

270-76 JASPER AVE EAST

FALL OPENING AT

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J. H. MORRIS & CO.'S DEPT. STORE

These are days when men and women can treat themselves to a leisurely foresight at the new styles—the new merchandise for fall and winter. The new goods are pouring into the store; lovely Dress Fabrics from the English, French and Canadian manufacturers; bewitching style conceptions in women's apparel from foreign and domestic makers; Furs of every description, from the low grades to the most fashionable furs for the coming season; Clothing and Furnishings for the men; Boots and Shoes for the ladies; Groceries for all.

DRESS GOODS DEPT.

You will find this department replete with the most desirable goods at popular prices. The shades to be worn this season are walnut, taupe, steel, ashes of roses, catawba, carob, wisteria, purple, burgundy, chickory, artichoke, gendarme, raisin, nutmeg, copper brown, seal brown, olive, myrtle, navy and black. We will be pleased to show you any of the new shadings, and you can rest assured that the patterns in dress goods are exclusive.

Imported Suitings, per yard... 75c to \$2.50
Other Lines, per yard... 25c to 60c



Dress Linings—Twill skirt linings, taffeteen linings, heatherbloom, broadened and fancy lining. Prices, per yard... 10c to 60c

Dress Trimmings, in jet, fancy braids, appliques, fancy gilt trimmings, and ornaments, complete stock of silks, satins and silk velvets. Buttons of every description.

STAPLE STOCKS ARE NOW COMPLETE.

The Wrapperettes this season have a very smart appearance, two and three tone stripe effects, also dainty small patterns for children's wear. Prices 12 1-2, 15, 17 1-2 and 20c yard

Flannelettes from the best English and Canadian manufacturers, in plain colors and fancy stripes, per yard... 7c to 17 1-2c

Flannels, light and dark grey flannels, scarlet, navy blue, white, cream and natural color. Grey flannel, per yard... 17 1-2c to 40c
Navy flannel, per yard... 40c
Scarlet flannel, per yard... 30c to 45c
White and cream flannels, per yard 30c to 75c

TOWELS AND TOWELLINGS

Red and blue check glass towelling, 23 inch, Special at, per yard... 10c

Better qualities at, per yd. 12 1/2, 15 and 17 1/2c
Hemmed glass towels at, each 12 1-2 and 15c

Round towellings, in pure linen at, per yard... 10c, 12 1-2c and 15c

Turkish towellings, per yard... 12 1-2c to 25c
Colored bath towels, in large sizes 10c to 75c

White bath towels, each... 5c to 75c
Bath mats, each... 75c to \$1.25

Sheetings.—8-4 unbleached sheetings made of pure cotton, plain or twilled, per yard 25c to 30c

8-4 bleached sheeting, special values at, per yard... 25c to 50c

Pillow Cottons.—Circular pillow cottons, in light and heavy qualities, free from dressing, per yard... 20c to 27c

Ready made sheets, 8 x 4 size, at, per pair... \$1.75 to \$2.25
Hemstitched sheets, per pair... \$2.00 to \$2.75

Pillow slips, each... 15c to 30c

BLANKETS.

Do not hesitate to order a pair of our blankets, without doubt they are the greatest value ever offered.

6-lb. white wool blankets, per pair... \$3.50
7-lb. white wool blankets \$4.25, \$5.00 and \$6

5-lb. grey wool blankets at, per pair... \$2.00
6-lb. grey wool blankets at, per pair... \$2.50

7-lb. grey wool blankets, pair \$3, \$3.75 & 4.50
8-lb. grey wool blankets, per pair... \$5.00

COMFORTERS.

Our comforters are filled with pure white wadding, with coverings of chinty, silkoline, fancy sateens; also satin and silk.

72 x 72 comforters at, each... \$1.75 to \$4.00
Eiderdown comforters at, each... \$5 to \$25

GROCERY DEPT.

Highest Prices paid for produce. Strictly Fresh Eggs 27c to 30c. Butter 25c to 27c.

READY-TO-WEAR DEPT.

