THE DAILY NEWS

Friday, December 20, 1912.



Mrs. Frizzell's Christmas Sale The Last Days of the Big Sale, SATURDAY Ladies' Cloaks **MONDAY** and **TUESDAY** only

Every woman in Prince Rupert who reads this will attend this sale. Many fashionable garments to be cleared out regardless of cost or value.

Ladies' Coats, full length, made of the very finest materials-new shipment-from \$22.00 to \$25.00.

Misses' Coats

Misses Coats of unlimited patterns; everyone can be suited; excellently made; the entire stock to choose from; some worth up to \$15; at your choice, \$5.00.





It has been the general rule in merchandising to maintain the prices of all lines until after the Christmas season is over, and then you expect ordinarily to see sales inaugurated following New Year's. This year you have this opportunity presented to you when you most need it-during the Christmas shopping season. And it surely goes without saying that this will be one of the most wonderfully successful money saving opportunities ever presented to the ladies of Prince Rupert. A glance at the prices printed here will convince the most skeptical. Everything offered is in the best of condition; most of it, in fact just opened up for the Christmas trade. The dollars that you can save here will go a long way toward helping to keep down your holiday expense account.



Ladies' Dresses
Mrs. Frizzell has always held an enviable reputa- tion for ladies' evening dresses. In fact, for style, naterial and variety it is a well known fact that her store is the headquarters in the north. Your choice of any evening dress in the store that sold at \$85 or
Dresses that sold at \$35 for \$29.00
Dresses that sold at \$26 for \$19.00
Ladies' Afternoon Silk Dresses, excellently fin- shed in the best imported fabrics at \$12.00 to \$18.00
Misses' Dresses In various materials and designs, just the thing



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