

AUSTIN'S SEMI-ANNUAL MILLINERY OPENING

WEDNESDAY, THURSDAY AND FRIDAY,
SEPTEMBER 25TH, 26TH AND 27TH

Open Wednesday Evening Until Ten O'clock

We extend a cordial invitation to all the ladies of the district to call on any of the above dates, when we will be prepared to show them the latest types of Millinery and all the other accessories for a ladies' outfit.

NEW SHOWROOM

We are pleased to inform you that we have now secured entire control of the two upper floors of our King St. store and will now be enabled to show you our extensive stock in the most spacious and best lighted showroom in this Western Peninsula.

NEW MANAGERS

This season Miss Campbell and Miss Doyle will have charge of the showroom and trimming Departments respectively. Their thorough training and experience in Toronto and London's best millinery houses warrants us in assuring you that any orders entrusted to them will be carefully filled in a manner creditable to them and to you.

Miss Campbell and Miss Morris will be pleased to show you the styles on the above dates, and will not press you to buy, as we intend to make prices so interesting that the goods will speak for themselves.

NEW DEPARTMENT

Adjoining the millinery department we propose showing the largest and most comprehensive stock of up-to-date styles in Ladies' Ready-to-wear Gaments shown in the city. All our jackets are New York's latest copies, and have been made specially for us during the last ten days in order to have only the latest styles. The stock will comprise jackets, suits, skirts, flannel shirt waists and white wear. Miss G. Guttridge, so well and favorably known by our customers, will manage this department, and will be pleased to show you through the stock.

Carpets, Draperies and Rugs

Stimulated, not by competition, but by the signal success of past efforts, we have doubled the capacity of our Housefurnishing Department, making it considerably the largest in Chatham. The Drapery Section is one of the largest, best lighted, most commodious and artistically arranged in Canada.

These Larger Facilities for selling, while important, do not interest you as will the exceptional excellence and wide variety of our new stock of carpets, rugs and Curtains. Better goods cannot be obtained anywhere, lower prices do not prevail in any place, and seldom will you see the artistic quality in such productions.

Our stock of Carpets was never so good as this season. All the loom's latest novelties are here.

Cotton Ingrain carpets 25c. per yard.
Heavy two-ply carpet 40c. per yard.
Tapestries that are good 30 c. per yard.
Tapestry carpet, best, 75c. per yard.

Good Brussels carpet, 90c. per yard.
Best English velvets, \$1.15 per yard.
Wonderful Wilton's \$1.40 per yard.
Those Austrian rugs are winning their way with wonderful rapidity. Not strange when you see the effect, quality and low price. All sizes. See them.

Tile, floral and inlaid linoleums, English and Canadian oil cloths in all widths, 25c, 30c, 50c, and 75c.

A brief inspection of our lace curtain stock will convince the shrewd buyer that we have bought "wisely." No matter what price you wish to pay, we have them. And an assurance of goodness goes with every pair.

Fine boy effects, "a la renaissance" for \$1.00 per pair.
A Portiere drapery of silk corded velvets, coats but little more than less durable and effective curtains. We carry these goods in stock and gladly give estimates of costs.

Turkish "hangings" are quite the thing, and will be for some time. By the yard or pair we can furnish any desirable effect.

Dress Goods and Silks

The accepted goods for all fashionable purposes are here awaiting your inspection. We are showing the most comprehensive array of correct fabrics for seasonable costumes that you can find. We can show you any modish shade in appropriate fabrics for either outing or dressy wear. Give us a call if you can. If not send for samples.

NEW BLACK VENETIANS—
Bright finish, 56 inches wide, at \$1.15, 50 and \$2.00 yard.

NEW BLACK HENRIETTES—
All pure wool, best makes, 46 inches wide, at 50c, 75c, \$1.00, and \$1.25 yard.

NEW BLACK CHEVIOTS—
Rough and medium finish, 46 to 54 inches wide, at 75c, \$1.00 and \$1.25 yard.

NEW BROADCLOTHS—
Black and colored, plain and covert finish, 56 inches wide at \$1.00 and \$1.25 yard.

NEW COVERT SUITINGS—
Black and colored, 54 inches wide, all pure wool, at \$1.00 yard.

