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## ORIA. B. C., FRIDAY, JUIY . 5, 1907



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y run on low ur friends, sold
We want all ck of these goods
tion at any time. tion at any time.

Such Wonderful Bargains Were

Ladies' White

Pique Wash
Skirts, regular
up to $\$ 2.35$ Never Before Offered

Promptness Is Necessary, If You'd Share In These Extraordinary Bargains In Our Grand July Sale
Our Great July Clearance Sale has already become a by-word with all true economists. It is always easiest to save on your purchase in a sale - the reductions may be small, but you save just the same. In this sale, we wish you to thoroughly understand that the savings are extraordinary-they're not common every-day ones. You-get the goods that is to be cleared at cost and, in many cases, at less than cost. The first few days selling in this big sale has proven the intrinsic worth of the splendid values that are offered; crowds waiting eagerly for the doors to open, and a record business being done during the day.

In every department of this store are values such as to make July buying wise economy, and which will yield the fullest. measure of satisfaction both from the liberal character of the savings, as well as the superlative quality of the goods.

Extra Special
Ladies ${ }^{2}$ Fine Wash Collars in all the latest designs. Reg.upto 35 c .
JULY SALE SPECIAL

Strenuous Staple Values in Our July Sale
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Ladies' Dress Skirts at July Sale Prices



Fine Silks-July Sale Prices





Ladies' Sun Umbrellas at July Sale Prices

等
High Class Millinery at July Sale Prices
An interesting sale of the season's very latest styles. Each
of these models is a style creation, distinctive and exclusive and which will appear most fascinatingly to the woman who appre-
ciates stylish individuality in the hat she wears and all at small
purse prices.




## July Sale Specials on Ladies Fine Blouses


Fine Muslin Blouses, embroidered in- $\quad \begin{gathered}\text { Fine White Swiss, Muslin, spotted, em- } \\ \text { broidery trimmings. Regular } \$ 2.65\end{gathered}$ sertion. Regular \$1.85. July sale
price .................... $\mathbf{\$ 1 . 4 0}$ $\$ 2.25$ Ladies Blouses $\$ 1.80$ Fine Muslin Blouses with wide panel of embroidery down front. Regular
$\$ 2.25$ : July sale price .t.... $\mathbf{\$ 1 . 8 0}$ \$2.50 Ladies Blouses $\$ 1.90$ Fine White Muslin Bjouses, laee and embroidery trim mings, short sleeves
Regular $\$ 2.50$. J dily sale Mifice $\$ 1.90$. High Quality Corset Covers at July Sale Prices
CORSET, COVERS in white muslin,
Regular 35 c . Sale e price.......25d
Regular 60 c . and 75 c. Sale price 50 d Regular 6oc. and 75c. Sale price 50 C
CORSET COVERS, extra fine, trimmed with embroidery-
Regular 85 c. and goc. Sale price. $60 ¢$
Regular \$5.00. Sale price Regular \$1.35. Sale price …... 95c

July Sale Prices on Corsets
CROMPTON CORSETS
CROMPar $\$$ rioo. Sale price ..... 75 .
Reg SETS. Regular \$1.00. Sale price 75d

Amazing Reductions on Undergarments ADIES UNDERGARMENTS, hem-
 thon, lace and tucks. Regu, 65. and 75c. Sale price ........... 50c adies' Chemise, Very Fine Muslin, Embroidered LADIES CHEMISE, very fine muslin entroidery trinmed
Regular 50. Sale price Regula 7sc. Sale price
Regular oco. Sale ptice Regular goc. sale price 60 c 1.00 1.35

Incomparable Prices in Ladies' Fine Wash Skirts
Extraordinary values, in Women's Stylish Garments which are offered at about one half what their exact duplicates sold for two
weeks a a.o. The quikest way to realize what this piece of news meaus to buyers, is to compare with former prices.



 adiest white of is for Less





Important Sale of Fine Dress Goods
Our Dress Goods Stock must be reduced, and to accomplish this
we have decided to place on sale some splendid lines of seasonwe have decided to place on sale some splendid lines of season-
able mate. ials- wanted for present or future use at a splendid
saving to you. Read the following and join in the rush today, OLD COUNTRY TWEEDS, this season's shades. Regular
$75 c$. and goc. Sale price ........................ 50

LADIES' OPEN-WORK LISLE HOSE in Navy,
Champagne Shades. Regular soc. July Sale Price $\mathbf{3 5 C}$
Fine Curtains at Extra Special Prices

## Extra Specials in Fine Embroidery

$121-2 \mathrm{c}$ and 10 c Embroidery Edgings, per yard 25c, 20c and 15c White Embroidery, per yard Colored Embroidery, all going at, per yard

White Underskirts at July
Sales Prices
WHitE COTTON UNDERSKITTS,
lace flounce. Regular $\$$ t.oo. Sale
price ...........................
WHITE COTTON UNDERSKIRTS, extra fine, insertion and embroidery
trimming. Regular $\$$. 2 .

