p.m.

Saturdays 9.30 p.m.

## PRYCE JONES

(CANADA) LIMITED

GROCERY PHONE 1492

PHONE EXCHANGE 1191

STORE CLOSURE EVERY WEDNESDAY AT 1 P.M.

## New Flannels

During winter months nothing could be warmer or healthier than a pure wool, cleaned and shrunk flannel.

Here are some very highly recommended lines for ladies' and children's underwear, nightwear, etc., and for Thursday very special prices.

1 piece each only, of a splendid quality pure wool, in plain red, natural or white, very special for, yard..... 59c

# This Store Is Going to Belong to the Children Tomorrow

To demonstrate that this store is as mindful of the manifold requirements of the rising generation as of their elders tomorrow will be devoted to a display and sale of children's wearables—Autumn and Winter lines are now practically complete, and the prices afford many opportunities for true economy.

Pretty, youthful effects in outer apparel, are shown in a wide variety of models, and real smartness is evident in the colorings, designs and weaves. The facilities for choosing which these special displays will afford will, we are sure, prove a help and inspiration to mothers whose minds are occupied with the thoughts of Fall outfitting.

## Parents Needn't Worry When They Buy Pryce Jones Clothes for Boys



Quality is there—style is there—fit is there—complete satisfaction is assured—is Guaranteed.

There's painstaking care in every detail in the construction of Pryce Jones clothes for boys—that's why they look better, fit better, wear better and are better in every way, shape and manner. For children's day particular attention is asked to the following.

Boys' top coats for fall wear in blue, black and white check, and grey stripe, to fit boys, ages 2-12 to 8 years, \$4.75, \$5.50 to ..... **\$8.50**

Boys' smart double-breasted suits made on the newest fall and winter models, with bloomer pants in the newest tones of brown, grey with stripe, heather mixtures, and fancy tweeds, in imported English and Scotch tweeds, to fit boys, ages 7 to 16 years, \$3.95, \$4.95, \$5.95 to ..... **\$11.50**

Boys' fall weight all wool jersey suits in all colors, navy, cardinal, brown, reseda, white, and myrtle, these are very smart and warm suits, for boys, ages 2 to 6 years, \$2.75, \$3.25. **\$3.50**

Boys' new model Buster Brown suits in all the newest fall and winter models, and made of very selected tweeds in brown, grey fancy novelty stripe, to fit boys 2-12 to 7 years, \$3.50, \$3.95, \$4.50. **\$5.50**

Boys' fancy cord suits, cut on the newest model in military style, with emblem on chest and outside breast pocket, in colors of navy blue, red and fawn, ages 2-12 to 6 yrs, \$4.75 to **\$5.95**

Our smart Fall and winter boys' hats are now being shown in felt and beavers in grey, blue, brown and dark green **\$1.25**

## Ready With The New Fall Furnishings for Boys of All Ages

A good reason why parents should make their selection at Pryce Jones Thursday are—the Fall stocks are ready and the prices are the lowest at which really dependable qualities can be bought.

Boys' Wool Piece Lined Underwear, ribbed cuffs and ankles, very soft, unshrinkable. "Pryce" special, garment ..... **45c**  
Boys' Ribbed Natural Wool Combinations, ribbed cuffs and ankles, well fitting, unshrinkable, will not irritate; sizes 24 to 32 in. Pryce special, suit ..... **\$1.50**  
Boys' English Flannelette Nightshirts, in neat stripes, very fine quality, fast colors; absolutely the finest made. "Pryce" special ..... **75c**

Boys' Khaki Jersey, in best English worsted, fast colors, unshrinkable. Extraordinary value. Pryce special ..... **98c**

Hockey Caps to match ..... **49c**  
Boys' English Worst School Jerseys, in navy, fast colors, unshrinkable. Pryce special **\$1.15**

Boys' Wool Coat Sweaters, with military collar, in neat shades, fine quality, very warm. Pryce price ..... **\$1.25**

## Attractive Offerings in Wool Dress Fabrics

Mothers who like to have their little girls' dresses made under their own supervision, will have no difficulty in choosing a favored weave or color from our attractive assortments.

