

# BIG MILLINERY REDUCTION SALE

## Now on for Thirty Days

Now comes the welcome announcement of our half-yearly sale of Trimmed and Untrimmed Millinery. We intend going West in about six weeks, and in order to clear out our stock as quickly as possible we have reduced the prices on all goods in our store, Trimmed and Untrimmed Millinery, Ribbons, Velvets, Silks, Veilings. Those who have attended our former sales well understand from the character of past events what this announcement means, and they will crowd this store during the next few weeks in quest of a beautiful hat at bargain prices.

### HERE ARE EXAMPLES THAT INDICATE OUR PRICE CUTTING:

#### Four Bonnets

1 draped with sequin trimming, and black velvet, colored osprey, black silk ribbon, rosettes and ties. Regular \$4.75. Sale price..... **2.98**

1 close, comfortably fitting, head size, crown of silk velvet and draped velvet rim, three small ostrich tips and jet ornament bows of ribbon and taffeta ribbon. Regular \$5, sale price..... **2.98**

1 plain black pan velvet bonnet, black mourning spray and black ribbon rosettes and ties. Regular \$3.50, sale price..... **2.65**

1 plain black velvet, neatly draped, jet applique on rim, black and white feather mount, black taffeta rosette and ties. Regular \$3.50, sale price..... **2.50**

3 velvet draped toques, good quality velvet, small, close-fitting with handsome ornaments of silver gold, and jet, well worth \$5. Regular to be sold during sale at **2.98**

#### 3 All White Hats

One trimmed with handsome leather bandeau, and large silk velvet bow at side and back. Regular \$6.00, sale price..... **3.98**

Another white felt, extra good quality, caught up in front with handsome white satin buckle and fringe around crown. Regular \$6, sale price..... **3.35**

Large white felt sailor, trimming of huge white satin bow piped with black, suitable for bride's hat. Reg. 5.50, sale price **3.98**

#### Black Hats Toques & Turbans

3 draped toques in velvet and chenille, draped velvet crowns, and velvet and chenille band, high chenille bow at left side back. Reg. \$4.75, sale price **3.15**

Black pan velvet draped toque, folded on rim, draped crown, fold of coral around rim, and handsome coral feather mount. Regular \$5.15, sale price..... **3.19**

1 velvet plain toque, very small osprey and feather mount at side, and handsome jet buckle. Regular \$4.50, sale price..... **2.98**

3 black velvet turbans, covered plain with good quality velvet, and trimmings of black taffeta satin, and black velvet corded ribbon and wings in various ways. Regular \$4.55, sale price..... **3.55**

1 helmet shape in good black silk velvet, white corded silk rim and two pairs handsome white wings forms the trimming. Regular \$5.98, a bargain..... **3.98**

Good quality soft black felt, slightly rolling rim and high dome crown, trimmed with white fringe, and large white marabout mount. Regular \$5.00, sale price..... **2.65**

16 black velvet draped toques, very suitable for matrons. Good close fitting hats and dressy. One in draped black pan velvet, piping of gold, and gold mount at left side. Regular price \$4.50, sale price..... **3.35**

4 black velvet and jet draped, in pretty folds, band and wings of jet. Regular \$5.15, going at a genuine bargain..... **2.98**

Black chenille turban, draped crown, black wing, finished with four buttons of green and black. Reg. \$5, sale price..... **2.60**

Becoming medium sized hat, slightly rolling brim, black velvet top, royal blue facing, caught at side with bunch of ospreys and steel buckle. Regular \$5.75, sale price..... **3.85**

1 small black velvet hat, narrow turned up rim, dome crown, in good quality black silk velvet, trimmed at back with green and black wings, and crush of velvet. Reg. \$4.95, for..... **3.98**

1 medium sized hat, black velvet rim, corded silk crown, trimmed with large black wing, fringe and cord. A very smart and becoming hat. Regular \$6.00, sale price..... **3.15**

1 soft felt hood, medium size, caught up at side back with velvet wing and jet buckle, wing faced with Paddy green satin. Regular \$4.75, sale price..... **3.15**

1 black and white velvet Napoleon, black rim and white crown, large black satin bow at back, and strap around crown. Regular \$4.95, sale price..... **2.98**

1 large black felt Napoleon, helmet crown of black velvet, trimmed with ostrich quill of black and green. Regular price, \$4.00, sale price..... **2.75**

Small black velvet turban, rim higher on one side, folded velvet brim and dome crown, large black taffeta ribbon bow. Regular \$4.75, sale price..... **2.98**

Large black hat, velvet facing, and satin top, rim slightly rolling in front, large velvet bow piped with white silk, trimmed across back. Regular \$5.85, sale price..... **3.15**

