

The BIG SHOPPING EVENT

The Important Occasion we promised you--we planned for--prepared for.

OPENS MONDAY--7 STARTLING SALE DAYS!

7 days that will offer Lowest Prices for the Season. Consolidating the status of this Store and at the same time reaffirming its

PRIDE OF PLACE for VALUE

WHILE this event has been planned with the idea of gaining one thousand new customers, meeting them face to face during Fair Week Sale, its advantages are equally available to our numerous patrons in town. It is a 7 Day Sale, prepared along such broad lines that it cannot fail to achieve its purpose. Each day New Specials will be offered. Merchandise at prices that will prove the beginning of a long, pleasant and profitable acquaintance.



Some of the ADVANTAGES of Shopping at this Store Fair Week

- DRESS TWEEDS.**
Selected 4 pieces of 42 inch Dress Tweeds in Grey, Blue and Fawn mixtures; were 75c. yard. **65c.**
- DRESS MELTONS.**
50 inch Meltons, this season's import, in shades of Saxe, Navy, Brown, Grey, Crimson, Maroon, Myrtle and Fawn. Just for Fair Week **\$1.10**
- COATINGS.**
56 inch Wool Coatings, warmth without weight materials; shades of Green, Heather and Plain Fawn. Underpriced from \$3.00 to **\$2.55**
- COATINGS.**
Up to 56 inches wide, 4 pieces--Purple Check, Grey Check, Plain Saxe and Plain Navy. We have re-priced these from \$2.60 the yard to **\$2.25**
- PILLOW CASES.**
Plain strong White Cotton Pillow Cases, with deep hemmed end; 22 x 38 sizes; 8 dozen of them go on Sale. Each **42c.**
- LONG CLOTHS.**
36 inch English Long Cloths, of pure soft firm even texture, nice for underthings. Just for Fair **26c.**
- PLUSH RUGS.**
A limited quantity of pretty plain coloured Plush Rugs in Crimson and Green, Silk fringed. Regular **\$9.95** Special **\$11.00**
- WOOL GLOVES.**
Ladies' all Wool wrist length Gloves; shades of Beaver, Putty, Grey, Navy and Black. Special Fair Week **85c.**
- GAUNTLET GLOVES.**
All Wool line, snug-looking, seasonable and desirable; shades of Beaver, Putty, Pastel, Chamols, Grey. **85c.**
- LINED GLOVES.**
Heavy lined Fabric Gloves, with gauntlet wrist and fur tops; shades of Beaver, Nigger and Grey. Special **\$1.59**



Special! 1760 yards Flannelettes

Flannelettes for every purpose, pure white, and others in striped; this line was specially reserved for Fair Week Sale. **THE YARD,**

24c

HANDSOME CURTAINS.

42 pairs of them, in coarse Cream Scrim, plain with deep Nottingham Lace and fringe end; very uncommon looking; 2 1/4 yards long. **\$2.39**

CASEMENT CLOTHS.

36 inch Cream Casement Cloth, showing neat hemstitched edge, makes very dressy neat window trim. The yard **43c.**

CURTAIN LACE.

4 pieces of 44 inch White Curtain Laces. These are all well covered patterns. Regular **45c.** 50c. value. Special **45c.**

SCRIMS.

Dainty White Scrims, Check patterns with striped border. Fair Week Sale **37c.**

Dresses, Jumpers and Shirt Waists

Specially Repriced for the Occasion

Serge & Gaberdine DRESSES

Meet all the favoured models of the Season in this display, choice of long and short sleeves, graceful straight line dresses, in shades of Navy, Fawn and Brown. The following cut prices mean great values.

Reg. \$ 6.50 for **\$ 5.38**
Reg. \$ 9.00 for **\$ 8.25**
Reg. \$ 13.00 for **\$ 11.98**
Reg. \$ 17.00 for **\$ 15.98**
Reg. \$ 22.00 for **\$ 19.98**
Reg. \$ 25.00 for **\$ 23.65**
Reg. \$ 32.00 for **\$ 30.25**

Tweed DRESSES

Everyday Dresses, in good wearing Tweeds, straight line models with Peter Pan collar. Reg. \$5.00. Special **\$3.98**

FLANNY DRESSES.—One of the Season's smartest, made up in attractive plaids, with accordion pleated skirt. Reg. **\$18.98**

