

We Announce for Tuesday and Following Days the Greatest Special Sale of Women's Ready-to-Wear Garments Ever Held in Calgary. Five Days of Unprecedented Bargain Giving July 23 to July 27

Prices Cut to Half and Less Than Half on Every Garment in Stock

Store Opens 8.45 a. m.

Closes 6 p. m.

Saturdays 9.30 p. m.

PRYCE JONES

GROCERY PHONE 1492

(CANADA) LIMITED

PHONE EXCHANGE 1191.

STORE CLOSURES EVERY WEDNESDAY AT 1 P. M.

Suits, Dresses, Tweed Coats, Silk Coats, Cloth Coats, Wash Dresses, Lingerie Dresses, Wash Skirts

Here is the most important sale announcement of a month that is rife with sale. It is something MORE THAN A SALE. It is an event. It derives its importance not merely from the reductions, but from the degree of those reductions, yet the values are unimpaired as to quality, rather, they are notable for their superior workmanship and fidelity to current designs. What then is the reason for such heroic inducements to the purchaser?

The varied demands of our increasing clientele have made necessary lavish assortments of all lines of ready-to-wear apparel—now that the time draws near when preparations for the Fall season must be

started to find on hand a more than normal stock of these garments, and we aim to offset that by reducing prices to such an extent that you'll gladly help us in the task of quick distribution.

It is as well for you to remember, that while the selling season is fairly well advanced, it is quite early enough for you to get practically a whole season's wear out of them; for at least ten weeks ahead we shall have glorious summer weather so that this sale is unique for you in that you save money—and lose no advantage on the score of timeliness.

Silk Dresses at Manufacturers' Cost

25 Silk Princess Dresses, made of extra quality foulard silk, come in sailor effect with lace yoke, collar and cuffs, and piped with satin. Reg. value to \$26.50. Special Sale Price..... **14.95**

19 only, Silk Princess Dresses in foulard, mossaline, and shantung silks, all nicely trimmed and well made, regular value to \$18.50. Special Sale Price..... **9.95**

12 only, one-piece Silk Dresses, made of extra quality foulard silk in polka dot design, nicely finished with lace edging, regular values \$13.75. Special Sale Price..... **6.95**

MESSALINE SILK DRESSES

12 only, one-piece Silk Dresses, made of extra quality messaline silk, lace collar, yoke and cuffs, of figured velvet, black silk cord girdle. Regular value \$27.50. Special Sale Price..... **16.75**

1-3 OFF MISSES AND SMALL WOMEN'S DRESSES

25 only, Misses' and Small Women's imported taffeta silk dresses, absolutely correct in every feature, coming as they do from one of the New York leading dress houses. Your choice of any in the lot 1-3 Off Regular Prices.

VELVET DRESSES LESS THAN HALF PRICE

8 Stylish Princess Dresses made of good quality velvet, beautifully trimmed. Regular value \$35.00. Special Sale Price..... **14.95**

Navy Blue, Velvet Princess Dress, lace yoke and collar stylishly trimmed with silk fringe and paddy green satin, reg. value \$65. Special Sale Price..... **37.50**

3-piece French Broadcloth Suit, coat handsomely embroidered and trimmed with ball fringe, bodice of dress is made of nylon elaborately embroidered, plain gored skirt with bias fold, regular \$139.50 value. Special sale price..... **69.50**

Paris Model One-Piece Dress, of fine broadcloth, handsomely embroidered, side revers of white panne velvet, flounce of white panne velvet and finished round bottom with Alaska sable, color tomato shade, reg. \$115 value. Special Sale Price..... **63.75**

Brown Silk Chiffon Velvet Dress, with overskirt, elaborately trimmed with real lace panels, regular value \$115. Spec. Sale Price..... **69.50**

3-Piece French Broadcloth Suit, handsomely trimmed with silk fringe, crocheted buttons and soutache braid, regular value \$180. Special Sale Price..... **77.50**

Green Corduroy Velvet one-piece Dress, trimmed with heavy silk cord girdle, frogs and fancy buttons, regular \$59.50. Special Sale Price..... **33.75**

Blue Velvet Dress of exquisite value and design, revers and cuffs of white corduroy velvet, finished with deep silk fringe and soutache braid, regular value \$79.50. Special Sale Price..... **46.75**

Navy Blue Princess Dress of good quality velvet, sailor model, trimmed with soutache braid. Regular value \$75. Special Sale Price..... **39.50**

CLOTH PRINCESS DRESSES FORMER PRICES IGNORED

30 dresses in one-piece models, materials are voiles, serges, panamas, silks, and eolennies, new up-to-date styles, no old good, 1912 garments, all are well made and slightly trimmed. Regular value to \$31.50. Special Sale Price..... **17.50**

CLOTH PRINCESS DRESSES At a Fraction of Regular Prices.