Shepherd's Checks. Always useful and very popular for school wear; a very good hard wearing quality to clear; black and white, various checks and fast colors. Regular 50c and 55c yard. Special Thursday ..... **39c**  
Special Values in Scotch Tartan Plaids—For school dresses, at yard ..... **69c** and **50c**  
Children's School Serges, in navy and colors, sears shrunk, pure wool, for really hard and dressy school wear, etc. Regular \$1.00. Very special, yard ..... **85c**  
Reg. 75c, very special, yard **59c**

New Tweeds, Meltons, etc., for school suits, girls' dresses, etc., all highly recommended for hard school wear. Regular prices 50c, 55c. Very special, for, yard **45c**

We have a very hard wearing English Vicuna Ladies' Cloth, that is very highly recommended for boys' suits, girls' school dresses, skirts, etc. English make, best wool finish, very wide and a most serviceable cloth. Regular value 75c. Very special children's day, yard **59c**; 40 inches wide.

## THE IMPORTANCE OF GOOD SCHOOL SHOES

Style and appearance should be given proper consideration in the selection of the children's shoes, but the even more important points of quality, fit and durability should not be overlooked.

Sturdy shoes should be stout to provide ample protection against stormy weather; durable to stand the unusual wear and tear to which school shoes are subjected; perfect fitting to assure absolute comfort to the children whose feet are easily tired. In the selection of our shoes we have given these points particular attention, parents getting their children's shoes here are guaranteed satisfaction.

Misses' and girls' "Classic" brand of Footwear, in black or chocolate vici kid, tan Russia calfskin, box calf or patent calf, buttoned or blucher cut, all the newest styles for fall; sizes 8 to 10-12. Price, pair ..... **\$2.00**

Misses' and Girls' extra High Legged Boots, "Classic" Brand, in Napoleon style, buttoned or blucher cut, various colored tops; sizes 3 to 7-12; pair **\$2.35**

Sizes 8 to 10-12, pair **\$2.95**

Sizes 11 to 12, pair **\$3.50**

"Classic" Scuff Boots for children, made from very durable black or brown chrome calf; a comfortable, serviceable boot; sizes 3 to 7-12; price, pair ..... **\$2.00**

Sizes 8 to 10-12; price, pair ..... **\$2.35**

Infants' Soft Soled Boots, in selection of kid skin; colors black, white, red, blue, pink or chocolate, or black or brown suede, made on lasts for right and left foot; sizes 0 to 4. Price, pair ..... **75c**

Children's brown or red Juliet House Slippers, with flexible leather soles:

Sizes 3 to 7; price, pair **80c**

Sizes 8 to 10; price, pair **90c**

Sizes 11 to 12; price, pair **\$1**

Children's Felt Plaid House Slippers, with leather covered soles:

Sizes 3 to 7; pair ..... **50c**

Sizes 8 to 10; pair ..... **60c**

Sizes 11 to 12; pair ..... **70c**

Very special prices in children's first quality Rubbers:

Sizes 4 to 10-12; pair **55c**

Sizes 11 to 12; pair **65c**

Boys' sizes 1 to 5 ..... **80c**

Youth' sizes 10 to 13 ..... **70c**

Infants' Soft Soled Boots, in selection of kid skin; colors black, white, red, blue, pink or chocolate, or black or brown suede, made on lasts for right and left foot; sizes 0 to 4. Price, pair ..... **75c**

## New Fall Coats for Girls



All that is clever and new in style ideas is definitely and clearly brought out in our new Fall models. Prices range from \$3.75 to ..... **\$22.00**

A special line of coats suitable for boys or girls up to 3 years, in cardinal and navy, made of warm cloth with leather belt ..... **\$2.50**

A stylish black caracule coat, high collar and turn back cuffs, with pretty buttons ..... **\$7.50**

A snug little coat for cold days, made of cardinal or navy blanket cloth, trimmed imitation black lamb, high collar and turn back cuffs. .... **\$5.50**

A smart lined caracule coat, fine quality, trimmed gun metal buttons **\$12.50**

One of the leading lines for girls, made of navy blanket cloth, trimmed scarlet piping, hood, and sash, large gilt anchor buttons, ..... **\$4.75**

## Children's Dresses

Here you'll find an assortment that's not only complete in every detail, but prices in every instance are exceptionally low for such high grade qualities.