JUMPER DRESSES.—Another pretty style—Middy models, in mixed Tweeds. The weight and warmth of this line will be appreciated. Reg. \$16.00. Special **\$14.98**

JAP SILK SHIRTTWAISTS.—Rare examples of Snow White Jap Silk Shirttwaists we feature this week, every one of them new to us. Reg. \$6.00 for **\$5.49**
Reg. \$7.50 for **\$6.49**
Reg. \$9.00 for **\$8.49**

BLACK POPLIN BLOUSES

with high necks, long sleeves and button trimmings, fast Black; Fall Jersey, and note these special prices for Fair Week Sale.

Reg. \$2.00 for **\$1.89**
Reg. \$2.60 for **\$2.49**
Reg. \$3.80 for **\$2.98**

Knitted Wool and Jersey Dresses

Just out of their boxes. Straight line models, as well as Jumper style, in two-piece charming Fall Dresses for every occasion.

\$5.98, \$8.48, \$10.98, \$12.98, \$15.98, \$17.98, \$19.98



HATS and CAPS at the very peak of Popularity

- VELOUR HATS.**
English Wool Velour Hats—federal Fall-time Hats, becoming shape with rolled edge, in new Fawn and Beige shades. A new value in Hats of quality. Special **\$3.90**
- MEN'S CAPS.**
Caps out of the ordinary, in shapes, shades and styles that are very popular with men to-day, pleated and banded backs, silk lined, up **\$1.69** to \$3.00 each. Special
- WINTER CAPS.**
Men's and Boys' medium and Dark Cloth Caps, with infold ear protection. It's years since such Caps were so low in price. **95c.**
- WOOL SLIP-ONS.**
These are sporty, but comfortable as well, in plain shades of Fawn, Grey and White, sleeveless; they're popular. Fair Week Sale **\$3.75**
- WOOL MUFFLERS.**
Now, if there is one thing a man wants at this season, it is a good soft Wool Muffler for comfort. We have them in Camel, Grey **\$1.45** and Brown. Special **\$1.10**
- WOOL GLOVES.**
Slip-on closed wrist Camel Hair Wool Gloves, in Beaver and Fawn shades. All sizes. Special **\$1.10**
- "STANFIELD'S" UNDERWEAR.**
Green Laebli unshrinkable Wool Underwear, complete range of sizes in Shirts and Pants, up to 44 inch. Our Special, the garment **\$1.69**

Men's Overcoats

Absolutely the finest group of Overcoats you are going to see at such a low price, fashioned from warm Blanket Cloths, fully lined, full belt, storm collar and best cut; shades of Grey, Brown and pretty Heather mixtures: **OUR PRICE, \$16.75**

Give thought to these Wool Blanket VALUES

- Blanket manufacturers advised us of an advance in their lines months ago, and as a consequence we took hold right away and stocked before that advance took place—result is we can offer the very best of imported English Wool Blankets—selectable Blankets—and durable Blankets at prices that make it worth while to buy.
- 186 Pairs in this Special Offer—
- 55 x 69 Size. The Pair **\$ 5.55**
62 x 82 Size. The Pair **\$ 7.75**
66 x 84 Size. The Pair **\$12.95**
72 x 90 Size. The Pair **\$13.65**

See This Line of Men's Suits

Suits of high degree in appearance, finish and trim; 2 and 3 button front effects and cuffed sleeves. They come in new Tweed patterns worthy of your inspection, because we had them fashioned to our own ideas of what is wanted at this season. They're Special at

\$14.75

Lace Curtains

Some new and beautiful Lace Curtains have just arrived to us, from which we have chosen the following; 3 yards long, in Ivory shade, all new patterns. Reg. \$7.00. Fair Week Sale **\$6.55**

EMBROIDERED CURTAINS.—Fawn Poplin Cushion Covers, with hand-painted tops, hand-somely done silk cord edge and corners. Special **\$1.48**

WADDLED QUILTS.—Large enough for any bed, they are heavily wadded and covered all over with art patterned material. Fair Week Sale **\$4.55**



STOP! And consider these Values wanted.

