

Helping the June Bride to "get ready" For the Biggest Event of Her Life

GENUINE FIRE SALE BARGAINS FOR HER BENEFIT

The June bride must needs go to the altar well equipped in every detail, both for the ceremony and the never to be forgotten trip that follows. We are prepared to fulfil her every need, from the wreath in her hair to the last dainty detail of her costumes.

Nor have the bridesmaids been forgotten, their wants being considered down to the minutest detail, while to the friends of the bride and groom we offer ample choice of wedding gifts to be showered upon the happy pair.

QUALITY GOODS AND SERVICE

Wishing them happiness in their new home, we are at the same time augmenting this happiness by introducing into it, such delightful and economical features as only may be shown by Patons Ltd.



FOR THE CHARMING SUMMER FROCKS

Daintiness and freshness were never better exemplified in fabrics than in our showing of summer frocks for general summer wear. You will have no difficulty in selecting from this splendid showing, and at prices that will be found unusually interesting for such well finished and pretty dresses.

For the ceremony, white kid, of course, and full length, and Patons fire sale offers big reductions.

To wear with the going-away costume are gloves of Kayser silk, all gauntleted, and beyond a doubt charming. These come in practically all glove shades—black, white, mastic, grey, etc.

Genuine Fire Sale reductions offering.

BRIDAL VEILS

Bridal veils are made to order in our millinery section where Miss Doiron and Miss Murphy's exquisite taste outshines all others.

SATIN FOR THE GOWN

Lustrous, shimmering satin for the wedding dress, heavy and soft in quality, with a wonderful sheen, and a capacity for draping into the most graceful folds.



The Bridesmaids — Their Frocks

Frocks lovely enough for the bride, too, if she decide against the regulation wedding gown, and choose a frock that she can wear afterwards.

Some of these dresses are a vision of daintiness, with their trimmings, of ribbon, beads, or elaborate tucks and flying panels. A lovely line at decidedly reduced prices.

TOUCH OF SILKEN HOSE

One naturally goes to such a ceremony with dainty hose, and the beauty of silken hose naturally leads to their choice. We mention only white stockings but, of course, all colors are available.

HERE YOU CAN MAKE YOUR FINAL CHOICE

Simmons Beds and Bedding, Mattresses, Linens, Towels, and Tcellings, unsurpassed in genuine values.

SWIRLS OF DAINY LINGERIE

We couldn't begin to describe anything like the exquisite underthings we have for the June bride. They are so many, and so varied, but all entirely beautiful.

Lovely white lingerie, that can be laundered with entire satisfaction largely displayed here.

These Sports Suits or English Flannel Are Tailored in the Smartest Styles

An inevitable part of every smart wardrobe that is going away this summer, and in many, too that are staying at home is the Sports Suit of Flannel. Severity and simplicity are the passwords to smartness, and few go further than to adopt a string belt, pipings, or silk braid trimming by way of adornment.



LUGGAGE FOR THE WEDDING TRIP

From Overnight Bags for personal use to the most completely equipped Wardrobe Trunks, we are prepared to supply your need.

You will be happily surprised, too, at the very low prices we have marked our high grade offerings.

COLORED SILK UMBRELLAS

For Rain or Shine at Patons Fire Sale



These umbrellas serve a two-fold purpose, by shielding their owner from the sun or rain, as the case may be. Thus they are appropriate for any and every occasion.

These are shown with silk covers of navy, green, purple, taupe and black, with taped edges. The strong dependable frames are of steel. A good variety of handles to select from.



HATS FOR THE CEREMONY

Intended for the bridesmaids, but equally suitable for the bride, if she wear one of the frocks described above. These are made to order of georgette, Canton crepe or other exquisite fabrics and quite moderately priced. The Millinery Department is thoroughly equipped to give satisfactory work.

THE GOING AWAY

You will want to own a bewitching Summer frock of crepe de Chine—crepe de Chine. Summer's prime favorite because of its lightness, daintiness and dust shedding qualities?

A SILK PETTICOAT

A lustrous silk petticoat is the fancy of the bride who knows that in addition to its attractiveness it will outlast the wedding trip for months to come. A large variety of these with scalloped knife pleated or fluted frills are shown in practically every shade at fire discounts.

OF COURSE, NEW WAISTS

The bride must have several to wear with the tailored costume, or with the sports skirt, and they must necessarily, be delightfully dainty and quite new. Special Fire Prices are being offered each day.



Dainty blouses, in mauve, sky, pink, maize, youthful designs with Peter Pan collars, semi-tailed styles with V-shaped neck and roll collar of white embroidery, full length sleeves.



No June bride would dream of departing on her wedding trip without several sweaters. Silken ones for the sunny afternoons, but wool ones for cool days or chilly evenings, and All Wool Sweaters that will go nicely with tub skirts. Can be worn instead of a blouse. Made of wool yarns, in very pretty colors. Short sleeves, trimmed with white yarn. Some have collars or collar and cuffs of white brush wool.

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