

Sinclair & Stewart Ltd

Summerside

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Sept. 16th and 17th, Fair Days
On the above days this store is taking up the spirit of exhibition and throughout our spacious, well-lighted store will be an exposition of fall and winter goods.

SINCLAIR & STEWART Ltd

SUMMERSIDE

The Island's Busiest Store

SUMMERSIDE

A Cordial Invitation
The management and staff of this store extend a cordial welcome to visitors during Exhibition Days. Make this store your headquarters.

A Great Exhibition of Fall and Winter Wear
Sept. 16th and 17th--Notable Values Offered



Fall Millinery Showing

EXHIBITION Days will give fastidious ladies a glimpse into the exclusiveness and distinctiveness of our millinery showing. We are determined to give our lady customers the very best class of millinery, and give it to them at a reasonable price.

All the newest ideas have been carried to this store from the great American Metropolitan fashion centres... Ladies who appreciate millinery excellence should see our showing... You'll find our showing to characterize the little touches that go to complete a perfect production.

THE opening of the Prince County Exhibition on Friday, September 16th is a signal event for the authoritative opening and authentic presentation of fashion's latest styles for fall and winter wear.

We have labored untiringly to make this grand exhibition of fall and winter goods for ladies and gents prove a notable attraction in itself. The Prince County Exhibition is bound to be a splendid success--not a stone is left unturned that will add to the pleasure and enjoyment of visitors, and the days will, no doubt, be memorable ones in the history of Summerside.

We have co-operated in every way to offer inducements that will repay people handsomely in the pleasure and profit to be derived from the visit. As a final touch we swing our doors wide open to visitors to one of the finest showings of furs, suits and suitings--and in many lines offer values that will make your trip to Summerside a real profitable one.

Come--take your friends--make this store your headquarters. You cannot put us to too much trouble. We delight in entertaining visitors--walk around through this big fashion centre and make yourself right at home.

You will receive the courteous, smiling attention of an efficient staff of sales-people.

A saving from the Shoe Dept.

This offering is bound to attract your attention towards our shoe department.

60 pairs Women's Box Calf, lace boots, blucher cut a fine grade stock with solid leather insole. A splendid boot for fall wear--not heavy. Special for Exhibition Days. \$1.69

Fancy Tweed suiting 59c

Just to illustrate the advantage of purchasing during our great Exhibition opening we make this unusual offering. 10 pieces Fancy Tweed Suits, assorted neat dark patterns and colors. Good quality--closely woven with the assurance of satisfactory wear, specially adapted for fall and winter suiting. Being 7 1/2 inches wide makes it all the more remarkable. per yd. 59c

What 29c will do at the linen counter

This is another example of Exhibition Days savings--magnetic attractions at the linen counter. 25 dozen Linen Hack Towels, size 22x16, regular 10c value. Special Exhibition price--four towels for 29c. 25 dozen good quality Unbleached Turkish Towels, size 21x12. Good value at 29c each--your choice these two days--2 towels for 29c.

Swell Showing of New Fall Suits

The ladies will find our showing of new fall and winter suits to harmonize with their desires. For instance, the lady who wants a good serviceable suit at a reasonable price will find our special showing of \$15.00 suits, we believe, to go nearer to expressing her ideals than anything to be seen in town.

Every one of these \$15.00 suits is good value, some of them exceptional. Our aim was to select a line at a moderate price and this showing is the result of studious selection.

They are fashionable, real classy, shown in grey diagonal, with black trimmings, diagonal in navy, brown, black and two-tone, in grey and mixed tweeds, plain black, all wool kersey and taupe-green.

Of course we have better lots--also lower priced lines. We can show you the very latest importations from \$10.00 to 22.50, but for a good grade suit at a reasonable price this \$15.00 value is unbeatable.



An Advance Showing of Ladies' New Fall Coats

These new Fall Coats certainly combine the sensible with the beautiful--where quality and reasonable prices meet on neutral grounds.

The lady who wants to wear an individually distinctive coat can't afford to overlook our showing, and where reasonable prices are the sole consideration this applies with equal fascination. During the past season our whole endeavour was to select the most exclusive showing of swell fall coat styles--and what's more we've got it. You will find here the finest range of elegant as well as moderately priced coats to be found in this province.

The predominating materials are diagonals, tweeds, as well as plain cloths. Black and the leading shades of green, taupe, wisteria, grey, navy and brown are shown.

