

OUR BIGGEST MILLINERY

REDUCTION SALE!

With \$1200 Worth of Trimmed and Untrimmed Millinery

A Glance at These Items Will Convince You That WE ARE IN FOR ANOTHER BIG WEEK'S PRICE-CUTTING BUSINESS

We want to give the ladies of the town and country the best bargains they have ever heard of in Millinery. We made another journey to the city and bought another big lot of Millinery away below manufacturer's prices; that is how we can give you trimmed hats of good quality at such ridiculously low bargain prices.

HERE ARE EXAMPLES THAT INDEX THE PRICE-CUTTING

Brown Hats

One small brown paoon velvet, drooped bell shape, trimmed at side with beautiful bunch of brown roses and foliage. Regular \$2.29. Sale price..... **2.29**

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**

This jaunty turban shaped hat is made of brown and blue silk velvet, trimmed with handsome brown wings, and rhinestone buckle. Reg. \$5. Sale price..... **3.25**

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**

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**

Brown felt chic shape, velvet folded around crown, and two handsome wings. Regular \$4.75. Sale price..... **1.98**

Large felt flat hat in brown, with velvet binding, beautifully draped crown, and large ornament. Regular price, \$4.75. Going..... **2.15**

Medium size brown felt sailor, with suitable trimming of brown silk ribbon and spray. Regular \$3.75. Sale price..... **1.88**

1 smart brown silk velvet draped toque, bandeau of gold Persian with handsome pr. wings. Regular \$5.75. Sale price..... **3.65**

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**

1 small brown felt, with smart roll at side, trimmed with yellow and brown paoon velvet with wings to match. Reg. \$4.00. To..... **1.98**

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**

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**

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**

1 taffeta silk bonnet, folded crown, trimmed in front with lilacs and silk rosettes, taffeta ribbon ties. Regular \$4.00. For..... **1.98**

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**

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 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**

Black paoon velvet bonnet, pretty folded brim and crown, trimmed with good satin ribbon and spray. Regular \$4.25. Now marked **2.98**

A nice assortment of buckles from 5c. to 35c. Rhinestone, gold, silver and jet.

19 only fancy pins, mostly all jet hat pins. Regular 2 **7c** for 25c. Sale price, each.....

Beautiful sequin and jet bandeaux. Regular 65c and **35c** 75c. Sale price, 25c. and.....

Black Hats

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**

Beautiful black beaver, with bunch of pink roses at side, and gold crown. Regular \$7.25, for..... **4.90**

Large black drooping shape, draped with best quality taffeta silk, and handsome pair wings. Regular \$5.50. Sale price..... **2.98**

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**

Small black felt turban, with full drape of good quality taffeta silk, with spray. Regular \$5.00. 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**

Black felt drooping shape, trimmed elaborately with good black moire ribbon. Regular \$4.90. Sale price..... **3.39**

Black turban, covered plain with best quality pan velvet, and trimmed with two lovely plumes, velvet rosette and cabition. Regular \$9.75. Sale price..... **7.35**

Small black beaver cloth turban, draped crown, and trimmed with large, strong black wings. Regular \$4.75. Sale price..... **1.98**

Black felt sailor, trimmed with best quality black taffeta ribbon, bow and two quills. Regular \$4.00. Sale price..... **2.65**

Black silk braid and beaver cloth turban, with good full black feather mount. Regular \$4.00. Sale price..... **2.49**

New style black beaver cloth hat covered plain, with beautiful pair black and white wings at side. Regular \$5.25. Sale price..... **2.99**

Lovely black moire silk velvet hat plain brim and draped crown, with two large ostrich pom-poms. Regular \$5.25. Sale price..... **3.15**

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**

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**

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**

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**

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 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 black felt turban, neatly trimmed with folded velvet and spray, jet ornament, suitable for elderly ladies. Regular \$5.00. Sale price..... **2.98**

1 small black turban, not very high rim, and good fitting style, trimmed with good taffeta ribbon, dull jet ornament. Reg. \$3.85, for..... **1.98**

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 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 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**

SATURDAY SPECIALS

An Extraordinary Offer in Draped Velvet Toques and Turbans

We have made sixteen Velvet Toques in good quality plain and panne velvet, colors—plum, rose, resida, grey, purple, wine, gold, black, brown, pale blue and very blue. Some are trimmed with wings, others gold and silver ornaments, regular \$4.75, special..... **\$1.98**

Between the hours of 3 and 5 Saturday

Now every woman that wants a genuine bargain will crowd this store Saturday, and be here at 3 o'clock and get the choice.

Hats FREE of Trimmed Charge

Any lady buying \$2.00 worth or more of Untrimmed Millinery will have her hat trimmed FREE of charge during the Price-Cutting Sale.

