

SALE ENDS AUG. 24

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# Everybody's Talking About This Great Sale!

**D**AY 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 thealmighty 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.**  
 CHARLOTTETOWN'S BIG DEPARTMENTAL STORE

**W**E 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!



**T**HE whitewear bargains speak eloquently and convincingly of the VERY GREAT SAVINGS made possible by our great sale.

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

### NIGHT DRESSES

- 49c** Formerly 75c—Gowns of strong English cotton, neatly made yoke of truck;—neck and shoulders edged, torchon lace.
  - 70c** Formerly \$1.05—Gowns of strong English cotton—yoke of hemstitched tucks—hemstitch chest frill around neck, sleeves, and down front.
  - \$1.23** Formerly \$1.85—Gowns of excellent English cotton—surplice yoke of maslin embroidery trimmed fine embroidery frill. Featherstitched finish—frilled sleeves.
  - 83c** Formerly \$1.25—Gowns of fine English cotton—yoke tucked in clusters—fill fine embroidery frill at neck, sleeves and down front.
  - \$1.70** Formerly \$2.55—Gowns of fine loddie—embroidered surplice yoke trimmed fine insertion and lace—sleeves have deep frill of insertion and lace run around with ribbon.
- Other Elegant Nightdresses at  
 \$2.17 Formerly \$3.25. \$2.73 Formerly \$4.10.  
 \$2.27 Formerly \$3.40. \$3.00 Formerly \$4.50.

### DRAWERS

- 23c** Formerly 35c—Drawers of strong English cotton—have deep frill with hemstitched truck 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 loddie—trimmed with six fine tucks and very fine embroidery frill.

### CORSET COVERS

- 43c** Formerly 65c—Slips of fine loddie—flitted back trimmed lace, insertion, and ribbon.
  - 53c** Formerly 80c—Slips of wide embroidery—ribbon, shoulder straps and heading made with pearl.
- OTHER FINE CORSETCOVERS AT**  
 73c. Formerly \$1.10. 9c. Formerly 1.35.  
 83c. Formerly \$1.25. 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, towings, shirrings, bed wear, cotton dress fabrics—buy for present and future requirements at **25p 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—low 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 slick 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!

**T**HIRTY 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 garnets. 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, cutting weight 54 inches wide splendid bargain. Reduced from \$3.25.



- Colored Dress Fabrics**  
 Pure wool "Hewson" tweeds in dark brown, fancy black, dark navy and bronze, per yard \$1.00 \$1.75. **Less 33 1-3 p. c.**
- Pure wool "Hewson" tweeds in plain shades—garnet, navy, greys, greens, fawns, etc. heavy enough for coats, per yard \$1.45. \$1.60. \$1.70. **Less 33 1-3 p. c.**
- English tweed effects in greys and fawns—42-44 inch—per yard 65c. **Less 33 1-3 p. c.**
- Fine French venetians pure wool 52 inch—rich wine shades, per yard 95c \$1.25 \$1.45. **Less 33 1-3 p. c.**
- Colored cashmeres in garnet, scarlet, royal grey, reseda, old rose, per yard, 68c. \$1.15. **Less 33 1-3 p. c.**
- Heavy twill union dress goods 40 inch, per yard 42c. 65c. **Less 33 1-3 p. c.**
- Cotton cashmeres in small checks light shades per yard 18c. **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 \$2.25. Dressing jackets of white lawn wide collar—hemstitched—front of hemstitched tucks.
- \$1.67** Formerly \$2.50—of fine lawn—entire front of fine tucks—trimmed insertion at neck, cuffs, and down front—waistband band of Hamburg heading 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 3/4 sleeves.

