

SALE ENDS AUG. 24

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Everybody's Talking About This Great Sale!

DAY by day the interest in this great sale increases—each day sees bigger crowds—more enthusiasm—more expressions of appreciation, from highly gratified shoppers.

Little wonder everybody's talking about it! Little wonder there are enthusiastic crowds in attendance! To find the purchasing power of the almighty dollar so splendidly multiplied would bring expressions of approval from less keen shoppers than the good people of Prince Edward Island.

Phenomenal attendance during the opening days

--everybody delighted with the splendid bargains!

Prowse Bros. Ltd.
CHARLOTTE TOWN'S BIG DEPARTMENTAL STORE

We urge any who have not already taken advantage of the savings made possible by our discount offerings to attend without delay! The lateness of the season makes it impossible for us to extend the time further than Aug. 24. Only a short week remains!

During this sale our usual generous terms continue in force. Please note, we cannot book any amounts at discount prices. Goods not satisfactory—with the usual exceptions—may be returned and money will be cheerfully refunded.

Remember—Sale positively ends Aug. 24th.

Let the whitewear bargains testify!



THE whitewear bargains speak eloquently and convincingly of the VERY GREAT SAVINGS made by our great sale.

In every respect the garments are superior. Elegantly made, daintily and tastefully finished. Seldom is the opportunity afforded to secure such exquisite garments at one third off regular low prices.

NIGHT DRESSES

- 49c** Formerly 75c—Gowns of strong English cotton, neatly made yoke of tucks—neck and shoulders edged, torchon lace.
 - 70c** Formerly \$1.05—Gowns of strong English cotton—yoke of hemstitched tucks—hemstitched frill around neck, sleeves, and down front.
 - \$1.23** Formerly \$1.85—Gowns of excellent English cotton—surplice yoke of muslin embroidery trimmed fine embroidery frill. Featherstitched finish—frilled sleeves.
 - 83c** Formerly \$1.25—Gowns of fine English cotton—yoke tucked in clusters—fall fine embroidery frill at neck, sleeves and down front.
 - \$1.70** Formerly \$2.55—Gowns of fine lonsdale—embroidered surplice yoke trimmed fine insertion and lace—sleeves have deep frill of insertion and face run around with ribbon.
- Other Elegant Nightdresses at
 \$2.17 Formerly \$3.25.
 \$2.27 Formerly \$3.42.
 \$2.73 Formerly \$4.10
 \$3.95 Formerly \$1.50.

DRAWERS

- 23c** Formerly 35c—Drawers of strong English cotton—have deep frill with hemstitched tucks and hem.
- 39c** Formerly 60c—Drawers of fine quality English cotton, tucked—daintily finished with wide embroidery frill.
- 70c** Formerly \$1.05—Drawers of English cambric—tucked—have fine embroidery frill trimmed—insertion.
- 32c** Formerly 48c—Drawers of fine English cotton with muslin frill trimmed wide insertion and lace.
- 53c** Formerly 80c—Drawers of excellent English cotton—tucked frill edged with pretty, wide width, open embroidery.
- 83c** Formerly \$1.25—Drawers of fine English lonsdale—trimmed with sixteen fine tucks and very fine embroidery frill.

CORSET COVERS

- 43c** Formerly 65c—Slips of fine lonsdale—fitted back trimmed lace, insertion, and ribbon.
 - 53c** Formerly 80c—Slips of wide embroidery—ribbon, shoulder straps and beading made with pepin.
- OTHER FINE CORSETCOVERS AT**
 73c. Formerly \$1.10.
 83c. Formerly \$1.25.
 90c. Formerly \$1.35.
 97c. Formerly \$1.45.

Staple Goods Bargains

Think hard try and remember how many months ago since the last opportunity to buy staple goods at such reductions!

It may—probably will—be quite a long time before such an opportunity again presents itself. Buy linens, sheetings, toweling, shirts, bed wear, cotton dress fabrics—buy for present and future requirements at 25 p. c. off

Ladies' Cravenettes

- \$4.95** Formerly \$7.50. Full length coats of fine imported cravenette—two full length box plaits at back running over shoulders and down front; also inverted plait and strapping.
- \$5.17** Formerly \$7.75. Three quarter and full length coat of imported cravenette—loose back, mannish style—four pockets.
- \$6.83** Formerly \$10.25. Full length mannish style coats of heavy showerproof cloth. Two full length box plaits at back. Splendid rain or shine coats.
- \$7.83** Formerly \$11.75—full length coat of very fine imported cravenette, made in attractive style with clusters of plaits front and back—velvet collar—novelty yoke effect.

Desible dress fabrics savingly priced!

THIRTY per cent buyers are taking advantage of the surprising savings in fashionable dress fabrics.

If you contemplate the purchase of a new suit the wisest plan would be to come and inspect these fabrics. All dress goods selling at one third off! For example,

59c per yard for any of a dozen or more pieces of desirable dress tweeds. "Hewson" pure wool, and imported makes. In greys, browns, green and garnet. Mostly 54 inch. Worth to \$1.45 per yard.

