

SINCLAIR & STEWART, LIMITED

SUMMERSIDE

Conservation and Save is the Watchword of the Hour--The Government Urges it--There is a Crying Need for Saving and it Behooves Everyone to Heed the Call.

Here is your opportunity to save money and conserve in your fall purchases. In order to keep ahead of rapidly advancing prices we have been BUYING, BUYING, BUYING to such an extent that we can offer you a wonderful stock in every department at prices that are now from 25 p. c. to 33 1-3 p. c. below present day wholesale values--WE MEAN THIS. We consider it better business to turn our stock over at a reasonable profit and give our customers the benefit of the prices than hold the goods for higher figures and keep marking them up every time the moon changes. Here are a few items called from different departments that will serve to emphasize our claim and which you will not duplicate elsewhere either in local or foreign competition.

Keenley Cut Prices on Seasonable Goods in the Dry Goods Section



4 piece Gabardine Dress Suiting

48 inches wide, in navy, black, green and brown. Regular \$1.95. Special clearance per yard..... **\$1.48**

3 Pieces Union Serge Suiting

56 inches wide, colors navy and brown, easily worth \$1.95. Your choice now at per yard..... **\$1.48**

25 Pieces Canadian Prints

Medium light and dark patterns, 29 inches wide. Present day value not less than 23c. On sale special per yard..... **18c**

15 Pieces Wrapperette

28 inches wide, in assorted light and dark patterns. A proper weight for house dresses, wrappers, kimono's and other purposes. Worth today wholesale 25c. A big value at this October price per yard..... **18c**

4 Pieces Plain Grey Union Flannel

twilled or plain weave, suitable for shirting and other purposes. Regular 39c. Now offered at per yard..... **28c**

4 Pieces 28 inch Flannelette

In plain shades of brown and light blue, extra heavy weight very suitable for underwear, also for heavy linings for coats. Worth 35c. On sale special per yard..... **24c**

20 Dozen Table Napkins

Mill seconds, worth from \$2.50 to \$3.00 per dozen. Clearing now at 15c each or **\$1.75** per dozen.

Corduroy Velvet Suitings at Prices that Should Interest the Thrifty Buyer

5 pieces 27 inch Corduroy Velvet admirable for fall dresses and separate skirts. Colors navy, brown and green. You would consider this good value at 90c. Could not be procured now to sell at anything like this figure. Your choice for October selling per yard..... **68c**

Imitation Smyrna Rugs Clearing at \$2.69

Three dozen reversible jute imitation Smyrna rugs, rich colorings and good design, sizes 27 x 54 inches. Present price \$3.50. On sale now special at..... **\$2.69**

Stair Carpet Worth 55c Selling at 39c per yard

Two large pieces stair carpet in union and reversible jute, 5-8 or 22 1-2 inches wide, good weight and patterns, present value 55c. On sale now per yard..... **39c**

A Notable Offer on Curtain Scrim

Five pieces, fancy curtain scrim in blue, yellow and pink stripe on cream or ecru ground, 36 inches wide. Present value 15c. A banner line at this exceptional price per yard only **10c**

Don't Miss this Astonishing Value in Flannelette Blankets

150 pairs first quality Flannelette Blankets, good weight with heavy napped surface shown in either white or grey with both pink and blue borders, sizes 11-4 or 68x74 inches. Present cost at factory not less than \$3.25 per pair. By stocking these up many months ago at much lower figures we can make this exceptional offer for October selling at per pair..... **\$2.69**

Size 10-4 in same blanket, or 72x56 inches, equal value at per pair..... **\$2.39**

Phenomenal Values in Carpet Squares

Don't make any mistake about it. These figures are far below mill prices to-day; but, we have the stock and are willing to share the benefit with our customers. If you need rugs next season it will pay you to buy now.

CHOICE VALUES AT English Tapestry Squares

\$9.75

Special at **\$14.95**

WILTON RUG Wilton Carpet Squares

\$24.75

English Tapestry Rugs

In similar qualities and assorted good patterns, size 9 ft. x 10 ft. 6 inches. Specially priced for October selling, each..... **\$12.75**

Brussels Squares

Size 9 x 12 feet. Regular price \$32.50, on sale at..... **24.75**

Extra Quality

Wilton Squares, very rich colors and designs, sizes 9 ft. x 10 ft. 6 inches. Present day value would not be less than \$50.00. October sale price..... **37.50**
Size 9 x 12 ft. in similar rug. Special at..... **42.50**

English Tapestry Rugs 9x12 feet

Good firm quality in a good range of desirable colors and patterns, size 9 ft. 9x9 ft. If bought now could not be sold at less than \$15.00. Special price now **\$9.75**

Present value not less than \$21.00. Your choice..... **\$14.95**

THIS LINE ONLY

\$12.75

\$24.75

HIGH GRADE WILTON RUG \$37.50

A Marvellously Low Price on Women's Fall and Winter Coats

No matter where you may go you will not be able to match the values we offer in women's and misses' cloth coats for winter wear. Here are two lines worthy of your attention, WOMEN'S ALL WOOL GREY FRIEZE COATS, stylish model with large collar, plush trimmed and fitted with belt, sleeves lined, also body lined to waist. This cut is not an exact illustration but is very similar in style and make up. A garment that the manufacturers are asking from \$13.00 to 14.50 wholesale today and most remarkable value because it has all the essential elements of coats you will be offered at a figure far in advance of this. Our very close price for fall selling each..... **\$10.00**



Matchless Offer on Women's Chinchilla Cloth Coat Only

\$8.50

It would be almost useless for us to go to the markets today looking for a coat of this class because we would not be able to get it. They are made from a good weight chinchilla cloth in blue and grey shades, are well gotten up in good models, have large plush trimmed buttons and belt at back, body lined to waist. We ask you to compare this line with any garment offered you at from \$10.00 to 12.00 and if these do not measure up to their standard we will not ask you to buy. It is really a wonder at this very low price. Your choice **\$8.50**

Also misses' and children's in similar lines. All equally good value.