

OUR BIGGEST REDUCTION SALE!

With \$12,000 Worth of Trimmed and Untrimmed Millinery

WE BEGIN SATURDAY, NOV. 12th, OUR BIG SEMI-ANNUAL SALE

This simple announcement that we are going to conduct another of our big Clearing Sales of Millinery is sufficient for most people who know this store. We carry no goods over to another season, and now before the winter is here, we offer our entire stock of Fall and Winter Hats at unparalleled prices. A finer assortment cannot be found outside the city of Toronto. Every price will be marked in plain figures, showing the immense reductions that have been made.

HERE ARE EXAMPLES THAT INDEX THE PRICE-CUTTING:

Brown Hats	Black Hats	Green Hats	Children's & Misses' Hats	Taffeta Silks
One small brown paoon velvet, drooped bell shape, trimmed at side with beautiful bunch of brown roses and foliage. Regular \$5.00. Sale price— 2.29	Large black felt, drooping shape, with folds of black, yellow and red velvet, with beautiful black wings. Regular price, \$5.50. Sale price— 2.98	A large rolling felt shape, a kind of best quality taffeta silk, beautiful draped crown of best silk velvet and taffeta silk trimmed with pair of white wings and gold buckle. Regular \$5.00. Sale price— 2.65	Child's hat in navy felt, trimmed with dresden and navy ribbon and paoon velvet folds. Regular \$3.00. Sale price— 1.65	Taffeta silks in the most wanted shades, rose, navy, mauve, reseda, King's blue, green, brown, red, tan, pale blue, cream, white, purple and black. Regular 75¢ and 85¢ per yd. Sale price— 49¢
Large drooping paoon velvet hat made in brown, with handsome facing of moire silk, with large corded tam crown, trimmed with large feather spray. A leader for young girls. Regular \$5.00. Sold at the low cost of— 2.98	Beautiful black beaver, with bunch of pink roses at side, and gold crown. Regular \$7.25, for— 4.90	Medium size drooping felt shape suitable for young girl, kind of green taffeta silk, drape of silk around crown, trimmed with pair of white wings, and gold buckle. Regular \$3.75. Sale price— 1.65	1 child's new blue felt hat, drooping and dented brim, trimmed with nice full bow, and drape of white silk. Regular \$2.50. Marked down to— 1.45	Wings, Buckles, Fancy Pins, etc. 27 fancy belts, all colors, shot taffeta silk, patent leather, gold, braided, and jet. Regular 25¢ and 30¢ each. Sale price— 14¢
This jaunty turban shaped hat is made of brown and blue silk velvet, trimmed with handsome brown wings, and rhinestone. Reg. \$5. Sale price— 3.25	Black rolling shape, faced with best quality pan velvet, and trimmed with lovely large moire silk ribbon bow. Regular \$5.75. Sale price— 3.15	Green turban shape, suitable for matron, trimmed with moire velvet ribbon around crown, and beautiful grey and dark green wings, finished with twist of green velvet. Regular \$5.25. Sale price— 1.98	1 misses' white felt sailor, trimmed with huge bow of brown silk, and band. Reg. \$3.00, reduced to— 1.65	31 fancy collars and jabots, assorted styles and colors. Regular price from 20 to 70¢ each. Sale price, 19¢, and— 29¢
This is a becoming, yet inexpensive drooping felt shape, with silk velvet binding, tam crown of velvet and corded silk, bunch of brown silk flowers, and foliage at side. Regular \$5.15. Sale price— 1.19	Small black felt turban, with full drape of good quality taffeta silk, with spray. Regular \$5.00. Sale price— 2.98	Medium size turban shape, suitable for matron, trimmed with moire velvet ribbon and best quality taffeta ribbon, and two pairs beautiful white wings, finished with twist of ribbon, and buckle. Regular \$4.50. Sale price— 1.98	Child's brown felt flop hat, with large bow, and full drape around crown. Regular \$2.35. Going at— 1.29	Wings, quills, and fancy feathers Regular price, 50¢, to \$2.50. Sale price, 18¢, to— 98¢
This jaunty draped turban in brown silk velvet is becoming to most everyone. Made of folded brim, and gold and brown ribbon. Handsome mount at side. Regular \$4.75. Sale price— 2.98	Large black taffeta folded turban, with beautiful spray and buckle. Regular \$5.75. Going for the ridiculously low price of— 2.98	1 large drooping reseda green shape of best quality pan velvet, plain brim, beautiful shirred facing of taffeta silk, and corded tam crown, finished with beautiful shirred facing of taffeta silk, and corded tam crown. Finished with beautiful buckle to match. Regular \$5.00. Sale price— 3.35	Grey felt hat, suitable for child of nine years, trimmed with best quality grey satin ribbon to match. Regular \$2.40. Sale price— 1.55	Nice assortment of winter flowers also at reduced prices.