- LADIES' BOOTS and SHOES \$2.18.**
Value extraordinary in Ladies' Black light and Dark Tan Fall Footwear, all sizes represented, and in all good grades. Reg. up to \$5.00 **\$2.18** pair. Special **\$2.18**
- ART CURTAINS.**—48 inch, pattern through and through, nice colourings favouring the darker shades, limp finish, just for Fair **80c.** Week. The yard **80c.**
- BORDERED CASEMENTS.**—48 inch plain Casements showing pretty art floral borders, shades of Rose, Green and Navy, very dainty looking. This Season's Special **95c.**
- GIRLS' AND BOYS' BOOTS \$1.98.**
Everybody is talking about this line, the wonderful value and their sturdiness, choice of Black or Tan, laced style, values up to **\$3.50**. **\$1.98** Special
- ART SERGES.**
3 Pieces of double width Art Wool Serges, nice for making the living rooms snug and warm like, 50 inch wide; shades of Green, Dark, Cardinal and Blue. Fair Week Sale Price **\$1.10**
- HEARTH RUGS.**
Axminster Hearth Rugs. Those we have selected show clean looking, bright, cheer patterns, fringed ends. Reg. \$5.50. Fair **\$5.10** Week
- PLUSH HEARTH RUGS.**
Rich looking Plush Rugs, an adornment to any room. Choice of Crimson, Green and Black. Plain and Fringed. Regular **\$12.00**. Special **\$11.25**

Men's Top Coats

Our New Models are swell—this line looks particularly good in light shades; Raglan and close-fitting sleeve, half lined back, cuffed and about as trim as you could wish to see. **SEE THEM!**

\$29.50

Come and see how acceptably we can Outfit you in FALL HOSIERY

- LADIES' HOSE.**
Beautiful Silk and Wool mixture, showing fancy ribs; shades of Fawn, Nude, Cordovan, Beaver and Black. Regular **60c.** for **69c.**
- SPORT HOSE.**
Best English Wool Cashmere Hose, showing fancy checks. The quality is particularly good; shades of Fawn, Beaver, Grey and Black, worked in Silks. The newest. Regular **\$2.40** Special **\$2.19**
- BLACK HOSE.**
Very special value in Ladies' Silk and Cotton mixture, fast Black ribbed Hosiery. Regular **55c.** Special **48c.**
- CASHMERE HOSE.**
Plain and ribbed in very pretty Heather mixtures, new line just to hand and going to be popular. Our Special at **95c.**
- LADIES' HOSE.**
In Plain, Fancy and Sport ribs, fashionable shades, Grey, Fawn, Cordovan, Tan, Camel, clocked and plain ankles. Regular **49c.** 60c. Special **49c.**
- MISSIE'S HOSE.**
Fast Black ribbed English Cashmere Hose, both warm and durable. The season call for such quality; to fit from 9 to 13 years. Regular **\$1.00**. Special **87c.**

Plush Table Covers

The first time we have offered them at reduced prices. They come in Crimson and Green, in plain shades with fancy out borders.

14.00 for 13.48 17.00 for 16.25 18.00 for 17.15

Smallwares Little items at little prices, wanted daily

- BOXED STATIONERY.**—100 Sheets Paper, 100 Envelopes **38c.**
- NOTE BOOKS.**—mirror insert **4c.**
- SERVETTES.**—White, 50 in sanitary pack **19c.**
- COTTON WOOL.**—2-oz. Package Absorbent Cotton **15c.**
- LIGHT SHADES.**—Fluted Linen Shades, Chrome **19c.**
- MIRRETS.**—Meads everything in the kitchen **10c.**
- FIN CABINETS.**—Containing 6 sizes in finest Hair Pins **15c.**
- SPECTACLES.**—Assorted with Gilt frame **35c.**
- DISH MOPS.**—Long handled ones **10c.**
- PUFFS.**—Velour Puffs, in seal packages **15c.**
- JAYNES' FLUID.**—Keep a bottle in the home. **19c.**
- NECKLETS.**—All the new beaded effects. **35c.**
- SUNLIGHT SOAP.**—Absolutely pure, gerat lather. **5c.**
- VANITY CASES.**—In Gilt, with mirror inset. Put and Powder **39c.**
- GARTER ELASTICS.**—All colours, fancy striped. **29c.**
- COUGH SYRUP.**—White Pine Tar and Wild Cherry. Bottle **29c.**



Make it Your Shopping Headquarters