

OUR MOTTO: BEST QUALITY, LOWEST PRICES

Have you ever thought what a business like ours means to a city? Has it occurred to you what an advantage a store like ours is to a community? If not, it should, for many reasons. The secret of success in retail business is ability to sell reliable goods at lowest possible prices. In a business the size of ours we are able to buy away below the dealer buying small quantities, and with our capital we are able to buy for cash. The closer we buy, the lower price you pay, and as our business develops and increases, prices and profits will decrease naturally.

New Dress Goods

The Dress Goods section offers many attractions just now. New Goods are arriving all the time, and nice goods they are, too. This season's dress goods are very stylish and sure to appeal to all. We mention some of the latest arrivals, and call particular attention to the Bordered Delaines. They are pretty and out of the ordinary.

- FANCY ALBATROSS, in fine floral designs and fancy stripes, light and dark colorings, correct material for blouses, 30 inches wide, per yard **50¢**
- FRENCH DELAINE, in fancy stripes and spots, with Persian border, all the newest designs, 30 inches wide, at 65¢ and **75¢**
- BROADCLOTHS, fine lustrous finish, full range of colors, 52 inches wide, at \$1.50, \$1.75 and . . . **\$2.00**
- STRIPED BROADCLOTHS, in navys, browns and greens, 50 in. wide, at **\$2.00**
- WIDERDOWN FLANNEL, in cream, cardinal, grey, navy, pink, sky blue, 54 inches wide, at **\$1.00**
- COATING SERGE, in navy, cardinal, myrtle and brown, 54 inches wide, at **\$1.75**
- CREAM SERGE, 44 inches wide, at \$1.00, \$1.25 and **\$1.50**

The Newest Silks

We have a lot of new silks that we would like you to see. The very newest kind, just opened. All makes in new colors and new combinations in fancy effects. We mention a few of the many lines, and suggest an early inspection:

- NEW SILKS, for evening and street wear, a special lot of about fifty pieces in all, in light and dark checks and stripes. Price **75¢**
- FANCY STRIPED TAFFETA, the very newest designs, at \$1.00, **\$1.25**
- BROCADED SILKS, new and handsome effects for evening and street wear, priced from \$1.50 to . . . **\$2.50**

New Fancy Silk Vestings, very rich, handsome effects in tinsel and Arabesque designs now so much wanted.

STYLISH AND HANDSOME FALL WEARABLES

Costumes and Coats for the autumn. You will find a magnificent assortment in our Mantle Showrooms now. New styles and models, Paris creations, New York's latest ideas and the best lines that Canada produces are to be seen here. We pride ourselves on having the most extensive lot of exclusive garments shown anywhere on the coast, and you will agree with us when you see them.



WOMEN'S COAT, seven-eighth, length, in light and dark tweed, also plain colors in good quality broadcloth, semi-fitting back, with long-waisted effect finished with six buttons, single breasted, with fancy buttons, patch pockets, stitched strap over shoulder and around arm's eye, roll collar and deep cuffs, finished with stitching. Price **\$21.00**

WOMEN'S COSTUME, coat 34 inches long, with semi-fitting back, single-breasted, fastened with five buttons, outside pockets, collar, front of jacket, pockets and around buttons, finished with band of black satin, lined throughout with silk, skirt circular cut, side with bias fold and double box pleat front and back, made of fine finish Venetian, colors green, blue and black. Price **\$40.00**



WOMEN'S COSTUME, in chiffon finished Venetian, colors, blue, brown, green and black, semi-fitting coat 36 inches long, single-breasted with velvet buttons, roll collars and cuffs inlaid with velvet and stitched, lined throughout with silk skirt, circular cut, with wide bias fold around bottom and buttons trimmed to match coat. Price **\$45.00**

More Tailored Blouses

Another new lot of tailored Blouses are just to hand direct from New York. The waists are so popular that the makers cannot turn them out fast enough. Among the assortment are some pretty effects in white, with pipings and trimmings in dainty tints, very smart and attractive. These are worth the trouble of inspecting.