\$1.15 Dark castor chiffon broad cloth in visible self weave very rich appearance.

Pure wool, 54 inch. Reduced from \$1.95.



- \$1.80** Fawn broadcloth, coating weight 54 inches wide splendid bargain. Reduced from \$3.25.
- Black Dress Fabrics**
Fine imported black cashmeres 42 to 45 inch widths per yard 85c \$1.20 \$1.25
..... Less 33 1-3 p.c.
- Less 33 1-3 p.c.**
Fine imported silk crepe-de-chenes—42 inch—95c, \$1.10, \$1.20
..... Less 33 1-3 p.c.
- Less 33 1-3 p.c.**
Silk Eolienne—a beautiful texture 44 inches wide per yard \$1.10 and \$1.65
..... Less 33 1-3 p.c.
- Less 33 1-3 p.c.**
Fine, all wool venetians—52 inch—per yard \$1.20 and \$1.60
..... Less 33 1-3 p.c.
- Less 33 1-3 p.c.**
Pure wool "Hewson" tweed—54 inches wide \$1.45 \$1.55 and \$1.65
..... Less 33 1-3 p.c.
- Less 33 1-3 p.c.**
Black all wool serges—very durable—44 to 45 inch—per yard 68c, 75c, 85c, \$1.45
..... Less 33 1-3 p.c.
- Less 33 1-3 p.c.**
Fine black panama cloth—44 inch per yard 68c
..... Less 33 1-3 p.c.
- Less 33 1-3 p.c.**
Fine black lustres 42—44 inch beautiful finish, per yard 88c
..... Less 33 1-3 p.c.
- Less 33 1-3 p.c.**
We mail samples anywhere on request.

SECURE A DAINY DRESSING JACKET

- 73c** Formerly \$1.10. Short kimona of fine lawn—pale blue trimmings.
- 83c** Formerly \$1.25. Dressing jackets of white lawn wide collar—hemstitched—frill of hemstitched tucks.
- \$1.67** Formerly \$2.50—of fine lawn—entire front of fine tucks—trimmed insertion at neck, cuffs, and down front—waldband band of Hamburg beading run with ribbon. A lovely garment.
- 83c** Formerly \$1.25 short kimona of white lawn, trimmed embroidery.
- \$1.40** Formerly \$2.10—of fine white lawn—solid lace yoke—insertion down front—lace trimmed sleeves.

Wash skirts for tittle!

- Trim, stylish garments—as washable as print going for a mere song.
- \$2.17** Skirts of fine white linen—inverted plait down front trimmed self strapping. Also in sky blue. Reduced from \$3.25
 - \$2.50** Skirts of fine white luster—front goes ornamented self strapping and buttons, very neat style. Reduced from \$3.75
 - \$3.17** Skirts of heavy white luster—inverted plait front—double side plait at sides. Reduced from \$4.75

