


> $\$ 19.00$ CAPE FOR $\$ 5.00$ We＇ve just this one only，in navy blue．
Was marked to sall goes now for ．．．．．．．．．．．．．．$\$ 5.00$

Camidely
TWO－PIECE HOUSE DRESSES In alf colors and striped effects，Regur
lar up to $\$ 3.75$ for $\ldots \ldots . . . \$ 1.50$

## The July Sale Gong Has Sounded

－and listen for the echo．This is the advertisement hundreds of Victoria ladies have been waiting for．Rather a large ad．and still far too small to hold all the good items that have been marked for the JULY SALE．

Say it over and over again to yourself today：＂I am going to shop at Camp bells tomorrow．＂Your neighbor will be coming too，and her neighbor and practically everybody who sees this advertisement．

## Great Offering in Women＇s Suits

－And not one but what is a beautiful style for Sum－SUITS UP TO \＄37．50 FOR $\mathbf{\$ 9 . 0 0}$ ther wear－creations of splendid ner rese and striped effects，including three Rajah silks

SUITS UP TO $\$ 37.50$ FOR $\$ 5.00$ $x$ Suits only，regular values to as high as $\$ 37.50$ ．This certainily is a magnificent lot．Three white




Lingerie Dresses

| White Lingerie Dresses phenomenally reduced．Hand－ somely trimmed with embroidery and laces <br> Regular \＄3．50 for <br> Regular $\$ 4.25$ for <br> $\$ 2.50$ <br> Regular $\$ 5.50$ and $\$ 6.50$ for <br> Regular $\$ 7.50$ and $\$ 7.25$ for <br> Regular $\$ 8.75$ for |
| :---: |
| THREE EXTRA SPECIALS IN DRESSES |
|  |
| Sale Price |
|  |
| Two White Repp Dresses and one sky． |
|  |

Knit Underwear 1


Ladies＇Black Cashmere Hose，lace ankle．Regular Silk Lace Lisle Hose，in all shates．Regular soc
Sale price， 3 pairs for $\$ 1,00$ ，or per pair．．．．． 35 Ladies＇Spun Silk Hose，in black．Regular $\$ 2.75$ ．Sale
price ．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．．25


Great Saving on Dresses














ter

Ifreld Sports at HiomeandAlwoad


















BUCK AGER jumble of jumps and pants and sha
the general form buck ager takes the general form buck ager takes
th the liveliest samiple ever saw new,
of his office a week or two:







 y Hank," says I, "you blunderin'
in thunder didn't you shoot?"















## It seems to be a fairly general opinion that it is useless fishhing for trout when, as

 my old friendestom fom Sparty says: What timehe tries to soften ablank evening on his
hater; "there is thunder about", or, as the
wat




ata me,
sepa
foun
fons















## edges and extremely diffificlutr to appot at The lake is apparently five or

the centre. Ond Probably very deep
several hippopotami shikaris told uis this there permanent d
southwest wind, which afterwards changed
to notrtheast. Finding that the mill was
working, I began about 6 oo yards below it, at to northeast. Finding that the mill was
working. I began about boo yards below it, at
the bottom of my stretch, but had only fished
a little way up when the mill stopped, and a little way up when the mill stopped, and
the water in the brook fell to a tricke, so,
knowing from experience that it would be long





## Sportsman's Calendar

 JULYTrout, Salmon, Grisee, Bass, Char, One of the two best months for sean trout
fishing in the estuaries and indets.

## one considers that a good shooting gun can be purchased at form from $\$ 25$ to $\$$ so, and that for for       to the eye and shoo thing. It Itives, auticinnest      lack of which essental more hanters lose their Lime. than through any oreter thing. - OUtitoo Lifor

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\section*{BUCK AgER <br> 
































THUNDER







tlose, and a heavy shower of rain ensued. Af-
teather was very sundy and
sultry, with thunder rumbling a good way off,
and about 6 occlock it began to travel nearer

most overhead drove me to safer quarters in
the inn, which was fortunately enty 200 yards
away. Then followed before stinset a dark-

ot hunderstorms, 1 ever remember, and,
though the rain ceased at It the tily tigning
was stil most vivid when I went to bed half
an hour later. There was w
was still most vivid when I went to bed half
an hour later. There was a good hatch of
fly that day, chiefly alders, with many May-
flies and grey drakes, and at times fish rose


