

Going to Alberta's Greatest Fair and Calgary's Greatest Sale?

GLANVILLE'S

July Clearance Sale

The Master Bargain Event of the Year!

A great, big business during April, May and June, has made us feel like celebrating during July. Besides, every good merchant considers that his profit-making time is mostly over by July 1st, and turns his attention to adjusting stocks, cleaning up all left overs that usually result from a big season of selling, in preparation to our annual inventory.

Yet, we find our shelves, counters and racks filled with thousands of dollars' worth of summer goods, which must be cleared promptly—even though considerable loss of profit results. We never allow goods to accumulate from one season to another. It is for this reason only—that we hold this, Drastic Price Lowering July Clearance. You help us to accomplish our task, and we will help you to some of the most remarkable bargains, and remember the summer has just begun—you'll want and need many of these splendid reasonable goods long before the summer comes to an end. Buy them now—think of the great savings.

This Great Clearance Movement Starts Monday

And for ten busy days the store bids you welcome. Best selection will be assured by attending promptly.

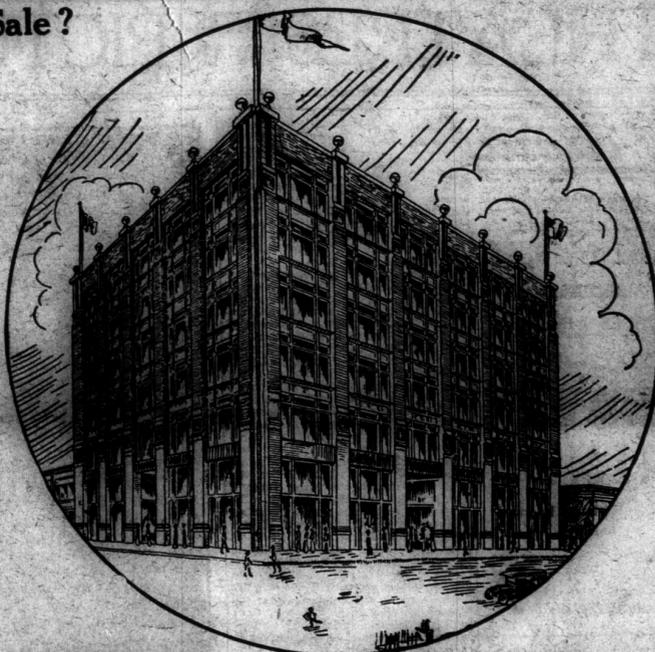
YOU'LL WONDER AT THESE EXTRAORDINARY COAT AND SUIT BARGAINS

Suits and Coats that were a credit to their department, to our store—and we harbored them for their style and tone. But the end of that has come. Into the hopper of the bargain mill they go to be ground out alongside of commoner styles. A ridiculously low price probes fun at their exclusiveness of style, but it can't effect the quality. They are just as chic, handsome and stylish, but less expensive—that's all. In every instance prices are but a mere fraction of former values. That's How We Conduct a Clearance!

\$25 to \$32.50 Suits for \$15.95

35 only Suits in the lot, and they will likely go to the first thirty-five Suit buyers early Monday. The materials are fine serges, fine poplins, smart tweeds, checks, etc. Colors are new and desirable, styles are the season's latest, new flare and belted effect. Suits are tailored to perfection. All sizes included. Regular values \$25.00, \$27.50, \$30.00 and \$32.50.

July Clearing Price **\$15.95**
Suits worth to \$18.50, for **\$11.95**
Suits worth to \$35.00, for **\$15.95**
Suits worth to \$45.00, for **\$24.95**



Clearance of all Millinery

Recall the pleasant things we have said in praise of our Millinery—this season. They still hold good. They deserve everything datterling we ever said about them. This is our last word about them, it means good-bye. Every hat and shape in stock is in this sale, marked with a wonderfully cheap price that looks out of place—but it's business!

SHAPES—VALUES TO \$5.00 FOR 85c

Hundreds of Shapes, in good quality tassel braid, all colors excepting white and navy large sailors variety of styles.

Regular to \$5.00. July Clearance **\$1.95**

TRIMMED HATS—VALUES TO \$3.50

A large assortment of neatly trimmed hats, also Hats. You can now pick a hat for even less than the trimmings cost. July clearance **\$1.95**

TRIMMED HATS VALUES TO \$12.00 FOR \$3.50

Another lot of trimmed hats, including many Flak and imported models. Pretty light summer hats, becomingly trimmed with flowers and soft cage edges. Regular to \$12.00. July clearance **\$3.50**

SPORT HATS—VALUES TO \$1.00

Sport Hats, in many different styles, pretty white felt hats for tennis, etc. White Corduroy combined with Paddy green. All new colorings. July clearance **\$1.00**

HIGH CLASS SHAPES HALF PRICE

Choice of any of our high class shapes, ranging in price to \$10.00, at half price. July Clearance **HALF PRICE**

PANAMA HATS \$3.95

Lovely Soft Panamas, need only touch of pretty ribbon or band to complete them. July clearance **\$3.95**

\$6.50 AND \$7.50 SKIRTS FOR ONLY \$4.85
An assortment of well made Tweed Skirts and good wearing Corduroys. New shades, new styles, limited number only. Regular \$6.50 and \$7.50 Skirts. July Clearing Price **\$4.65**

\$6.50 AND \$7.00 CREAM SKIRTS \$4.95
Cream All-wool Serge Skirt, and white velvet cord Skirts, for dressy summer wear. Styles are all new and desirable. Regular \$6.50 and \$7.50 Skirts. July Clearing Price **\$4.95**

\$2.50 WHITE WASH SKIRTS \$1.49
Made of good washable Bedford Cords. Attractive style, button front, wide flare all lengths. A skirt that we could not buy again to sell for \$2.50. July Clearing Price **\$1.49**

Season's Biggest Waist Bargains Now Offered You

We mention but two specials here, there are many more in our Waist Section, Second Floor.