A handsome style made with tucked front, four one-inch tucks and five pin tucks, with six pipings of colored linen in green, heliotrope, blue and brown. Soft collar and cuffs, with half inch border of colored linen, collar finished with bow of colored linen, sizes 34 to 40. Price **\$6.50**

A Peter Pan style front, with Gibson shoulders, box pleat and pocket, piped with colored linen in fawn, green, blue, heliotrope and pink shades. Soft cuffs and collar finished with half inch border of colored linen, small colored neck bow to match. Sizes 34 to 44. Price **\$6.50**

A pretty tailored style in white spotted piques and zephyrs of various designs, in soft mercerized effects. Fronts are nicely tucked, turnover linen collars, sizes 34 to 44. Prices **\$3.75, \$4.50 and \$4.75**

New Dresses for Misses

A lot of Natty Fall Dresses for young ladies and little ladies now to be seen. They are in all sizes, from infants up, and all styles, including dresses for young ladies made just like the suits for grown-up people. Made of panamas and other cloths of splendid quality and similar style to the suits now worn by women, being of course modified to suit the ages. They are indeed handsome suits, made of extra good quality Panama cloth in pretty shades of blue and brown, panel front of velvet, with strappings of panama on either side, piped with velvet cuffs to match. Full skirt pleated all round and finished with two folds of velvet, two inches wide, velvet wrist band.

- 10-year size **\$9.00**
- 12-year size **\$9.50**
- 14-year size **\$10.50**
- 16-year size **\$11.50**

To be Properly Dressed

One must have the proper corset. This is particularly true this season, when the shapes of the garments worn are changed so radically. The proper effect of a new diretoire or empire costume, coat or gown cannot be obtained unless you have the corset that is necessary to produce the long lines that these garments require. The new corsets contain many models, particularly designs to meet the requirements of these new styles. We have lately opened many New Models in Royal Worcester, P. D., and other first class makes, and can give you the corset that will produce the desired effect, and fit perfectly, which is just as important.



Men's Overcoats

This weather makes an overcoat necessary. How are you fixed for one? If you intend investing in one have a look at ours before deciding. We make a specialty of moderate priced lines, and can give you garments at the prices mentioned that are marvels of value. Our garments have that smart, tailored snap and swing that will please you and impress others. Special overcoat values at—

\$10.00 and \$12.00

The Season's Millinery



The large hat has, to use a slang phrase, "caught on" tremendously. At the start of the season many were timorous regarding the success of hats of extreme size, now they are being bought and worn by everybody. They certainly do carry an immense amount of style, and are also becoming to nearly everybody. For the lady wanting a conservative style of headwear we are well equipped to supply the wants, as we cater to all tastes and carry all styles. Our millinery showrooms are crowded every day with interested and delighted women. Our stock is a source of pleasure to everybody.

Children's Sailor Dresses

GIRLS' SERGE SUITS, sailor style in navy and crimson, these suits are nicely made with full pleated skirts, square collars, trimmed with three rows of braid, cuffs to match, sizes 8 to 16 years. Prices **\$5.50 to \$6.50**

CHILDREN'S SAILOR DRESSES, made of navy serge of an extra good quality, nice full skirts, square collar trimmed with five rows of white braid with cuffs to match. Sizes 3 to 5 years. Price **\$4.50**

Men's Suits

The quantities of clothing we sell in our different stores make possible the values that we are able to offer you. Then it is well to remember that the garments we mention here are made by the celebrated Fit Rite Company. They represent everything that is new, both in cloth and cut, and no garments are better made or better fitting than these. We have some particularly good values at these prices, new styles, new cloths, and special values at—

\$15.00 to \$18.00



Queen Quality Shoes for Women

DAVID SPENCER, LTD.

Quite Right Shoes for Men

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