



OPENING FALL SALE!

ATTENTION Outport Ladies.

It will pay you to
visit Our Store first
when coming to town.

QUALITY AND LOW PRICES

Kindly Note

Our only address
is 282 Water Street,
opp. Bowring Bros.

The opportunities for saving are so pronounced that buying now is decidedly profitable. We cannot urge you any too strongly to take advantage of the great number of splendid offerings at prices way below the regular. Our Store is "crammed" full, and this is indeed a golden opportunity to get fully acquainted with the tremendous variety of merchandise to be found here.

LADIES' COATS

Hundreds and hundreds of nappy and wrappy COATS. Rich with the fluffier furs. Soft with the suayer fabrics. Voluminous of sleeve. Lavish of stitchery. Woodland tints to the fore; and prismatic color blendings. Most Chic! at from \$9.98 up. Also our higher class, more exclusive WRAPS and FUR COATS at reasonable figures.

DRESSES

A large and unusually charming collection of FALL DRESSES. These come in Serge, Tricotine and Poirer-Twill, beaded, braided and embroidered. All these Dresses are of extraordinary good quality and exceptionally smart styles, and are selling at the extremely low price of \$9.98 up.

We have just received a new shipment of exclusive Fall Millinery, in Velvet, Panné Velvet, Mirror Velvet, Beaver and Velour,

Hats

in Reds, Brown, Black, Grey, Blue, etc., etc., in the very latest styles, mostly with the new steel trimmings.

Did you say VEILINGS?

Yes! We have them here in all colors to suit all Hats, at from 20c. yard up

in Georgette, Crepe-de-Chene, Tricolette and Shantung. Tuck-in and Over-Blouse styles. Peter Pan Shirtwaists and dressy

WAISTS

Waists, trimmed with embroidery, beads, Filet Lace, etc., at from

\$3.98 up.

AT PRICES TO SUIT ALL. NO TWO ALIKE.

LADIES' NEW SUITS

Simplicity—enhanced by elegance of fabric—softness of coloring—richness of Fur trimming; relieved by spontaneous touches of striking originality, evidenced in row upon row of infinitesimal tucking, by unexpected touches of exquisite embroidery, by the jaunty flare of a coat, or the insouciance of the flowing sleeve. All colors; immaculately tailored! Every one a remarkable value at the exceptionally low price of \$19.50 up.

HOSE

In Heather mixtures. Light weight; in Brown, Fawn, Grey, Blue and Green mixture. Ribbed and plain at 49c. and 98c. per pair.

To Milliners and Others Making their Own Hats

We have a fine selection of Silk Velvets, Band Velvets, Velour and Feathers at really reasonable prices. We would advise you to come early for these as we have only a limited supply.

For the convenience of our many patrons who are unable to shop during business hours, our Store will be open every night until 9.30 o'clock.

WYLAN'S. Kindly remember our only address is:
282, Water Street, opp. Bowring Brothers, Formerly Miss Kelly's

"THE LADIES' RELIABLE OUTFITTERS"