Brown felt chic shape, velvet folded around crown, and two handsome wings. Regular \$4.75. Sale price— 1.98	Black felt drooping shape, trimmed elaborately with good black moire ribbon. Regular \$4.90. Sale price— 3.39	1 green and black smart turban shape, suitable for matron or young lady, with folds of black velvet beautiful draped crown, and black feathery mount. Regular \$6.75. Sale price— 2.98	Misses' smart hat in navy felt, with large tam crown, of corded silk. Velvet bind, and large full bow at side. Reg. \$3.25. Sale price— 1.98	Baby Bonnets 1 bear skin bonnet, suitable for child 3 to 5, trimmed with baby blue soutache braid, tassels with rosettes of white an dslk ribbon, and long ties. Regular 60¢. Sale price— 49¢
Large felt flat hat in brown, with velvet binding, beautifully draped crown, and large ornament. Regular price, \$4.75. Going 2.15	Black felt sailor, trimmed with best quality black taffeta ribbon, bow and two quills. Regular \$4.00. Sale price— 2.65	Navy Blue Hats 1 large plain turban of blue beaver cloth, trimmed with one Me-phistic mount in navy, moire silk facing a quick seller. Regular \$5.75. Going at— 2.49	Misses' old rose felt mushroom sailor, suitable for a miss of fourteen, trimmed with huge bow of best quality silk ribbon to match. Regular \$3.00. Now reduced to— 1.98	1 little white silk tam, suitable for child of 3 to 6, with tucked fancy crown white valenciennes lace white silk rosettes and ties R-regular 75¢. Sale price— 49¢
Medium size brown felt sailor, with suitable trimming of brown silk ribbon and spray 1.88	Black silk braid and beaver cloth turban, with good full black feather mount. Regular \$4.00. Sale price— 2.49	Large drooping shape in Copenhagen blue silk velvet, beautiful shirred crown, and one handsome pair of wings, finished with silver band and bow. Regular \$6.55. Sale price— 3.35	1 brown drooping shape, trimmed with green shot taffeta silk, draped around crown, huge bow at side. A good seller all season. Regular \$2.85, for— 1.78	1 white corded silk baby bonnet in the Dutch style, trimmed with pale blue ribbon rosettes, and long ties. Regular 98¢. Sale price— 59¢
1 smart brown silk velvet draped toque, bandeau of gold Persian with handsome pr. wings 3.65	New style black beaver cloth hat covered plain, with beautiful pair black and white wings at side. Regular \$5.25. Sale price— 2.99	1 small felt turban, a neat, close-fitting shape, trimmed with handsome pair of wings, and drape of ribbon and velvet. Regular \$4.75. A regular snap— 2.49	1 grey drooping shape, huge bow of beautiful quality shot taffeta silk. Regular \$3.75. A big bargain at— 1.88	3 Dutch bonnets, suitable for small baby. This bonnet is made of white corded silk, is trimmed with pale pink ribbon rosette, and long ties. Reg. 98¢, for— 59¢
1 good quality brown felt turban. A leader. Trimmed with crush of brown silk velvet, with two gold buckles and good pair of wings. Reg. \$4.75, for— 2.65	Lovely black moire silk velvet hat plain brim and draped crown, with two large ostrich pom-poms. Regular \$5.25. Sale price— 3.15	A Napoleon shape in King's blue navy blue facing and bandeau, trimmed with one handsome pair of wings. Regular \$4.55. Sale price— 1.98	1 white corded silk baby bonnet, hand work embroidery, rouchings and lace round face, with long silk ties. Reg. 75¢, for— 36¢	
1 small brown felt, with smart roll at side, trimmed with yellow and brown paoon velvet with wings to match. Reg. \$4.00. To be sold below cost, at— 1.98	Small black silk velvet draped toque, made on the common sense shape, with black and white feather spray. Regular \$5.25. Sale price— 2.69	1 large Gainsborough shape, good quality felt, trimmed with two handsome pair of wings, moire ribbon velvet. Regular \$4.75. Sale price— 2.85	1 beautiful little white silk bonnet, hand work embroidery, rouchings and lace round face, with long silk ties. Reg. 75¢, for— 36¢	
Good quality large felt shape in brown, roll at side, trimmed with good quality brown satin ribbon and strong wings, with touch of gold. Regular \$4.15. Sale price— 2.15	A charming idea in a middle-aged ladies' dress turban, made in paoon silk velvet, handsome jet bandeau and ostrich mount. Regular \$5.25. Sale price— 3.15	1 large good quality felt, trimmed with two handsome wings across front, finished with tailored bow of ribbon velvet, strappings of ribbon velvet across crown. Regular \$6.00. Going at— 3.39	2 Dutch bonnets, hand embroidered, trimmed with silk cords. It has long, white silk ties. Suitable for young baby. Reg. 65¢, for— 39¢	
Elderly Ladies' Bonnets 1 black silk velvet bonnet, folded and draped, trimmed with three handsome tips, taffeta ribbon and sequin ornament. Regular \$4.15. Sale price— 2.98	Medium size drooping velvet shape, facing and crown of shell pink paoon velvet, black upper brim with twist of gold around crown, and two handsome plumes. A genuine snap. Regular \$5.00. Sale price— 4.98	1 neat fitting navy toque, folded brim, corded draped crown, trimmed with cords and tassels. Latest winter design. Regular \$5.00. Sale price— 2.98	Veilings and Ribbons Auto veils, two and one-half yds. long, in black and colors for from 49¢, to— 69¢	