The nex ocasion waus Juc




Sportsman's Calendar rout, Salmon, Grilse, Bass, Ch one considers that a good shooting gun can
be purchased at trom $\$ 255$ to spo, and that for for




 the earrage and grace to the movements. and
assists the the tame tunter inr his work in the





Where the roads of men are ended, where Where there's nought anead but Nature, and
thenes on subh word as fail, or a thousand miles it may wind its way,
throush forest, muskem mire
 e peaks and crestst of of the . .elolow,
perpectual mantes of sith sith
 The e eamenturies of owids ind in the tree tops that
always, yet never been tood.
 boiling and roaring about
The trocks that tif thack ond forbiding in
their watery shonds of spray. ut beyond where the groind is 'soter, the
trail again takes its way.





| MILLINERY DEPARTMENT AIt Untrimmed Hats..............50 Children's Sailors...............50 |  | MILLINERY DEPARTMENT Onting Hats. Trimmed Hats, $\mathbf{S}_{2}, 50$ and |
| :---: | :---: | :---: |
| Cirls' Cloth Coats for Summer Wear |  | Great Bargains in Girls' One-Piece |
| Our stock of Coats in this department is now complete, and includes all the latest models for juvenile wear. The styles are varied, but mostly in the straight box effect, while several have the new sailor collar in cloth, or silk. The materials include plain and diagonal serges, broadcloth, light weight tweeds, in navy blue, greys, fawns and cream, either plain or with blue hair-line stripe. Well finished and trimmed with brass buttons. Sizes from 2 to 18 years. Regular values from $\$ 2.90$ up to $\$ 4.75$. All <br>  Value's from $\$ 5.00$ to $\$ 6.50$. All to clear <br>  | Some of our oldest customers will remember how we conducted sales in the olden days, and how the interest was just as intense -only in a smaller way. The writer's earliest recollection of anything pertaining to the business was keeping, the door at one of these July Sales, limiting the number of people to be waited on inside. At that sale, in the old Commerce House, Government Street, we had every carriage in the city engaged to bring our customers to the store. It would be impossible, using all the carciages and autos in the city, to do this today. We have set a high mark for our 1911 July Sale; we wish to double last year's business, and we have gone the limit in bargain-giving to do it. | Dresses. Large Selection. <br> Girl's Dress-in pink and white print: <br> The only trimming is a wide chambray band with buttons attached and wide of chambray extending from waist waist band at the back. July Sale is <br> Sailor Dress-for girl, made of strong collar, cuffs, belt and deep flounce, the lar and cuffs being trimmed with braid. This dress has fastenings down |

V0L. L. 472 matr we





VERY STYLISH LONG COATS AT $\$ 6.90$ hese smart Coats are made in three-quarter and full
lengths, in various stylish tweeds and plain cloths, lengths, in various stylish tweeds and plain cloths,
in colors black, navy, grey, green, and other pre-
vailing shades. All are beautifully tailored, They in colors black, navy, grey, green, and other pre-
vailing shades. All are beautifully tailored, They
are splendid value and cannot be duplicated or reare splendid value and cannot be daplicated or re--
peated at this price. Special Sale Price ...86.90

WOMEN'S FULL LENGTH COATS AT $\$ 9.75$ This collection of Coats consists of tweeds, broad-
cloths, diagonal serges and various other new macloths, diagonal serges and various other new ma-
terials. All the leading and wanted shades are
fepresented here and include many handsome tepresented here and include many handsome
checks. Some are plainly tailored, others neatly
trimmed with silk and fancy buttons. Special Sale
Pate

CREAM SERGE COATS AT \$14.75 This is a specially good line of very superior Serge Coats. All are well made in the most up-torgate
styles, and include loose and semi-fiting garments, styles, and include loose and semi-fitting garments,
beautifully tailored. Some are trimmed on collars
and cuffs with smart touches of braid. Special and cuffs with smart touches of braid. Special
Sale Price .......... ...................\$14.75