25 only, one-piece Dresses, in serges, panamas, and other fabrics, new up-to-date models, stylish little dresses, many different styles to choose from. Special price..... **13.95**

Paris, London and New York Model Suits and Dresses Priced Away Down

HANDSOME LINEN AND LACE 3-PIECE SUIT—One of New York's latest styles, regular value \$100.00, Special Sale Price..... **59.50**

ONE-PIECE LINEN DRESS, handsomely trimmed with macrame lace. Regular value \$47.50. Special Sale Price..... **29.50**

ONE-PIECE LINEN DRESS with pretty Irish lace over bodice in surplice effect, regular price \$65.00. Special price..... **39.50**

3-PIECE STYLISH LINEN AND MACRAME LACE SUIT, Paris model. Regular value \$100.00. Special Sale Price..... **59.50**

3-PIECE LINEN AND LACE SUIT, in butter color, coat has large shawl collar and peplum of handsome lace, dress trimmed to match coat. Regular \$125.00. Special Sale Price..... **69.50**

ONE-PIECE HAND EMBROIDERED LINEN DRESS, beautifully trimmed with real Irish crochet lace. Reg. \$77.50 value. Special Sale Price..... **43.50**

PARIS MADE 3-PIECE SUIT, of white linen, hand embroidered and lavishly trimmed with eren lace, Reg. value \$179.50. Special Sale Price..... **110.00**

LONDON MADE 3-PIECE SUIT, coat is entirely made of cluny lace, dress of voile and cluny, finished with fringe, reg. \$125.00. Special Sale Price..... **69.50**

PARIS MODEL 2-PIECE SUIT, hand embroidered in English eyelet and polka dot design, coat in Irish lace, in panel effect and finished in handsome lace edging, trimmed to match, reg. value \$105.00. Special Sale Price..... **67.50**

FRENCH MODEL HAND EMBROIDERED 2-PIECE SUIT, of genuine French crepe, one of the handsomest garments shown this season. Regular \$75.00 value. Special Sale Price..... **43.75**

GENUINE FRENCH CREPE PARIS MODEL SUIT, hand embroidered in floral design. Reg. \$57.50 value. Special Sale Price..... **37.50**

12 LINEN PRINCESS DRESSES in solid colors and stripes, prettily trimmed. Reg. value to \$29.50. Special Sale Price..... **16.75**

8 PRINCESS DRESSES, ALL LINEN, elaborately trimmed and embroidered. Regular values \$37.50. Special Sale Price..... **22.75**



DRESS SKIRTS ONE-THIRD OFF REGULAR PRICES

Unreserved choice of all our splendid collection of distinctive styles in separate skirts at 1-3 Off Regular Prices.

These skirts fill all requirements perfectly, fabrics are all high-grade, and will hold their shape and good looks through long service. There is style quality also—the up-to-date ideas of the best makers are embodied in them, and whether you want a skirt for the street, for dress, for business or vacation wear, you can assuredly depend upon securing it at this special reduction.

Extra Special Line of Women's Tailored Skirts, in colors and black, values to \$6.50. Sale Price..... **3.69**

ONE-THIRD OFF

GREAT COAT SPECIALS

VALUES TO \$15.00 FOR \$6.95

50 coats in full length models, materials are weeds, and coating fabrics, semi-fitted and well colored, plain tailored and slightly rimmed effects in the collection, regular values to \$15.00. Special Sale Price..... **6.95**

Tailored Coats—35 coats in tweeds and covert cloth serges and fancy worsteds, splendidly tailored semi-fitting garments, full length, raglan and other styles, are here for your selection. Reg. value to \$19.50. Special Sale Price..... **\$11.75**

BLACK COATS—Many beautiful styles in silks, satins and cloths, some handsomely embroidered. Values to \$21.50. Sale price..... **\$13.50**

BLACK COATS—Handsome models, in satin, silk or cloth, exquisitely trimmed. Values to \$31.50. Sale price..... **\$19.50**

BLACK COATS—Latest fashionable effects, with deep collars and revers, elaborately braided or trimmed fringe. Values to \$65.00. Sale price..... **\$39.50**

This Season's Smartest Styles in Wash Coats \$4.95

75 Women's Wash Coats, in crepe, crash, linen, etc., white and natural color, full length semi-fitted models, plain tailored and slightly trimmed effects. Regular values to \$3.75. Special sale price..... **\$4.95**

1-3 off Regular Prices on all other Wash Coats.