Navy Blue Hats

1 large plain turban of blue beaver cloth, trimmed with one Mephisto mount in navy, moire silk facing a quick seller. Regular \$5.75. Going at..... **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 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**

A Napoleon shape in King's blue navy blue facing and bandeau, trimmed with one handsome pair of wings. Regular \$4.85. Sale price..... **1.98**

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 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**

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**

1 drooping sailor navy, with drape of silk, round crown and large bow of stitched silk, Regular \$3.50. Sale price..... **1.50**

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**

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**

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**

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**

1 navy beaver cloth turban, suitable for the winter, trimmed with wings, and fancy ornament. Regular \$4.00. Sale price..... **1.75**

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**

Children's & Misses' Hats

Child's hat in navy felt, trimmed with dresden and navy ribbon and paoon velvet folds. Regular \$3.00. 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**

1 misses' white felt sailor, trimmed with huge bow of brown silk, and band. Reg. \$3.00, reduced to..... **1.65**

Child's brown felt flop hat, with large bow, and full drape around crown. Regular \$2.35. Going at..... **1.29**

Child's navy drooping felt sailor, trimmed with bow, and band of corded silk to match. Regular \$2.75. Now reduced to..... **.98**

Smart child's hat, in the new blue felt, with huge bow of dresden ribbon, best quality. Regular \$2.40. Sale price..... **1.35**

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**

1 child's navy felt drooping hat, best quality, trimmed with butterfly bow of dresden ribbon, and drape. Regular \$2.75. Sale price..... **.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**

Misses' best quality white felt drooping sailor, with large bow of moire dresden ribbon and band. Regular \$3.00. Sale price..... **1.75**

Child's new blue drooping hat, fits well, and looks smart and stylish. Trimmed with full bow best quality dresden ribbon. Regular \$2.50. A bargain..... **1.35**

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 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 grey drooping shape, huge bow of beautiful quality shot taffeta silk. Regular \$3.75. A big bargain at..... **1.88**

Old Rose Plum and Red

1 medium size old rose turban, made of best quality taffeta silk and velvet, trimmed with huge pair of old rose wings. Regular \$6.00. Sale price..... **3.98**

Stylish turban of old rose felt, trimmed with drapery of good quality silk, touch of dresden and beautiful large wings. Regular \$5.15. Sale price..... **2.35**

Dark red felt turban, trimmed with good quality taffeta, tapestry band very new and large wing. Regular \$4.25. Sale price..... **2.65**

One large amethyst velvet hat, drooping shape, beautiful facing of shot shirred silk. Smart tam crown. Trimmed with new and latest design of gold bandeau, with large wings to match. Regular \$7.00. A genuine bargain at..... **3.29**

Smart hat for dress or street wear. Draped in plum velvet and trimmed stylishly with white feather mount, and silver band. Regular \$5.00. Sale price..... **2.98**

The comet, a fancy hat with pretty dented mushroom brim and a baker's cap crown, in amethyst silk velvet, gold grapes, and amethyst head chain. Regular \$5.75. Sale price..... **2.88**

The "Madam Cherry" hat, a stunning idea in a red felt bell shaped hat. Trimmed elaborately with large ribbon bow, folded side band, and Persian band. Regular \$5.25. Sale price..... **3.98**

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**

One 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**

Taffeta Silks

Taffeta silks in the most wanted shades, rose, navy, mauve, resida. King's blue, green, brown, red, tan, pale blue, cream, white, purple and black. Regular 75 **49c** and 85c. per yd. Sale price.....

27 fancy belts, all colors, shot taffeta silk, patent leather, gold, braid, and jet. Regular 25 **14c** and 30c each. Sale price.....

31 fancy collars and jabots, assorted styles an do'ors. Regular priced from 20 to 70c. each. **29c** Sale price, 19c. and.....

Wings, quills, and fancy feathers Regular price, 50c. to \$2.50. Sale price, 19c. to..... **98c**

Nice assortment of winter flower-ers also at reduced prices.

Baby Bonnets

1 bear skin bonnet, suitable for child 3 to 5, trimmed with baby blue soutache braid, tassels with rosettes of white an disk ribbon, and long ties. Regular 90c. Sale price..... **49c**

1 little white silk tam, suitable for child of 3 to 6, with tucked fancy crown white valenciennes lace white silk rosettes and ties Regular 75c. Sale price..... **49c**

1 little white net over pink silk baby bonnet, for small baby, trimmed with lace and ruchings, rosettes of good quality ribbon, and long ties. Regular 69c, for..... **35c**

1 white corded silk baby bonnet in the Dutch style, trimmed with pale blue ribbon rosettes, and long ties. Regular 98c. Sale price..... **59c**

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. 98c, for..... **59c**

1 white silk bonnet, suitable for child of 2 or 3 years. It is trimmed with ruffles of lace, and has long silk ties. Reg. 69c, for..... **39c**

1 beautiful little white silk bonnet, hand work embroidery, rouchings and lace round face, with long silk ties. Reg. 75c, for..... **36c**

2 Dutch bonnets, hand embroidered, trimmed with silk cords. It has long, white silk ties. Suitable for young baby. Reg 65c, for **39c**

Veilings and Ribbons

Auto veils two and one-half yds. long, in black and colors **69c** for from 49c. to.....

Veils, regular 25c. and 35c. yard. Sale price..... **18c**

Ribbon in all the leading colors. Reg. 25c. and 35c. values **19c** Sale price, 16c and.....

Black ribbon, regular **29c** 25c and 35c, at from 19c to

Silk Velvets

Silk velvets in all the leading shades: red, green, brown, cream; pink, pale blue, red push, 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.

Untrimmed Shapes

More hints here of the very exceptional values presented.

Nobby styles in untrimmed hats Over 100 of these untrimmed shapes in the following colors: Navy, brown, green, rose, plum color, red, grey and white. These shapes are worth from \$1.75 to \$3.50. Sale price: 1 counter 49c; 1 counter, 59c.

Over 33 beautiful black felt shapes: turbans, drooping shapes, small turned up hat, and other becoming styles. Regular \$1.50 to \$2.50. Sale price, each, **98c** and.....

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

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