Your Dollars Do Double Service Friday

Friday will usher in one of the greatest bargain-giving events that the ladies of Victoria and surrounding vicinity have had the pleasure of witnessing this season, and which demands the attendance of every lady who wishes to purchase a smart suit for practically a third and, in some cases, half of its regular value.

New Costumes of Stunning Style, Regular Values \$20 to \$55, for \$13.75, \$19.50, \$25.00 and \$35

This being the first important costume sale this season, we naturally look for a very busy day in this department on Friday. Individuality characterizes these swagger models, and distinctive touches give them a certain air of elegance seldom attained in ready-to-wear garments at these prices. These are all new arrivals, and once you put eyes on them you will be surprised at the marvellous values offered. The way they are made, the fine workmanship and the beautiful, rich materials will appeal to the most exacting. Not only is this the largest sale, but we have put every effort forward to make it the most successful



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