1 bonnet in dull silk, shirred rim, sequin applique, ostrich pom-pom, rosettes of taffeta ribbon, and taffeta ribbon ties. Suitable for mourning. Regular \$5.00. 2.65	A large and effective design in the new wide umbrella, mushroom brim shape, with round crown with full drape of black moire velvet with handsome scarlet mount. Regular \$6.00. On sale for the small price of— 3.90	1 drooping sailor navy, with drape of silk, round crown and large bow of stitched silk. Regular \$3.50. Sale price— 1.50	Veils, regular 25¢ and 35¢ yard, Sale price— 18¢	
1 taffeta silk bonnet, folded crown, trimmed in front with lilacs and silk rosettes, taffeta ribbon ties. Regular \$4.00. For— 1.98	One of the leading designs of Paris, called the "Bell Shape" hat, with tight bands of black and King's blue velvet around crown, and handsome King's blue and black mounts. Regular \$6.35. Sale price, a regular snap at— 3.98	1 navy, rolling felt shape, trimmed with strappings of moire velvet ribbon and feathery spray and ornament to match. Reg. \$3.75. Sale price— 1.69	Ribbon in all the leading colors. Reg. 25¢ and 35¢ values. Sale price, 16¢ and— 19¢	
1 black silk velvet bonnet, draped facing, good full draped crown trimmed with jet and ostrich mount with good quality taffeta ties and rosettes. Regular \$4.50. 2.88	1 good quality black felt, turned off the face, trimmed with huge bow of black taffeta silk ribbon, suitable for mourning. Reg. \$4.35 at— 2.19	1 Napoleon in King's blue felt shape, trimmed with best quality black velvet and two lovely black quills. Regular \$3.00, to be sold for— 1.98	Black ribbon, regular 25¢ and 35¢, at from 10¢ to— 29¢	
Ladies' taffeta silk and velvet bonnet, made folded brim and pretty full crown. Fits well and looks stylish and pretty, trimmed with jet spray with good quality satin ribbon ties and bows. Regular \$4.75. Sale price— 2.88	1 black felt turban, neatly trimmed with folded velvet and spray, jet ornament, suitable for elderly ladies. Regular \$5.00. Sale price— 2.98	1 medium sized navy shape, stylish flare-brim dress hat, trimmed with full coronet of silk finish velveta, novelty wheel ornament, and beautiful pair of navy wings. Regular \$5.50. Sale price— 1.79	Silk Velvets Silk velvets in all the leading shades: red, green, brown, cream; rose, navy, white, yellow; mauve; pink, pale blue, red plush, orange; plush, black plush, navy plush, and brown plush, plain silk velvet, and black plush. Besides, all the leading colors in beaver cloth. Toques and hats will be made out of any of these beautiful colors at sale prices during the sale.	
1 bonnet made with black shirred velvet facing and draped crown, trimmed with fluffy mount and ties and rosettes of good quality taffeta ribbon. Reg. \$4.50 2.98	1 small black turban, not very high rim, and good fitting style, trimmed with good taffeta ribbon, dull jet ornament. Reg. \$3.55, for— 1.98	1 large drooping shape, made of good quality silk velvet, faced with cream colored taffeta silk, a beautiful corded velvet tam crown, trimmed with a lovely cluster of silk flowers and foliage. Regular \$5.50. Sale price— 2.98	Another dark red bell shape trimmed with handsome pair of wings and rich silk velvet in folds. Button cabichon. Regular \$4.95. Sale price— 3.15	
Black paoon velvet bonnet, pretty folded brim and crown, trimmed with good satin ribbon and spray. Regular \$4.25. Now marked 2.98	1 draped velvet turban, so popular this season, with deep jet band, one good tip. A becoming hat. Regular \$7.15. Sale price— 4.35	1 navy beaver cloth turban, suitable for the winter, trimmed with wings, and fancy ornament. Regular \$4.00. Sale price— 1.75	1 dark red toque, called the Montrose, made in silk velvet, crown corded and draped with handsome band of Persian tapestry, the very latest. Regular \$6.00. Sale price— 4.49	
A nice assortment of buckles from 5¢ to 35¢. Rhinestone, gold, silver and jet.	1 draped turban of plain black velvet, touch of gold and trimming of gold grapes. A good toque for the small price. Regular \$5.00. Sale price— 2.98	1 plain covered beaver cloth turban, a little higher at one side, trimmed with spray, and fancy buckle to match. Regular \$3.00, for— 1.65		
19 only fancy pins, mostly all jet hat pins. Regular 2 for 25¢. Sale price, each— 7¢	1 black felt sailor shape, trimmed at left side front with 5 yds. good taffeta ribbon, and two fancy jet or colored pins. Reg. \$4.00, for— 2.69			

The ladies of Durham and vicinity will understand from the character of our past sales just what this event means, and they will crowd our showrooms Saturday and following weeks in quest of this beautiful Millinery.

Lambton St. MISS DICK DURHAM

and Upholstering next door to Post Office