GIRLS' COATS HALF PRICE

In the Girls' and Juniors' Section of our Ready-to-wear Department, equally liberal reductions are the order of the day and mothers of 8 to 14-year-old girls will save enormously by taking advantage of these special offers.

The coats are the odd lines of our own stock, assembled with particular regard to the wants of girls between 8 and 14. The styles are adapted to the ages for which they are intended. They typify girlish style in its best sense. During the sale HALF PRICE.



Tailored Suits, The Final Cut

VALUES FROM \$25.00 TO \$35.00 FOR \$11.95

Our Suit Section offers you 200 Suits, stylish new models, strictly tailored and slightly trimmed effects, in fine all wool tweeds, serges and fancy mixtures. Now is your golden opportunity for purchasing all Early Fall costumes, you get them at less than manufacturer's price, just think of it, choice of \$25.00 to \$35.00 Suits, for, during this sale. **11.95**

Reduced Prices on Girls' Wash Dresses

Surely the little girls should not be forgotten this week when they may be nicely dressed for such little prices.

Girls' Dresses, made in stylish models, made of extra quality gingham, percales, chambrays and duck, prettily trimmed with embroidery and lace, one piece models and middie styles; sizes 8, 10, 12 and 14 years. Regular selling price \$2.50. Special sale price..... **\$1.29**

Girls' Dresses, imported models, stylishly made, prettily trimmed with embroideries, lace and self trimmings, materials are ginghams, percales and chambrays; come in stripes, plaids and self colors. Regular value to \$3.50. Special Sale Price..... **\$1.95**

Girls' Dresses, dainty designs, made of ginghams and American prints, nicely trimmed; come in checks, stripes and solid colors. Good value at \$1.50 and \$1.75. Your choice..... **98c**

Extra Special Japanese Crepe Kimonos

\$2.75 Values for \$1.49

10 dozen, Long Kimonos, made in figured Japanese crepe, sleeveless models, prettily trimmed with border of self, collar finished with heavy silk cord, loose fitting, extra value at \$2.75. Special Sale Price..... **\$1.49**

Other Important Sale News Will be Found on Page 5

Fancy Dress Blouses

\$8.50 Values for \$4.69

5 dozen silk and crepe de chine blouses, with oriental designs, new goods and the latest New York models, reg. price \$8.50. Special Sale Price..... **\$4.69**

Fancy Dress Blouse, reg. \$5.50 and \$6.00 values for \$3.29. 5 dozen bordered crepe de chine blouses, in kimono style, prettily trimmed with border of self, reg. \$5.50 and \$6.00 values. Special Sale Price..... **\$3.29**

Linen and Madras Waists, \$2.10 values for \$1.19. 5 dozen Pure White Linen and White Madras Waists, tailored models trimmed with tucks and cuffs. Some have stiff collar and wide soft cuff. Regular values to \$2.10. Special Sale Price..... **\$1.19**

Print Waists, \$1.25 values 69c. 10 dozen Waists of extra quality Ameri-

Extra Special!

Morette and Sateen Underskirts 1.29

15 dozen Morette and Sateen Underskirts, in plain and striped effects, some have plain body and embroidered flounce, grand value at \$2.50 and \$3.00. Special Sale Price..... **\$1.29**

Black Sateen Underskirts 88c
\$1.50 Values for

10 dozen, extra quality Imported Black Sateen Underskirts, well made with deep flounce, shirred and filled, good value at \$1.50. Special Sale Price..... **88c**



can print, splendidly tailored, trimmed with tucks, stiff collar and wide soft cuffs, grand value at \$1.25. Special Sale Price..... **69c**

Tailored Linen and Lingerie Waists, values to \$4.50 for \$2.69. 15 dozen Tailored Linen and Lingerie Waists; in the collection will be found plain tailored, and embroidered linen styles, fancy lingerie in handsomely trimmed models, many different styles are here for your selection, values to \$4.50. Special Sale Price..... **\$2.69**

House Dresses, \$3.00 and \$3.50 values for \$2.19. 5 dozen House Dresses made of extra quality American print, with Dutch and V shaped yokes, nicely trimmed with embroidery insertion and self-colored prints. Regular values \$3.99 and \$3.50. Special Sale Price..... **\$2.19**

THE

W. M. DAVIDSON
A. A. MOORE
W. W. CHEELY

MORN

Per Year

Per Month

Per Copy

WEEK

Per Year

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EDITOR-IN-CHIEF

BUSINESS OFFICE

SOCIETY EDITOR

SPORTING EDITOR

NEWS EDITOR

TUESDAY

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