

Make it a rule—to study our newsy advertising—it pays—it's informative of the "New Things."

OUR ECONOMY COLUMNS

Are of especial significance this week, coming as they do almost on the eve of FAIR WEEK.

Every effort to make values attractive has been made, and considering the Newness of the Merchandise involved, real good buying opportunities prevail.

Glad to meet visitors, face to face here during the progress of "Fair Week" and to assure them that every effort to make them welcome and feel at home will be our earnest endeavour. Come as often as you like—walk around—and get acquainted with the many departments and see how each and everyone of them thrust their finest values to the fore. Stocks are now at their fullest. Come! we say. Come! where values are genuine—qualities reliable and satisfactory assured.

FRIDAY, SAT. & MONDAY

Our Hosiery Section Excels Itself

BOYS' WOOL HOSE—Great line! extra heavy ribbed fast black wool hose for boys of every age. 89c. values to \$1.20. Special

COME! SEE!

CASHMERE HOSE—Ladies' plain Cashmere Hosiery, correct Fall weight, in shades of Fawn, Greys and Heather mixtures. Reg. 90c. Friday, Saturday and Monday 79c.

VARIETY LINE—Great range of Ladies' fashionable Fall and Winter Hosiery, plain and sport rib, every wanted shade. Values to \$2.00. Friday, Saturday and Monday 1.49



CASHMERE HOSE—Ladies' plain Black Cashmere Hosiery, an excellent line which we are featuring Friday, Saturday and Monday 58c.

LADIES' HOSE—In plain and fancy ribbed Cashmires, and Silk and Wool, great range of shades and the weight—just what you would wish for. Reg. \$1.00. Special 89c.

"SPORT" HOSIERY—Girls' fine ribbed Cashmire Hosiery, nice close make, in shades of Champagne, Fawn and assorted Greys. Just for Friday, Saturday and Monday 29c.

Real Savings on DRESS GOODS

Velveteens. 22 inch Coloured Velveteens in shades of Saxe, Ruby, Fawn, Navy, Henna, Dark Brown, Nut Brown and Black. Friday, Saturday and Monday 1.19

Velveteens. 3 pieces of rich looking Velveteens, 22 inches wide, with a cloth usually seen in higher priced Velveteens shades of Navy, Dark Brown and Black. Friday, Saturday and Monday 1.39

Morrocains. Beautiful Wool Morrocains, in shades of Grey and Navy, Black as well as new arrivals in our Dress goods section. Set apart for Friday, Saturday and Monday 2.79

Velour Coatings. 24 inch Velour Coatings, beautiful! you should handle them to feel their excellent quality, looking well in shades of Grey, Saxe and Saxe. Reg. \$4.00 value. Friday, Saturday and Monday 3.65

Perky Velvet Hats. Some of this Season's smartest styles, in all the most popular shades and shapes, trimmed with coloured chenille and velvet flowers, up to \$4.00 each. Friday, Saturday and Monday 3.59

Further Contributions from THE SHOWROOM.

Shirt Waists. Ladies' fancy flannelette Shirt Waists, long sleeve models, cuffed, button trim, shades of Reseda, Royal and Fawn. Reg. \$1.75. Friday, Saturday and Monday 1.54

Underskirts. Ladies' fleece-lined Grey Jersey Underskirts, with banded waist, and scalloped hem, button-holed, in White, assorted sizes. Reg. \$2.60. Friday, Saturday and Monday 2.39

"Kumfy" Bands. Infants' Kumfy Strap Corset Bands, in White quilted satin, six inches wide, should-er straps and buttons. Special 69c.

Beaded Bags. Oval shape Beaded Hand Bags, beautiful! with beaded tassel drop cord, in shades of Silver, Navy, Reseda and Brown, newest in Bags. Reg. \$1.50. Friday, Saturday and Monday 1.59

The New Scarves. My! but they're a pretty bunch, in every imaginable coloured stripe effect, finished with long fringed ends; all the newest shades in profusion; up to \$1.50 each. Friday, Saturday and Monday, Special 1.29

Sample Corsets.

Sample Corsets. Sizes 21 to 25 inch brocaded coutil, shades of Elesh, Sky, Mauve and Grey; being samples, the quantity is restricted somewhat. Come early for them. Friday, Saturday and Monday 98c.