Pretty velveteen dresses, in navy, plum shade, moss green, trimmed daintily with laces and silk, \$3.75 to ..... **\$5.75**

Sailor Dresses—English manufacture, made of good serges in navy and

black, trimmed white or navy braids, ages 2 to 7 years, prices \$3.75 to **\$7.50**

Black and white plaid dresses, with large sailor collar and silk bow **\$2.25**

Girls' dresses, 2 to 7 years, made in pretty useful styles of dark materials, neatly made and well finished. **\$1.50**

A pretty dress of black and white check, trimmed, also some useful dresses in fancy stripes, special value **89c**

## GIRLS' SWEATERS

When weather changes are frequent and the days get chilly, what is more comfortable than a good warm sweater? They're neat, too; in fact, they really belong to one's fall outfit.

The children by all means should have one, for there's no betting how many colds may thus be prevented.

Children's Sweaters, in fawn and khaki, navy and red; sizes for 2 to 7 years. Price ..... **\$1.25**

## INFANTS' WEAR

Infants' Wool Overalls, white, cardinal and black. Special **50c**

Infants' Booties, white and white trimmed sky or pink. Special **35c**

Infants' Angora Hoods, trimmed Swansdown, **\$1.85**; turn-back style **\$2.00**; mitts to match ..... **\$1.50**

White Bearcloth Coats, ages from 6 months to 5 years; prices from ..... **\$3.00** to **\$5.50**

Children's Motor Hoods, colors red, red and navy, white. Price ..... **\$1.25**

Children's Velvet Bonnets for **\$1.00**; in colors navy, red and rose; very prettily trimmed with silk ribbon.

## The Fancy Drapery Departments

Make a very special study of children's needs and the great purchasing powers of Pryce Jones, Ltd., is an assurance of sterling value and satisfaction to all customers.

Silk Embroidery and insertions for young girls' frocks, etc.

Flannelette Embroidery and Insertions, in white, pink, cream. Yard **12-12c**, **17-12c**, **20c** and ..... **22-12c**

Cream Flannel Embroidery **29c**, **35c** and ..... **45c**

Cream Cashmere Embroideries for infants' coats, bonnets, etc.

Cambrie Embroideries, Edgings, Beadings, Galons, Insertions, in every imaginable variety from, yard ..... **10c** to **\$3.00**

Manufacturers' clearance and a few of our stock which have become slightly soiled. Embroidery Edgings and Insertions, various widths and in many qualities and designs, ranging from **19c** to **35c**. This collection is offered at one price. Yard ..... **12-12c**

Children's Hose—"Little Darling," the most popular favorite for young children because it is soft, warm, durable and by its elasticity fits to perfection any little limbs and by its beautiful colors satisfies any dress demand; all sizes 4 in. to 7 in., in black, tan, cream, sky, pink, cardinal; all sizes. One price ..... **25c**

For babies we recommend cream "Vivella" Socks, made from special yarn cotton and wool so scientifically interwoven as to give all the appearance and comfort of pure wool, but in washing it positively "does not shrink" all sizes. Prices ..... **15c** to **25c**

It pays you to pay a good price for children's stockings.

For girls 1-1 rib pure wool cashmere, soft but tough wearing quality, perfect fitting, 6 to 8-1-2 in., in black or tan. Prices **39c** to **59c**

For early fall, Girls' Plain Cashmere, of medium weight, seamless, feet; all sizes, 6 to 8-1-2. Price ..... **35c** to **49c**

Boys' special 1-1 rib All Wool Hose, heavy weight for warmth and hard wear; sizes 6-1-2 to 10. Prices ..... **29c** to **45c**

Exceptional value mixed lot of Hose, suitable for girls or boys, some with double knees; all sizes, at, pair ..... **25c**

For Glove Comfort, wear and warmth our Scotch Knit Gloves are perfection. They are made without any seams in fingers, and can be bought in good array of colors, from **25c** to ..... **50c**

Children's soft Chamisole Gloves are also delightful wear at present, and besides, they are very fashionable; all sizes, pair ..... **\$1.00**

Children's English Cape Gloves, in tan only. These are good style, nice appearance, comfortable, warm, best selling leather glove in stock, pair ..... **\$1.00**

Ribbons of merit were never offered at such prices as we are selling freely. A pure dye silk taffeta, 5 inches wide, in all beautiful colors, at, per yard ..... **15c**

There are dozens of other lines which we cannot mention, but please ask to see our special wide Duchess Ribbon, in all the most fashionable colors, at ..... **25c**

Special bandeau for girls, is a band with adjustable combs at side, threaded with taffeta ribbon, in all colors. The best value ever offered. Each ..... **30c**

## Outer Apparel for the Bigger Girls



Misses and juniors, between the ages of 8 and 14, will be delighted with the liberal way in which we've provided for their fall and winter needs—dresses and coats in distinctive quietly smart styles that all girls will like—styles that are adapted to the ages for which they are intended, not merely copies of the styles that grown ups wear. They typify girlish style in its best sense.

