

# PRYCE-JONES

CALGARY

(Canada) Ltd.

ALTA.

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**T**HE aim and ambition of this store is to interpret correctly the wishes and desires of Calgary's Ladies, in the matter of dress and style, and to embody all the latest ideas in a garment that may be purchased at a moderate price.

Each succeeding season brings a greater and more widespread knowledge of fashion and a closer understanding on the part of the Paris Arbiters of Fashion of the requirements of American Womanhood, and a keener knowledge on the part of New York in the art of duplicating and adapting—for art it is.

It may be truthfully stated that these thousands of charming styles in coats and suits—coming as they do from our own particular set of New York houses—are the best of Paris conceptions as the best designers of New York see them.

All this, plus our own very clear knowledge of your ideas in fashion matters, backed by the size importance of our merchandise operations, results in a "gathering of styles" that naturally attracts the large proportion of the city's stylish women to this popular section of the store.