Regular \$2.50. Sale price .... $\mathbf{\$ 2 . 0 0}$
Regual $\$ 2.50$. Sale price ... $\$ 2.00$.
Regular $\$ 275$. Sale price ... $\$ 2.15$.

Ladies', Night Gowns

- for Less

LADIES NIGHT GOWNS, plain with
low neck, embroidery yoke Regular

 ming. Regular \$1.25 and \$1.35. Sole
 cambric, fancy embroidery trimming,
low neck. Regular $\$$ SL.50 and $\$$ st.75. Sale price




## VICTORIA THE BEAUTIFUL

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VISITOR'S VIEWS Testimony of Yorkshirema - as to Opportuities

A Visitor's View of Our City-Modern Homes Where Beauty and Elegance Delight the Eye-Fishing In the Gulf Provides Pleasant Pastime.

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The Amateur Photographer


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## 2 Feminine Fancies and Home Circle Chat

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Thousands of Dollars to be Saved by Attending the Greatest July Clearance in the West Dress Goods at Deter mined Clearance Prices


All at 35 per Pard



Al at 500 per Yard


All at 750 per pric

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##  <br> $\$ 5.00$ Black Silk Under-

 skirts for $\$ 3.90$Women's Shirt Waists Must Go
Determined Clearance of Goods Wanted for Present Wear





 Regular values up to $\$ 6.75$. Deter-
mined clearance price $. . . .{ }^{2} . \$ 3.50$
Trimmed and Untrimmed Millinery BelowCost 50e for untrimaind outing sotaror cimparns mushin



Special Diys for Shrewd Investors---T0
morrow and Saturday
Choice Skirts Low Priced for Tomorrow

## onty ten robes in all.






Wurf carfrov robe sinnid


Every Silk and Lace Collar Must Go










Zealous Bargain Seekers will Find a Feast Prepared for Them
Our Best Efforts will be Put Forth to Serve the Inevitahle Our Best Efforts will be Put Forth to Serve the Inevitable Stream of Shrewd Investors Tomorrow and Saturday
UTFITTING MEN has become just as important as ou fitting women at the store and the high grade goods that
are cleared out at the end of every season make this section one of the most interesting. There is not a sale that cannot b more appreciated than the summer clearance of Men's Suit and Furnishings.

High Grade Suits Away Below Actual Values $\$ 30.00$ Fitrtles for $\$ 15.75$
$\$ 12.50$ Suits for $\$ 6.75 \quad \$ 20.00$ Fitrites for $\$ 9.75$
The atove are three striking insataces mhat the big Store can do in a determined Summer Clearance

The mark of tailoring art is seen in every suit sold. O
suits produce that favorable comment, gives attentive consideration to the wearer and very often secures valuable preferences.

Shrewd Investors Days--Tomorrow and Saturday
GREAT SALE OF LACES TODAY
Unprecedented Bargains Await Our Customers
Men's Sox to be Positively Cleared

| special 15 c ., roc., 8 c . and .... 5 . ${ }^{\text {d }}$ | Large Assortment of Ties. Values 50c. Sale price $\qquad$ 25 c |
| :---: | :---: |
| ey Worsted Sox, per pair, value | Men's Strong Braces, per pair values |
|  | 25c. Sale price |
| Blue English |  |

## Men's Correct Furnish-

 ings at Irresistable Prices
Sale of Men's Print and Oxford Shirts

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|  |  | Special Bargain Chance

## 

Sale price............. 50 c
Fine English Cashmere Shirts and
Drawers, blue and natur
Drewers, blue and natural shades,
all sizes, each, value $\$ \mathrm{l} .00$. Sale roe

## David Spencer, Ld.




 and S.755. July sale price .... 75 c
Balance of 10,000 Yards of Swiss Muslin Goo on Sale for $35 \mathrm{c}, 25 \mathrm{c}$ and $121 / 2$ Bargains in White Turkish Toperses

argeins in Unibeached Turkish Tow| Bargins in Apron Cinghas |
| :--- |
| Bargains |
| in Towe | Special Days sor Shrew investors-TOnotrow and Saturday

Ladies' Fine Hose at Irresistable Prices

Women's Ribbed Cotton Underwear




Stationery and Book Dept.


BETAIL MERCHAI
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