Large black felt hat, medium high crown, trimmed with large bow of black taffeta ribbon, strap across crown and over rim. A hat suitable for mourning. Regular \$4.75, sale price..... **2.98**

Medium sized velvet shape, covered plain with best quality black velvet, rim three inches high all around, trimmed with one large black ostrich feather. Shape untrim'd \$3.25, with plume **3.25**

A very dressy hat with high dome crown and rolling brim, corded silk top, velvet facing, with two handsome black mounts and black cording around crown. Reg. \$5.75, sale price..... **3.98**

1 small black velvet hat, yellow corded silk crown, in tam effect, handsome black spray and jet ornament at side, completes trimming. Reg. \$5.25, for..... **3.68**

1 black velvet hat, two-inch rim, turning up all round, high dome crown of shot silk, handsome black osprey on side back and black velvet cording completes trimming. Reg. \$8, sale price..... **4.25**

#### 25 Children's Hats and Bonnets

While we were in Toronto at Thanksgiving, we came across some pretty little felt hats, trimmed with cords and tassels, in all colors, for children. They will be on sale at a ridiculously low price.

1 white velvet, drooping rim, white shirred silk facing, trimming of huge pink ribbon rosette and folded ribbon around crown. Regular \$2.50, sale price..... **1.25**

1 little brown Napoleon, suitable for a child of 3 or 4, ribbon drawn through rim and rosettes on either side. Regular \$1.98, sale price..... **1.35**

A very popular child's hat. Mother Goose crown, rolling brim, fine quality grey felt, red velvet drape around crown, and strap of grey felt. Regular \$2.00, sale price..... **1.00**

1 velveteen bonnet with large full crown, four shirings from front to back, strap across front, with shirings, and huge rosettes and ties of taffeta ribbon. Regular \$2.50, sale price..... **1.65**

Child's Napoleon shape, in navy, fine quality felt, rosettes of satin ribbon on sides, and drawn thru brim, suitable for child from 6 to 8. Regular price, \$1.75, sale price..... **98c**

Child's smart shape, rolling brim, in navy blue, trimming of navy blue taffeta ribbon in rosettes, and twists around crown. Reg. 1.50, sale price **98c**

2 navy blue soft felts, trimmed with cord and tassels. Reg. \$1.45, sale price..... **98c**

1 small navy blue hat, drooping rim, trimmed with silk braid and tassels. Regular \$1.40, sale price..... **98c**

2 small white felts, one drooping brim, and one rolling brim. The rolling brim trimmed with moire silk ribbon rosettes, twist around crown. The drooping one with white satin, and fold of blue velvet around crown. Regular \$1.98, sale price..... **1.15**

1 red felt, with rolling brim, trimmed with folded silk around crown, and large bow at side, with fringed ends. Regular \$2.98, sale price..... **1.65**

1 small red hat, with rolling brim suitable for child of six, five yard red taffeta ribbon, rosette on each side, and strapping around and across crown. Regular \$2.75, sale price..... **1.50**

3 soft felt hats, in red, trimmed with cord and tassels. Regular \$1.50, sale price, each **98c**

1 felt flop, in navy blue, with tam crown, trimming of navy blue taffeta silk ribbon. Regular \$1.98, sale price..... **98c**

#### Four Brown Hats

1 medium size brown hat, high gold crown, rim and facing of brown velvet, large handsome pair brown wings at back, and strap pings of gold and brown. A very popular style this season. Regular \$4.75, sale price..... **2.98**

Fawn and brown hat, dome crown and narrow rim, trimmed with two pairs good quality wings. Brown and gold cord complete the trimming. Regular \$4.00, sale price..... **1.98**

Young girl's hat, in brown felt helmet crown of brown silk, large taffeta ribbon bow at side back and velvet buttons complete the trimming. Regular \$2.98, sale price..... **1.85**

Rich brown velvet hat, medium size, high dome crown, trimming of two velvet wings, shot silk facing and velvet buttons and cord completes trimming. Regular \$4.75, sale price..... **2.98**

#### Five Green Hats

1 soft finished felt shape, dark green, trimmed with natural and dark green feather mount, fold of dark red velvet around crown, and three tailored bows of same at left side. Regular \$3.98, sale price..... **2.50**

1 large draped toque in green and gold, gold rim, a very becoming style. Regular \$5.98, sale price..... **2.35**

1 small myrtle green velvet hat in helmet style, a great favorite this season, trimmed with one large pair black wings at left side. Reg. \$5.15, sale price **3.55**

Young girl's hat in green and black, green felt rim, black velvet dome crown, slashed in front and caught back with two buttons, two large black curling quills at back complete the trimming. This style can be had in all colors. Reg. \$2.98, sale price..... **1.98**

#### Six Grey Hats

2 large grey felt hats, dome crown, shape caught back in front with three red buttons, velvet drape around crown, two pairs red wings at back, a very becoming shape for young girl. Regular \$4.15, for..... **2.45**