Serge Dresses. Ladies' straight-line model Dresses, bound with coloured silk braid, long sleeves, button trim and fancy stitching, some with belt, others with girde, shades of Navy, Brown and Black. Fri., Sat. and Mon. 5.29

"New Knit" Underpants. Ladies' Fall weight Cream Underpants, ankle length, closed, assorted sizes. Reg. \$3.00 pair. Friday, Saturday and Monday 1.74

"Lackawana" Underwear. Children's quality, Vests and underpants, in just the weight they like and the fit they like. Cream wool make, vests with long sleeves, pants ankle length, assorted sizes. Reg. \$1.50. Friday, Saturday and Monday, Special 1.39

Stamped Dresses.

Pretty little models for 4 and 5 year old girls, in Sky and Pink broadcloth, round neck and short sleeves, made up dresses ready to embroider, or just imagine. 79c. only

Dependable Footwear That's what the season calls for.

LET'S HELP YOU!

LADIES' SPATS—15 button height Cloth Spats, decidedly shapely and strong, shades of Grey, Fawn, Brown and Black; sizes 5 to 7. Friday, Saturday and Monday, The pr. \$2.28

MEN'S BOOTS—Presenting a line of Men's Ideal Fall Boots, in Black Calf, with extra heavy soles, good comfortable fitting Boots. Our Special 6.70

FELT SLIPPERS—Very special assortment in coloured felts, with soft Chamolai sole and heel, sizes 5 to 7; clearing much under price. Friday, Saturday and Monday, Special 1.18

LADIES' BOOTS—You should have a pair of these dependable light-weight Black laced Calf Boots for Fall wear, medium heel. Reg. \$4.00 line. Friday, Saturday and Monday 2.18

MISSES' RUBBERS—Keep their feet dry by all means, the simplest way is—with a pair of these Dollar Rubbers. Repriced Friday, Saturday and Monday; sizes 11 to 2 69c.

PRETTY CHINTZ—Double width reversible Chintz, in handsome patterns, being very pretty hanging for folding doors. Friday, Saturday and Monday 63c.

GLASS TOWELS—Unbleached cross-barred linen crash Glass Towels, hemmed ready for use. Friday, Saturday and Monday, Special 32c.

EIDERDOWN QUILTS Yield to Cut-Rate Pricings.

All this Season's import and they're certainly beauties—rich looking art coverings of the very best grades, in Silks, Satins and Opalines relieved with plain shade borders, your for years of enduring service, specially reduced for Friday, Saturday and Monday.

Reg. \$18.00 for 60 inch x 80 inch 16.85
Reg. \$22.00 for 60 inch x 90 inch 21.35
Reg. \$26.00 for 60 inch x 100 inch 26.95
Reg. \$32.00 for 60 inch x 110 inch 30.55

Wadded Quilts. Our new Wadded Quilts bring splendid values, full and plump in size, with nice art coverings and some with plain facings, two special lines set apart for Friday, Saturday and Monday \$5.69 & \$5.89 under-selling



CHILLY NIGHTS Prompts us to feature our best values in BLANKETS

They're right here.

Coloured Blankets. Large plain Coloured fleeced Blankets with White striped borders, in shades of Heli, Tan, Brown and Blue; 60 x 84 size. Friday, Saturday and Monday, Each \$2.55

Little Cotton Blankets. In Fawn and Grey showing coloured striped borders, size for ladies, extra good quality, well fleeced. Friday, Saturday and Monday, Each 47c.

Cot Blankets. This line brings nice heavy fleeced Cotton Blankets of a very superior quality, pretty plaid patterns, 42 x 62 size, but their cozy looking. Each 69c.

Wadded Quilts. Large good looking art teen topped Wadded Quilts of unusual good value. Just a dozen of them to hand; repriced. Friday, Saturday and Monday 7.75

Fleeced Sheets. Great for winter under sheets, twill finish with a nice slight fleecing and warmer than the ordinary sheeting; 58 x 78 size Friday, Saturday and Monday, The pair \$3.65

Notably Good Values from the House Furnishings Dept.

FRINGED CASEMENTS—A very tasty window trim in nicely blended shades, full fringed edge, all dark patterns. Friday, Saturday and Monday, the yard 38c.

STAMPED MATS—New line of these going on Sale, made of heavy Hessian, with good looking, easy to follow stamped designs. 24 inch each 67c.

DOUBLE CURTAIN RODS—Flat parallel brushed brass Curtain Rods with rounded corners and simple fittings, 54 inch each 80c.

POLISHING CLOTHS—Soft Chamolaiete Polishing Cloths, a most useful article in the home. You'll like these. The set 23c. Have one! each 23c.



NEVER REFUSE A GOOD OFFER. Here is an especially good one in SHIRTS!