LADIES' CLOTH COATS.—This season features in separate coats, long, semi and fitted styles, plain tailored and fancy effects. This department is well prepared to look after your wants.

Ladies Coats 45 to 50 inches long, made of good wearing materials, in navy and green, are Special at... \$9.00

Ladies Beaver Cloth Coats in semi-fitted styles, new Prussian collar and plainly tailored, brown, navy, green and black, only \$10.00

Ladies Pure Wool Kersey Cloth Coats. This material will stand lots of hard wear, new styles and a good assortment of colors. Our Special at... \$12.00

Ladies Cloth Coats, made from fine all wool broad cloth, smart tailored styles, colors are black, brown, navy, green, taupe and wine. An exceptionally good coat at... \$15.00

Better lines of Ladies Coats from \$18 to \$30.

LADIES' FUR-LINED

COATS—Furs should

be much more expensive this season,

but by placing our orders very early we

succeeded in getting in before the advance.

Our customers reap the benefit

Women's Fur-lined

Coats, with good

quality shell, Colum-

bia Sable collar and

revers, rat lining, all

colors. Our special

\$50.00

WOMEN'S FUR LINED COATS in all colors, made of selected quality broadcloth shell, has three-quarter rat lining, bottom finished with best quality satin, natural mink collar and revers. Our Special at... \$75.00

Better grades of Fur Lined Coats at \$100.00, \$125.00 and \$140.00.

LADIES' FUR COATS.—Our stock of Ladies' fur coats is better than ever before. Astrachan Electric Seal, Rat, Presian Lamb, Near Persian, Etc., in short, fitted styles and auto coats, in semi fitted styles. Prices 30.00 to \$225.00

Mink Muffs.—3 stripe mink muffs, natural color, Empire shape... \$25.00

Better grades for... \$30.00 to \$90

Small Furs of every description, in all furs. Neck Prices. \$3.00 to \$125.00; Muffs, \$4.00 up

LADIES' DRESS SKIRTS. A very large showing of ladies' cloth and volle dress skirts, in new flare and plaited effects. Perfect fitting goods and beautifully finished. Prices. \$5.00 to \$15.00

UNDERSKIRTS

Made of silk moirette, sateen, heatherbloom, moreen and silk, good full sizes. Prices \$1.00 to 12.00

LADIES' AND CHILDREN'S KNITTED COATS

These knitted coats are low priced on account of being purchased by us in large quantities.

Ladies Knitted Coats... \$2.00 to \$5.00
Children's Knitted Coats... 90c to \$1.50

Complete stock of Children's knitted hoods, toques, clouds, sashes, mitts and etc.

Honey Comb Shawls, large size, made from pure wool, in all colors... 75c to \$2.50

Ladies' and Children's Underwear. We carry a very large and well assorted stock of Ladies' and Children's knitted underwear. Watson's and Stanfield's are our principle lines. Prices are from... 25c up

Sleeping Suits for children in all sizes.

Fall Opening in our Boot & Shoe Dept.

Everything new and nothing but the best.

Our Leader for Men—

"THE BARRY SHOE"

The only shoe sold in Edmonton with a guarantee. To any man in Edmonton who will say that his pair of Barry Shoes have not been all we claim; that they have not given him his money's worth of wear; that the fit was not perfect (no matter whose fault); that the workmanship and style were not the very best, we will give him our check for the whole amount of the purchase price instantly.

Barry is behind us. Fall stocks just arrived. See the new styles in vic kid, gun metal, tan Russia calf, velour calf and patent colt leathers. Remember all Barry Shoes are **GUARANTEED**.

For the cold weather our men's stock is complete.

Men's felt shoes ranging in prices from, per pair... \$1.75 to \$6.00

Men's Gum rubbers, buckle or laced, lined or unlined and snag proof, as low as \$1.75 up to 4.00

Our Women's leader is the ever popular "EMPRESS SHOE"

This shoe needs no introduction as it is one of the most popular shoes for women's wear sold in Canada today.

Our Empress stock is now complete and we are safe in saying that this fall we are showing the best assorted stock we ever handled

Any shape in button and laced blucher and bal effect, any leather and any price.