### Wash skirts for little!

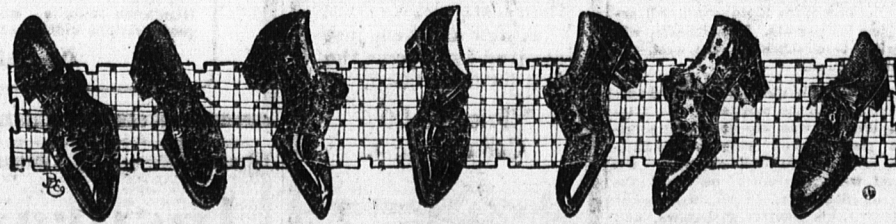
- Trim, stylish garments—as washable as print going for a mere song.
- \$2.17** Skirts of fine white linen—inverted plait down front trimmed self strapping. Also in sky blue. Reduced from \$3.25.
  - \$2.50** Skirts of fine white lustré—front yoke ornamented self strapping and buttons, very neat style. Reduced from \$3.75.
  - \$3.17** Skirts of heavy white lustré—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 tabless collars in many styles at 28c, 35c, 38, 40c. **Less 33 1-3 p. c.**
- Dainty tab collars in various effects at 28c, 35c. **Less 33 1-3 p. c.**
- Plastrons of lace and embroidery, very dainty. 38c, 50c, 60c. **Less 33 1-3 p. c.**
- All embroidered double band collars—embroidered yokes—lace collars, points etc, etc. **33 1-3 p. c., off**

### WOMEN'S LOW SHOES

- 88c** were \$1.10. Women's dongola low shoes, strong sole—all sizes.
- \$1.60** were \$2.10. Women's dongola Blucher shoes—patent tip all sizes.
- \$2.40** were \$3.00. Women's patent colt Blucher Oxfords—Good-year Welted—latest shapes.



## Seldom better Footwear bargains!

With the one exception of rubbers money saving discounts apply to our entire footwear stock. All is new, stylish, and of dependable quality. It may be a long time before a similar opportunity confronts you. Take advantage of it—buy footwear for present—yes, and for future need. Full assortment of styles and qualities. In all the well known makes. Regular prices stamped on soles.

### GREAT SAVINGS ON MEN'S FOOTWEAR

- \$1.00** were 1.25. Men's good weight leather boots—toe cap. All sizes.
- \$1.24** were \$1.55. Men's laced Dongola boots—strong sewed sole—toe cap English back stay.
- \$2.60** were \$3.25. Men's Dongola boots, glove-kid tops goodyear welted—smart and stylish.
- \$1.88** were \$2.35. Men's leather lined Dongola boots—solid leather insole. All sizes.
- \$2.63** were \$3.50. Men's box calf Blucher boot, goodyear welted, variety of styles.
- \$3.20** were \$4.00. Men's patent colt Blucher Oxfords—goodyear welted—very stylish.
- \$1.61** were \$2.15. Men's Oxfords of Dongola kid Blucher style stitched sole.
- \$2.60** were \$3.25. Men's Blucher Oxfords goodyear welted, smart styles.
- \$4.00** were \$5.00. Men's tan Blucher laced boots goodyear welted. All styles.
- \$2.80** were \$3.50. Men's box calf Blucher boots—goodyear welted.
- \$4.00** were \$5.00. Men's patent colt Blucher boots. Goodyear welted latest styles.

### Silks at One Third Off

- Great opportunities in dress and waist silks. One third off!
- Black Jap taffeta, silk per yard 35c. **Less 33 1-3 p. c.**
  - Heavy black taffeta silk per yard \$1.10 and \$1.25. **Less 33 1-3 p. c.**
  - Fine black pen de soie silks, per yard, \$1.35, \$1.45, \$1.55, \$1.75. **Less 33 1-3 p. c.**
  - Colored Jap taffeta per yard 35c and 38c. **Less 33 1-3 p. c.**
  - Heavy colored taffetas per yard 85c. **Less 33 1-3 p. c.**
  - Colored tamarines per yard 38c and 65c. **Less 33 1-3 p. c.**
  - Colored chiffon taffetas per yard 95c. **Less 33 1-3 p. c.**

### All-over laces

- Excellent choosing in choice all-overs—wonderfully low prices!
- Elegant white all-over per yard 38c to 2.10. **Less 33 1-3**
  - Rich all over embroidered chiffons per yard \$1.25 to \$2.25. **Less 33 1-3**
  - Pretty embroidered chiffon trimmings white and colored at 65c 70c 80c. **Less 33 1-3**

### WOMEN'S BOOTS GREATLY REDUCED

- \$1.00** were \$1.25. Women's ribble laced boots. Good shapes, nice kid Blucher boot—patent tip all sizes.
- \$1.95** were \$2.50. Women's dull kid tops—goodyear welted soles, very stylish.