

At The "Fifth Avenue" Store

Just another of the huge value-demonstrations for which our store is so well known. Here you can always be sure of quality at its best with prices so tremendously reduced that you'll find it of great advantage to your purse to buy all your clothing NOW while we are holding our

Ready for your daily "dip"

Bathing Suits	60¢	Bathing Caps	15¢
Good strong Jersey in dark shades, with white facings; all sizes		Fine durable rubber in very dainty and becoming shades	

ANNUAL REGATTA SALE

LADIES' DRESSES for all Occasions

Every Dress in Our Store has been Specially Reduced for this Sale.

Pretty Light Cotton Voiles
in several dainty styles, and every size from Misses to Stouts **1.49**

Bungalow Dresses in Fancy Cottons

and Muslins in a wide choice of colors and styles. Cool and comfy for hot-day wear; all sizes. One price **1.25**

Spot and Fancy Patterned Voiles
Straight line and other styles in a large variety **1.98**

Fancy Ratines, Voiles & Gingham **2.27**
In an attractive line of unusual merit. Half price at

Voiles, Ratines, English Broadcloths & Organdies
Just a delightful assortment of charming cool dresses for hot summer days **3.98**

Tub Silks, Voiles, Crepes and Broadcloths
The very last word in Summer Wash Dresses, delightful plain shades and fancy patterns **4.78**

To Clear 8.98 100 Dresses 8.98 To Clear
In Silks, Cantons and Crepe de Chenes, Fawns, Conna, Blue, Rust, various combination shades and Black; long and short sleeves and various style necks

To Clear 12.97 75 Dresses 12.97 To Clear
In Fawns, Browns, Navy and Black only. In order to clear out our surplus stock of Ladies' Dresses this group, many good value at \$27.50, have been reduced to clear at

Summer Party Frocks Picturing the very newest styles, lines and fabrics of this season's fashion show. Fawns, Blues, Greys, Tomato, Green, Taupe, Brown and fancy color combinations **From 7.90 up to 44.00**

Hot Weather Needs for the Kiddies

Gingham Panty Dresses **87¢**
Gingham Frocks **1.25**
4 to 14 years.

Extra Quality Ratines, Ginghams and Linens
A large stock to choose from; all sizes **1.48**

Best Dresses
White Organdie **2.98**
Dainty lace and ribbon trims

150 Light Weight Coats

For Summer and Early Fall Wear

These are both lined and unlined. Our last shipment of these special Coats didn't last two weeks. We recommend them to all wanting a light, stylish and inexpensive Summer Coat **11.90**

HATS

Every hat in our store is reduced to roughly half price for our Big Regatta Sale.

1.25 2.90 3.25 4.75 6.50

OVERBLOUSES

Muslins, Voiles and Linen	Fancy Voiles and Muslins	High Grade Lawns and Eng. B'cloth	Silk and Silk Crepes
93¢	1.25	1.90	3.78 to 7.90

Ladies' Costumes
12.90 FOR ALL OCCASIONS—IN LIGHT AND DARK SHADES. **35.00**
the lowest. There is a very fine selection to choose from in a range of prices between the figures quoted. The highest

Ladies' Sports Sweaters

These are quite new, and were not opened when our ad. went to press, but our buyer has chosen the very newest styles.

Teddies

Good quality all Silk Crepe de Chine in lovely shades **1.90**

Pyjamas

Fine White Cotton, with fancy stitching and frilled ankle; 1-piece style **98¢**

GLOVES

The famous Kaysert Van Raelte Gloves in heavy silk. A new shipment **15c up to 75c**

Ladies' Skirts

Beautiful Silk Roshanara and other heavy Crepes in pleated styles; all sizes and the following colors: Grey, Fawn, White, Navy and Black **6.80**

Regatta Specials for MEN! MEN'S SUITS

All the latest summer weight Tweeds in new plain shades and mixtures, also in very high class Navy Serge.

Boys' Sailor Suits

Swagger suits, with the genuine naval cut, and with long pants, in all sizes. One of the biggest values ever offered.

Men's Caps

Finest Tweeds and Velour Cloths in all the latest styles and shades **98¢**