SMART LINEN COATS AT $\$ 4.90$ TO $\$ 19.50$ is impossible to describe this line in a comple
manner, It is sufficient to say that you can ha manner, It is sufficient to say that you can
your choice from the Summer's smartest
tailored in such favored materials your choice from the Summer's smartest
tailored in such favored materials as Hollan cotton rep, cotton pongee, or white unio cotton rep, cotton pongee, or
at prices that are sure to plea

Hundreds of Women's Skirts in Al the Latest and Best Materials, Regular Values to $\$ 25$, July Sale Prices $\$ 2.50$ to $\$ 11.90$
There is an endless variety of Skirts to choose from, in all
materials, styles, sizes and colors. Some are narrow gored, pan materias, styes, sizes and colors. Some are narrow gored, pan-
eleet, trimmed with bands
will

House Dresses at $\$ 1.25$ to $\$ 4.50$
There are dozens of neat and serviceable House Dresses
chatbrays einghams and prints, made with hieh or Dute chambrays, ginghams and prints, made with high or. Dutc
necks, long and short sileves, plain or pleated skirits in vei
 Wrappers in Prints and Sateens, July Sale Prices \$1.25 and \$2.50 A large assorment of Dark Print Wrappers, made with 10

 1.

A Huge Assortment of Muslin Dresses July Sale Prices from $\$ 1$ to $\$ 18.75$
 sizes and very smatt styles.






 describe.
$\mathrm{T} \$ 9.75-$ have flounces of omburoideries, olhered marquisettes. Some
There are many very handsome dresses in this locskit effect. choose from.
AT
14.75 - Dresses in very bèautiful cream and white emAT $\$ 14.75$-Dresses in very beautiful cream and white em-
broidered nets and mulls. Some have peasant sleeves, point-
ed yokes finished with frill of lace extending to waistband ed yokes finished with frrill of lace eetending to waistband
with crossed panel effect of dianty embroideries and clusters
of tucks Uper with crossed panel effect of dainty embroideries and clusters
of tucks. Upper part of skirt made of plain net with rows of
shirring, and finished with deep embroidered flounce, headed T \$18.75-Very lands.
 and short sleeves, The front is handsomely trimmed, with
lace insertion, while the skirt is finished with deep embroidred lace insertion, while the skirt is finished with deep en
shadow work flounce and very handsome overskirt.

Embroidery, 24 inches wide in many very
handsome designs suitable for children's handsome designs suitable for children's
dresses. Regular values to $\$$ IT dresses. Regular values to $\$ 1.25$ per yd .
Special July sale, per yard........50 Fifty Sunshades in a variety of very handsome colors and designs, values to $\$$ r.25,
will be sold on Monday at, each... 50 , Thirty-five Sunshades in handsome styles on strong frames. Regular $\$ 2.75$ values. Special, each .................. $\$ 1.00$ Twenty-five Sunshades of very superior-
quality covers and strong frames. Reguquality coyers and strong frames. Regu-
lar values to $\$ 475$ to be cleared out at each …...................... $\$ 2.50$ Two Hundred and Fifty Hat Pins in a great variety of swell styles, values to 35 c
each, all to be sold at, each.......5 Fifty Dozen Fancy Wash Belts in a large range of fancy styles. Regular values
${ }_{25}$ c. Special sale price, each..... $10 \phi$ Twenty-five Dozent Twenty-five Dozen Fancy Collars and
Jabots in a very wide range of very hand-
some styles. Regular values to 75 c .25 L . Special Sale Price

Exceptional Bargains on the Main Floor. See Window Display on Broad Street

See Pages 20 and 21 for Further Announcement
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[^0]:    the trail
    Where the roads of men are ended, where Where the mountains raise theiri barriers and
    thene tenderfot thares bates nought ahead but Nature, and Whereresh no such word as fail, ended'st

    For a thousand miles it may wind its way,
    throuh forest, muskeg, mire,
    
    
    
     The lament ofries old wind is in the tree tops tha
    
    
    
     ing the valler herew wil find it and he see
    Where springs the rich green of live timber
    
    nd the man of the trail is the man of the
    
    
    