Combination suits for girls 8 to 12, with kilted skirt, or serge, and knitted sweater and cap, colors navy, emerald, and scarlet, special ..... **\$8.50**

Girls' Fall Dresses—In serges, and woollens, striped and checked effects, in pretty colors, very special value at ..... **\$3.50**

Wash Dresses—The mothers who for hygienic reasons, prefer that their children should wear wash dresses the year round, will find in this collection just the pleasing styles and colorings that they prefer—they're very special value at ..... **\$2.50**

Fall and Winter Coats—Difficult to describe in detail our new fall coats for girls—you must see them to appreciate their winsomeness and beauty; favored materials are serges, cloakings, and cheviot, sizes range for girls 8 to 14 years, prices from \$4.25 to ..... **\$15.00**

## Men's Fall Suits \$15.00 to \$20.00

It looks as if we are going to make \$15.00 to \$20.00 still more famous as a price for men's clothes this fall. We had it up and down with the manufacturers till we made it pretty clear to them that we wanted to sell the best suit that Calgary men ever bought before **\$15.00** to ..... **\$20.00**

We believe we have it and are going to keep right on telling you men and young men till the truth sinks in.

Scotch and English tweeds, plain, sensible and business-like.

A Wonderful Display of New Fall and Winter Overcoats

All stylish and exclusive models; many of these made according to our own ideas. Others are copies of the expensive English and American designs. Prices ..... **\$10.00** to **\$30.00**

## Infants' and Children's Millinery

Again we demonstrate our ability in providing high grade, clever and dainty styles in Infants' and Children's Millinery, at a very nominal price. Our display of fall styles is undoubtedly the choicest ever shown in Calgary.

Bearcloth Bonnets, small sizes, **25c**, **35c**, **75c**; warmly lined with flannelette and trimmed silk ribbon.

Poke Bonnets, made of velvet, colors, navy, green, red and rose; for girls up to 3 years, **95c**

Children's Caracule Bonnets, trimmed sky or pink ribbon; sizes 15, 16, 17; price ..... **\$3.95**

Children's Silk Bonnets, lined and wadded with batting; prices are **65c**, **\$1.00**, **\$1.25**, **\$1.50** and ..... **\$1.75**

White Corduroy Bonnets ..... **\$2.50**



### LITTLE GENT'S BOOTS

—In box calf, tan Russian calf or vici kid; "Classic" brand, made on nature form lasts. Sizes 8 to 10½. Prices, per pair ..... **\$1.85**, **\$2.00** and ..... **\$2.25**

"Boy Scout" brand Footwear for boys, dressy in appearance, and durable in wear, made from box calf, vici kid, tan Russia calf tan storm calf, or patent calf; sizes 10 to 13½. Price, per pair ..... **\$2.25** to **\$3.00**

Sizes 1 to 5½, price, per pair ..... **\$2.75** to **\$3.50**

Boys' extra high cut regulation "Scout" Boots, made from black or tan storm calf, fasten with two straps and buckles at the top; a splendid boot for wear and perfect fitting; size 1 to 5-2; prices, pair **\$3.50** to **\$3.75**

Infants' black, brown or red, vici-kid Boots, buttoned or blucher cut, made with flexible leather soles on our nature form lasts; sizes 2 to 4-1-2. Prices **\$1.00**, **\$1.25** and ..... **\$1.50**

Sizes 5 to 7-1-2; prices, pair **\$1.50**, **\$1.75** and **\$2**

THE  
W. M. DAVIDS  
A. A. MOORE  
W. W. CHEEL

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Per Year  
Per Month  
Per Copy

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Per Year

EDITOR-IN-CHIEF  
BUSINESS MANAGER  
SPORTING EDITOR  
NEWS EDITOR

THURSDAY

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