For winter wear see our felt shoe made in all felt, leather boxed, felt upper with leather soles, ranging in price from... \$1.50 to \$3.50

Women's felt slippers, in all colors at, per pair, from... 50c to \$3.50

Boys' Heavy Wool Hose

Made from best quality worsted yarn. The best wearing stocking in the market. 25c to 60c pr.



Ladies' Cashmere Hose. Special line of cashmere hose, knit to the form and seamless, special value at 50c. Other lines... 25c & 75c

Shopping Bags in all leathers at 75c to \$6.00

Purses... 5c to \$2.00
Wrist Purses, Fob Purses and Belt Purses; also Muff Purses.

SMALLWARES

Hose Supports... 25c to \$1.00
Leather Belts... 25c and up

Braid Belts... 35c
Elastic Belts... 35c

Silk Belts at all prices. 25c and up
Fancy Collars... 2 cards for 5c

Mending Wool... 15c to 35c
Dress Shields... 10c

Featherbone, per yard... 8c
Satin Skirt Belting... 5c
Tape Measures... 10c
Collar Supports, per card... 10c

Men's Wear Dept.

We are the sole agents in Edmonton for "Fit Reform Clothing," the clothing that is sold with a "money back if not satisfied" guarantee. Call and see the new patterns, in all the latest styles.

Fit Reform, blue and black serge suits at from... 18.00 to \$30.00

Fit Reform, tweed suits at from \$12.00 to \$25.00

Fit Reform, English Worsted suits at, per suit, from... \$18.00 to \$28.00

Fit Reform Fall Overcoats, each \$15.00 to \$25.00

The showing of Boy's Clothing is the most up-to-date in the city. We have a new and complete stock and would suggest that you inspect same before buying elsewhere. Our Boys' leader is a good heavy tweed two-piece suit, in all sizes at, per suit... \$3.50

There are other lines at all prices from \$3.00 to \$9.00

In our Men's Fur Department you will find a full stock of everything in the fur line, such as fur lined and trimmed coats, fur coats, fur caps, collars and gauntlets. We would particularly draw your attention to the following lines.

Men's Raccoon Coats... \$60.00 to \$125
Men's Wombat Coats... \$18.00 to \$35.00

Men's muskrat lined coats, with otter collar and lapels... \$85 and up

Black Lamb collars (to button on) \$7.50 to \$18
Fur caps of all descriptions from \$2.00 up

Fall Neckwear. New goods just received. We always lead in shapes and styles and can show you a variety not to be found elsewhere.

Prices... 25c to \$1.00
New Shirts. Just arrived direct from the factories, the latest patterns in shirts. They are worth inspection. Drop in and see them.

Prices to suit every pocket... 65c to \$2.50



We have a full line of Hewson's All Wool goods, such as Underwear, Sweaters, etc. Note the following:

Men's all wool underwear at, per suit \$2.50
Boys' all wool underwear at, per suit \$1.25

Men's Coat Sweaters at from \$1.25 to \$4.50
Boys' Sweaters in all shades, both regular and open neck styles... 65c and up

We keep a full line of the following goods always in stock at prices that are the lowest, quality considered.



Gloves and mitts (both lined and unlined), half hose, pyjama suits, night shirts, silk, linen and cotton handkerchiefs, collar buttons, stick pins, garters, armlets, clothes brushes, etc., etc. Call in and look over our stock, no trouble to show goods.

Snap Fasteners, per dozen... 5c
Washable Hooks and Eyes. 2 dozen for 5c

Pins—2 papers for... 5c
Safety Pins, per paper... 5c

120 Wire Hair Pins for... 5c
Horn Hair Pins, per card... 5c

Toilet Pins, per card... 5c
6 Hat Pins for... 5c

Fancy Hat Pins... 5c to 25c
Sewing and Darning Needles, per paper... 5c

Nail Scrubs... 5c
Tooth Brushes... 20c and 25c

Hair Brushes... 35c
Dressing and Fine Combs... 5c to \$1.00

Side and Back Combs... 15c up
Barrett's Combs... 15c