SILK CREPE DE CHINE BLOUSES
Regular to \$6.50 for \$3.45
Lovely soft Crepe-de-chines, in shades of flesh, maize, pink and white—just the shades wanted; all new and attractive styles, too. One style is trimmed with two rows of hemstitching down the front; convertible collars, and pretty pearl buttons. Another style has the new frilled front; hemstitched new bell cuff. Also two or three more attractive styles in striped Jap silks; sizes are 36, 38 and 40. Regular value to \$6.50. July Clearance **\$3.45**

JAP SILK BLOUSES
Regular to \$3.95 for \$1.95
Excellent Blouses for summer wear, made of good quality washable Jap silk in plain white, styles show new collar effects, straps and tucks, pearl button-trimming regular to \$3.95. July Clearance **\$1.95**

\$2.25 Finely Made House Dresses \$1.35
Of fine washable Ginghams and Zephyrs, in checks and stripes, medium light colors, blues and greys. These dresses nicely trimmed with embroideries or contrasting materials. Regular \$2.25 value. July Clearance Price **\$1.35**

Thousands of Yards of Silks, Dress Goods, Wash Goods at Lowest Prices

You'll have reason to congratulate yourself if you visit our Dress Fabric department—for this July Sale brings about the very greatest bargains that have been offered this year.

HUNDREDS OF YARDS OF BEAUTIFUL SILKS REGULAR \$1.50 SILKS FOR 78c
Including the season's best silks—as natural and colored Shantung, colored Silk Poplins, sport stripe Tussors, fancy and striped Mahabuta wash silks, Georgette Crepes, all the wanted colors. Values up to \$1.50. July Clearance Sale **78c**

\$1.50 Black Chiffon Tafetta \$1.19
36 inch Chiffon Tafetta, excellent quality for suits, coats and dresses, finest 24-in. h. A quality that will wear. Regular \$1.50. July Clearance **\$1.19**

350 YARDS NATURAL SHANTUNG SILK 25c A YARD
The cheapest price ever named for this much used and wanted silk very fine, smooth, silky texture; regular 40c value. While Quantity Lasts—**25c** YARD

Materials as Whipcords, Mercerized Poplins, Serges, Checks, Plaids and plain goods. Colors of black, navy, greens, brown, tan, old rose, grey, tan, etc. 36 and 40 in wide. Values to 85c. July Clearance 49c

\$1.35 Black Paillette Silk, 93c
Soft Satiny Black Paillette Silk, 36 inches wide. A nice quality for your summer dresses good quality, at \$1.35. July Clearance **93c**

Visit Our Bargain Basement

200 MUSLIN DRESSES, REG. TO 7.50, 1.95.
Summer Dresses of dainty Muslins and Voiles, pretty color effects, also many black and white combinations; dresses that sold regular to \$7.50. July Clearance **\$1.95**

CHINA SILK WAISTS 98c
White China Silk Blouses, new style, long sleeves convertible collars; regular \$1.50 value. July Clearance **98c**

COLORED BLOUSES 39c
Blouses of blue, red, and striped wash materials high detachable collars. Sizes, 34 to 40. Fine blouses for house wear. Regular 75c. July Clearance **39c**

TRIMMED HATS \$1.00
Seventy-five Neatly Trimmed Hats, Especially trimmed for a leader in our Bargain Basement. Values to \$5.00. July Clearance **\$1.00**

BOYS' WASH HATS 59c
Boys' Wash Hats, in natty styles, in colors of blue and white, white and blue, khaki, fawn and plain white. Regular to 85c. July Clearance **59c**

BOYS' NECKWEAR 29c
Fine quality new Silk Ties, in the newest patterns fancy stripes and floral designs. Very smart. Regular 35c. July Clearance **29c**

Our Policies
Flowers are flowers—but there is a great difference in their fragrance.

And So With Stores—
And it's our business to make this store different from a difference which can best be explained in these important facts by which the business is governed.

FIRST—Our Service—
Any transaction can be instantly undone, if it's to your interest to do so. Money returned on goods exchanged, without question.

SECOND—Our Efficiency—
Prompt, attentive sales people, coupled with a fast cash system, makes quickness of service your able though you may always welcome to spend a while say—whether buyer or not.

THIRD—The Certainty—
of lowest prices—the best for the price, no matter how low.

FOURTH—We will go to any expense to satisfy—
We faithfully stand back of our merchandise, and our advertisements and our methods—we do it.

It is ever our aim to make the store your store—a store that gives values for every dollar, lowest prices, quality and style considered, and to keep it up to the old standard of **"REAL VALUE GIVING"**

SAMPLE SALE LADIES!
Hundreds of pairs, sample bonnet all summer goods. **HALF PRICE**

SUNSHADES
Entire stock of Sunshades, in silks and mixtures, plain colors and fancy. **25 PER CENT LESS**

Glanville's
Limited Calgary

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