NEW FRIEZE SUITINGS—
54 inches wide, heavy enough for unlined suits, at 50c, 75c, and \$1.00 yard.

NEW COATING SERGES—
Black and navy, all widths and weights; prices from 40c. to \$1.25 yard.

NEW SATIN CLOTHS—
Black and colored, 44 inches wide, all pure wool, at 50c. yard.

NEW AMARANTE SUITINGS—
46 inches wide, guaranteed not to spot or shrink, at 75c. yard.

NEW BLACK TAFFETAS—
Best makes, glace finish, 23 inches wide at 75c, \$1.00 and \$1.25 yard.

NEW BLACK PEAU DE SOIE—
21 inches wide, guaranteed not to cut, at 85c, \$1.00, and \$1.25 yard.

NEW BLACK SATINS—
24 inches wide, duchesse finish, wear guaranteed at 50c, 75c, \$1.00 and \$1.25 yard.

NEW COLORED TAFFETAS—
21 inches wide, all the staple and novelty shades now in stock, at 75c. yard.

Staple Department

NEVER A BETTER TIME

Than now to do your shopping advance styles and stocks for fall fashions greet you to day at every turn in this department. There is nothing half way about the measures we take to maintain the reputation of this department in which you get GOOD BARGAINS every day in the year.

TOWEL VALUES

15 dozen new solid huck towels, extra heavy made, guaranteed all pure linen, red tape borders, 20x40 size, fringed ends, special values 14c. each.

5 dozen extra heavy, guaranteed pure linen, huck towels, plain color, fringed ends, very special 15c. each.

5 dozen special crepe towels, 21x44 size, pure linen, red border, fringed ends, extra special value 15c. each.

New, fine bleached towels, birdseye weaves, pure linen, large size, 60c. each.

New, hemstitched huck towels for good, solid wear, finest of linen, big size, damask borders 35c. and 40c. each.

WRAPPERETTE BARGAINS

20 pieces new English wrapperettes in black and red plaids, checks and stripes. This cloth is very heavy and wide. Our price 12 1-2c. yard.

New Tartan plaid flannellette for children's dresses, very pretty patterns and choice colorings, per yard 15c.

When you want a pair of good all-wool blankets call and have a look at ours. All we ask is 50c. pound. In 5, 6, 7, 8, 9 and 10 pound weights.

WRAPPER FLANNELETES

Over 40 pieces new wrapper flannels in very pretty designs, beautiful colorings, fine cashmere finish and warranted fast colors, per yard 12 1-2c.

New imitation French flannels for waists, tea-gowns, dressing gowns or kimonos, fine wool finish, beautiful colorings and patterns, 28 inches wide, per yard 18c.

Clothing Department

WEARING APPAREL THAT IS ABOVE CRITICISM



Half an hour will suffice to equip you in correct style for the fall and winter season. We have clothing suitable for any and every occasion, cut by the most skillful tailors in the country, men commanding larger salaries than the majority of custom tailors can afford to pay.

None but the best materials are used in our clothing and when quality is considered you will always find our prices to be the lowest.

OUR NEW OUTER GARMENTS FOR FALL

TOP COATS—
Illustrate clearly the great difference between the cloths we sell and the ordinary "Ready made" and how much more we give you for the same price.

SACK SUITS—
Come and see them, \$5, \$7.50, \$10, \$12 and \$13 are their prices, and on your way here stop and consult any first class merchant tailor. Scan his fashion plates, get his authority on style, fabric, trimmings, fit, etc. Then examine these elegant garments. We'll abide by your decision. All we want is the opportunity of proving to you that for quality none can equal Austin's.

RAIN COATS AND RAGLAN RAIN COATS—
The long loose broad shoulder Raglan, of which fashion runs this fall is found here as well as the new quiet style for men who carefully avoid the extremes. There is a large choosing of each.

BOY'S TOP COATS—
Made from the popular grey chevrons, nice mid shades, medium lengths, for ages eight to thirteen years.

BOY'S FANCY SUITS—
In all the new cloths, grey effects and plain worsted serges, nobly vestre suits handsomely tailored and finished. Prices range from \$1.98 to \$5.00 for ages five to ten years.

Chatham's
Greatest
Store

= = C. AUSTIN & CO. = =

Chatham's
Cheapest
Store