Shirts of high degree, in quality and finish, choice of pin stripes, cross barred effects and rainbow hues, very superior line. Coat style of cuffs, with soft double turn. \$1.95

SAMPLE KERICHEFS—Beautiful Ercolida Handkerchiefs, plain white and with fancy borders, hemstitched of course. Reg. up to 45c. Special 25c.

FRENCH NECKWEAR—Snappy line of Parisian Neckwear, just to hand, exhibiting all the newest styles and fancy mixtures, in the long bowtie and style. Special 1.40

TOP SHIRTS—Men's Grey Knitted Wool Top Shirts with collar attached, a great shirt for the out-of-doors man, warm and wears, and wears. Special 2.95

NEW CAPS—Smart looking Caps in basket weave pattern, all Wool, silk lined, banded back and inverted pleat. Flexible peak. Special 3.15

UNDERWEAR SPECIAL—Men's Cream and Natural "New Knit" Shirts and Underpants, fine wool mixture, assorted sizes, values to \$3.00 garment. Special 1.59

VELOUR HATS—Men's English Velour Hats, nice medium shape, very becoming, shades of Fawn and Grey. Distinctive Hats. Special 6.00



SPECIAL! CURTAINS. 36 pairs of them, decidedly different from the usual run, 2 1/2 yards long, plain white, with deep art lace pattern of Birds, etc., very dressy, these have just come to hand, underpriced. Friday, Saturday and Monday \$2.95 pair.

HOUSEWARES LISTED AT 19c. each FRI., SAT. & MON.

Towel Racks, 3 in 1 19c.
Towel Racks, nickel 19c.
Splasher for wall 19c.
Curtain Rods, complete 19c.
Electric Light Shades, assorted 19c.
Candle Clips for Shades 19c.
Wire Frames for light shades 19c.
Cap, Towels, each 19c.
Serviettes, assorted 19c.
Coat Hangers, each 19c.
Cotton Blankets, each 19c.
Checked Dusters 19c.
Roller Towel Racks 19c.

Any 6 of them for \$1.10

LINOLEUM BINDING—7/8 inch brushed brass edge to edge binding for your Linoleum or canvas. 9c. The yard



Cushion Covers. CUSHION COVERS—You have always a use for an extra cushion cover or two, here is a special line in Pretty Madras, Chintz, and fancy lines, all useful covers, ranging up to 75c. each. Friday, Saturday and Monday 49c.

CURTAIN LACES Distinctive Patterns

CURTAIN LACES—32 inch Ivory Curtain Laces, rich looking all-over patterns. The shade gives it a distinction. A brand new arrival. Friday, Saturday and Monday, The 63c.

CURTAIN LACES—Some very handsome White Lace Curtains in this line, 45 inches wide, beautifully patterned and very strong. Friday, Saturday and Monday, Special 49c.

TABLE CLOTHS—Spotted White Damask Table Cloth, 55 x 56 size, nice convenient cloth for small family tables, makes an ideal lunch cloth. Friday, Saturday and Monday 1.49

CUSHION COVERS—Fawn Hoplit Cushion Covers, corded edges and flared corners, pretty hand-painted tops, 20 x 20 size. Reg. \$2.50. Friday, Saturday and Monday 1.45

FACE CLOTHS—White Turkish Face Cloths, with coloured cross-bar, good face Cloths at 14c.

COAT SWEATERS—Ladies' snug-fitting Tuxedo fronted Coat Sweaters in a nice warm wool make; others with roll collar, and others again with girde, becoming shades such as Peacock, Navy, Rose and Nigger, all wanted sizes. Regular \$5.59 to \$6.00. Friday, Saturday and Monday 5.59

Venetian BED SPREADS.

Good looking, easy to wash, good for any season.

A boon to the housewife. These service-giving unbleached spreads showing coloured bar in shades of Gold, Pink and Blue, easy to do up, easy to handle, reversible and great save on your better goods, 81 x 90 sizes with plain hem, your should have one. Our Special 2.79



The Most Satisfactory MAIL ORDER HOUSE

WOOL GLOVES The Season for them is Nigh. 3 SPECIALS

LADIES' GLOVES—With gauntlet wrist in beautiful wool make, shades of Ouba, Casino, Elephant, Beaver and Brown. Friday, Saturday and Monday 75c.

CHILDREN'S GLOVES—Fancy Knitted Wool Gloves, in assorted sizes and Browns with brushed wool wrist, assorted sizes. Friday, Saturday and Monday 59c.

CHILDREN'S GLOVES—Pretty Heather mixtures in Wool make, Fawn and Grey, with gauntlet wrist, assorted sizes 3 to 6. Friday, Saturday and Monday 75c.