Ladies' wash collars

- All the latest styles—a large variety to choose from. Pretty tab collar in many styles at 38c, 35c, 38c, 40c, 45c, 50c, 55c, 60c, 65c, 70c, 75c, 80c, 85c, 90c, 95c, 1.00, 1.10, 1.20, 1.30, 1.40, 1.50, 1.60, 1.70, 1.80, 1.90, 2.00, 2.10, 2.20, 2.30, 2.40, 2.50, 2.60, 2.70, 2.80, 2.90, 3.00, 3.10, 3.20, 3.30, 3.40, 3.50, 3.60, 3.70, 3.80, 3.90, 4.00, 4.10, 4.20, 4.30, 4.40, 4.50, 4.60, 4.70, 4.80, 4.90, 5.00, 5.10, 5.20, 5.30, 5.40, 5.50, 5.60, 5.70, 5.80, 5.90, 6.00, 6.10, 6.20, 6.30, 6.40, 6.50, 6.60, 6.70, 6.80, 6.90, 7.00, 7.10, 7.20, 7.30, 7.40, 7.50, 7.60, 7.70, 7.80, 7.90, 8.00, 8.10, 8.20, 8.30, 8.40, 8.50, 8.60, 8.70, 8.80, 8.90, 9.00, 9.10, 9.20, 9.30, 9.40, 9.50, 9.60, 9.70, 9.80, 9.90, 10.00, 10.10, 10.20, 10.30, 10.40, 10.50, 10.60, 10.70, 10.80, 10.90, 11.00, 11.10, 11.20, 11.30, 11.40, 11.50, 11.60, 11.70, 11.80, 11.90, 12.00, 12.10, 12.20, 12.30, 12.40, 12.50, 12.60, 12.70, 12.80, 12.90, 13.00, 13.10, 13.20, 13.30, 13.40, 13.50, 13.60, 13.70, 13.80, 13.90, 14.00, 14.10, 14.20, 14.30, 14.40, 14.50, 14.60, 14.70, 14.80, 14.90, 15.00, 15.10, 15.20, 15.30, 15.40, 15.50, 15.60, 15.70, 15.80, 15.90, 16.00, 16.10, 16.20, 16.30, 16.40, 16.50, 16.60, 16.70, 16.80, 16.90, 17.00, 17.10, 17.20, 17.30, 17.40, 17.50, 17.60, 17.70, 17.80, 17.90, 18.00, 18.10, 18.20, 18.30, 18.40, 18.50, 18.60, 18.70, 18.80, 18.90, 19.00, 19.10, 19.20, 19.30, 19.40, 19.50, 19.60, 19.70, 19.80, 19.90, 20.00, 20.10, 20.20, 20.30, 20.40, 20.50, 20.60, 20.70, 20.80, 20.90, 21.00, 21.10, 21.20, 21.30, 21.40, 21.50, 21.60, 21.70, 21.80, 21.90, 22.00, 22.10, 22.20, 22.30, 22.40, 22.50, 22.60, 22.70, 22.80, 22.90, 23.00, 23.10, 23.20, 23.30, 23.40, 23.50, 23.60, 23.70, 23.80, 23.90, 24.00, 24.10, 24.20, 24.30, 24.40, 24.50, 24.60, 24.70, 24.80, 24.90, 25.00, 25.10, 25.20, 25.30, 25.40, 25.50, 25.60, 25.70, 25.80, 25.90, 26.00, 26.10, 26.20, 26.30, 26.40, 26.50, 26.60, 26.70, 26.80, 26.90, 27.00, 27.10, 27.20, 27.30, 27.40, 27.50, 27.60, 27.70, 27.80, 27.90, 28.00, 28.10, 28.20, 28.30, 28.40, 28.50, 28.60, 28.70, 28.80, 28.90, 29.00, 29.10, 29.20, 29.30, 29.40, 29.50, 29.60, 29.70, 29.80, 29.90, 30.00, 30.10, 30.20, 30.30, 30.40, 30.50, 30.60, 30.70, 30.80, 30.90, 31.00, 31.10, 31.20, 31.30, 31.40, 31.50, 31.60, 31.70, 31.80, 31.90, 32.00, 32.10, 32.20, 32.30, 32.40, 32.50, 32.60, 32.70, 32.80, 32.90, 33.00, 33.10, 33.20, 33.30, 33.40, 33.50, 33.60, 33.70, 33.80, 33.90, 34.00, 34.10, 34.20, 34.30, 34.40, 34.50, 34.60, 34.70, 34.80, 34.90, 35.00, 35.10, 35.20, 35.30, 35.40, 35.50, 35.60, 35.70, 35.80, 35.90, 36.00, 36.10, 36.20, 36.30, 36.40, 36.50, 36.60, 36.70, 36.80, 36.90, 37.00, 37.10, 37.20, 37.30, 37.40, 37.50, 37.60, 37.70, 37.80, 37.90, 38.00, 38.10, 38.20, 38.30, 38.40, 38.50, 38.60, 38.70, 38.80, 38.90, 39.00, 39.10, 39.20, 39.30, 39.40, 39.50, 39.60, 39.70, 39.80, 39.90, 40.00, 40.10, 40.20, 40.30, 40.40, 40.50, 40.60, 40.70, 40.80, 40.90, 41.00, 41.10, 41.20, 41.30, 41.40, 41.50, 41.60, 41.70, 41.80, 41.90, 42.00, 42.10, 42.20, 42.30, 42.40, 42.50, 42.60, 42.70, 42.80, 42.90, 43.00, 43.10, 43.20, 43.30, 43.40, 43.50, 43.60, 43.70, 43.80, 43.90, 44.00, 44.10, 44.20, 44.30, 44.40, 44.50, 44.60, 44.70, 44.80, 44.90, 45.00, 45.10, 45.20, 45.30, 45.40, 45.50, 45.60, 45.70, 45.80, 45.90, 46.00, 46.10, 46.20, 46.30, 46.40, 46.50, 46.60, 46.70, 46.80, 46.90, 47.00, 47.10, 47.20, 47.30, 47.40, 47.50, 47.60, 47.70, 47.80, 47.90, 48.00, 48.10, 48.20, 48.30, 48.40, 48.50, 48.60, 48.70, 48.80, 48.90, 49.00, 49.10, 49.20, 49.30, 49.40, 49.50, 49.60, 49.70, 49.80, 49.90, 50.00, 50.10, 50.20, 50.30, 50.40, 50.50, 50.60, 50.70, 50.80, 50.90, 51.00, 51.10, 51.20, 51.30, 51.40, 51.50, 51.60, 51.70, 51.80, 51.90, 52.00, 52.10, 52.20, 52.30, 52.40, 52.50, 52.60, 52.70, 52.80, 52.90, 53.00, 53.10, 53.20, 53.30, 53.40, 53.50, 53.60, 53.70, 53.80, 53.90, 54.00, 54.10, 54.20, 54.30, 54.40, 54.50, 54.60, 54.70, 54.80, 54.90, 55.00, 55.10, 55.20, 55.30, 55.40, 55.50, 55.60, 55.70, 55.80, 55.90, 56.00, 56.10, 56.20, 56.30, 56.40, 56.50, 56.60, 56.70, 56.80, 56.90, 57.00, 57.10, 57.20, 57.30, 57.40, 57.50, 57.60, 57.70, 57.80, 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