A medium sized hat in grey felt, slightly rolling brim, dome crown, trimmed with large bow of red velvet and single wing, strap around crown and three red buttons complete the trimming. Regular \$4, sale price..... **2.98**

1 grey felt hood, dome crown, brim cut in front and points turned back with black velvet button, large bow of black and green striped ribbon. Regular \$3.28, sale price..... **1.98**

1 small grey hat in hood effect. Mother Goose crown, drape of red velvet around crown and strap of grey felt completes trim. Regular \$3.35, for..... **1.35**

2 dark red velvet Napoleons, one with high crown, and the other with rather low crown, trimmed with two pairs wings, and velvet to match, a style that suits almost anyone. Regular \$4.00, sale price..... **2.98**

A very smart hat in red corduroy red taffeta silk dome crown, cord and tassels complete the trimming. Can be had in any color. Regular \$4.00, sale price..... **2.98**

2 dark red velvet Napoleons, one with high crown, and the other with rather low crown, trimmed with two pairs wings, and velvet to match, a style that suits almost anyone. Regular \$4.00, sale price..... **2.98**

A very smart hat in red corduroy red taffeta silk dome crown, cord and tassels complete the trimming. Can be had in any color. Regular \$4.00, sale price..... **2.98**

1 old rose, charming medium size hat with rolling brim and high dome crown, made of good quality silk velvet, large bow of taffeta silk ribbon and quill completes the trimming. Regular \$5.00, sale price..... **3.75**

A very neat and dressy hat made of good quality red plush, trimmed with single wing at side, steel ornament and silver cord complete the trimming. Regular \$4.25, sale price..... **2.65**

1 large rose hat, black velvet facing, narrow band around crown, trimmed with one large black wing and rose pearl ornament. Regular \$4.75, sale price..... **3.25**

Small red turban, felt dome crown, black velvet drawn through crown, trimmed across front with handsome red wing. Regular \$4.75, sale price..... **1.98**

A sure favorite in a helmet shape, made in dark red plush, trimmed with handsome black cord and black fringe. Regular \$4.75, sale price..... **2.75**

#### Navy Blue Hats

A pleasing design in Napoleon style, made of royal blue plush, black and blue plush wing, silver ornament completes the trimming. Regular \$4.50, sale price..... **2.98**

1 Napoleon shape in felt, dome crown, band of satin ribbon around crown, trimming of handsome wing and two gold ornaments. Regular \$3.75, sale price..... **1.98**

Large and gracefully designed hat, shape of felt and velvet, large bow of shaded navy and green ribbon across back. Regular \$4.00, sale price..... **2.25**

2 very dressy hats, shape of good quality navy blue felt, oval crown, trimmed with large bow of navy blue taffeta. Regular \$3.75, sale price..... **2.50**

A very smart style in girl's wear, smartly rolling brim, good quality felt trimmed with large navy blue mount, and gold and blue ornament. Regular \$4, sale price..... **2.98**

2 medium small shapes, blue satin dome crown, black velvet coronet black velvet wing and drape, and facing of black velvet. Regular \$6.00, sale price..... **3.98**

1 royal blue medium size high black velvet crown, trimmed with black and blue wing at back and black facing. Regular \$4.75, sale price..... **2.98**

2 small round turbans, King's blue, four folds of narrow ribbon velvet around brim, large feathery pom-pom of King's blue and black at side. Regular \$4.98, sale price..... **2.65**

Small navy blue felt shape, pointed crown with rolling side brim, navy blue ribbon drawn thru crown, and piped with Irish green, and large taffeta silk bow at side back. Regular \$4.50, sale price..... **2.98**

## We intend going West in about six weeks and must close out all goods quickly.

# MISS DICK, Lambton Street, Durham

November 16th, 1911.  
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AM CHRONICLE  
PUBLISHED  
FRIDAY MORNING  
Printing House, Garafra  
Street.  
AM. ONT.,  
AM CHRONICLE will be sent to  
address, free of postage, for  
one year, payable in advance,  
if not so paid. The date  
description is used is denoted by  
address label. No paper dis-  
counts are paid, except at the  
retailer.  
Transient advertisements  
3 cents per line each week  
in advance. Permanent  
advertisements, 10 cents per  
line each week in advance.  
These specific directions will  
find and changed accordingly.  
Insertions, 25 cents for each  
line.  
Orders for advertisements must  
be sent to the office.  
Orders for advertisements for  
the year must be sent to the  
office to ensure insertion in  
all issues.  
Advertisements accepted for  
mailing at special rate of  
10 cents per line per week.  
For full rates and conditions  
of advertising, apply to  
Miss Dick, 100 Lambton Street,  
Durham, Ont.