Aside from our regular stock which show the most pronounced value at from \$5.00 and up, we are showing a large assortment of manufacturer's Sample Coats secured by our Buyers while visiting the Markets.

These come in a variety of different styles and material. All new models and only one of each kind. A number of them are the ever popular Fur Collared Coat so much in demand this season.

These were all bought at a sacrifice price on account of being samples and should prove a matter of great interest to you when selecting your New Coat for fall.



What The Dress Goods Dept. Offers

It is a noted fact that the ladies of Summerside and surrounding country look to us for the best in dress goods--they have frankly told us so.

We have always set a high standard but this year we have aimed higher than ever--we have struck a note that we think will perpetuate the establishing of an even stronger prestige in this department.

The predominating autumn shades are shown in a complete exposition of elegant materials. Plain cloths hold by no means a minor place in this showing.

We will be pleased to have you examine them--take samples if you like--feel the fine, close woven texture, the rich, close, silky snap. Drape them--notice how they harmonize with other apparel.

The prices, you'll note, are reasonable--well within your means. From 45c per yard right up to \$2.50.

Furs of beauty, style and quality

YOUR own opinion of what is beautiful in appearance, appropriate in color and design, will, no doubt, govern your selection.

But if there's one thing more than another that we want to impress it is the noted care we take in selecting our stock. We have rather specialized in buying furs--that is, our buyer has all the inside information that will assist any store to attain a high standard of quality from the cheapest piece to the luxurious lines.

Our exhibition values make the matter of a purchase a decided mark of economy. We are showing a nice line of medium priced stoles and ruffs at from \$2.00-up. Particularly good values are the \$5.00, 10.00 and 15.00 lines with muffs to match.

But above all we would like you to see our display of Real Mink sets and separate pieces. Also our showing of fur and fur lined coats for men and women. We believe you'll be surprised with the excellence of the showing and the moderate prices attached for genuinely high-class furs, COME.

Exhibition Values in Boys' Well-Made Suits

This special line of Boys' Suits is going to prove a pleasant surprise to you. 35 boys' three piece knicker suits, double-breasted, strong wearing material in neat, dark pattern design, and proper weight for fall and winter wear. Size 28 to 33 inch. Any suit in the lot--splendid value at \$2.29

China Tea Set 42 pieces \$2.98

You probably needed just such a set but didn't want to pay any big prices--this value was arranged for you specially. Fancy China Tea Set--very pretty coloring and design. Special, per set of 42 pieces \$2.98

6 piece Chamber Set Only \$1.29

This is a notable value in handsomely printed porcelain chamber set, in assorted shades of green, blue and brown--select Exhibition Days at \$1.29

Real Smart Overcoats for Particular Dressers

OUR showing of fashionable overcoats comprises about every pretty up-to-date pattern that fashion approves for fall and winter wear.

The new showing of those smart College overcoats is going to excel in popular favor any other line--they are trappy, fashionable and comfortable. Then the patterns and colors give just the right touch of smartness that make them pleasing to young people particularly--elderly people as well.

You can't get anything nearly as nice as a smart College Coat and our showing offers a choice range for particular dressers.

Then the Chesterfield style offers a diversified range of smart fall effects--in plain and fancy materials. Our showing of fall and winter overcoats will make a particularly attractive showing during Exhibition Days. The prices make the matter of purchasing a pleasure.

Let us show you some fall and winter overcoats at from \$6.50 to \$20.00.



Gents' Fashionable Furnishings Shown at this Store

Our gents' furnishing department is simply overflowing with the newest, trappiest ideas right from the metropolitan fashion centres. Men's shirts, hats, ties, collars, handkerchiefs express the very latest thoughts dictated by fashion.

Men will find this department to give a more comprehensive idea of what's really right--they will see here a good variety of the very latest suggestions as worn by the fashionable of London and New York.

No man that prides himself on his taste can overlook our showing of fashionable new furnishings.

If you want to wear the latest and best see our showing.

A Word About our Carpet Department

In our carpet department can be seen the loveliest new and original ideas and colorings--the most sensible and artistic patterns ever seen in this store.

You can select carpets, linoleums and oilcloths that will harmonize and carry out your color scheme to the furnishing of an artistic and handsome home. We can help you to this end.

It won't cost you one cent more to select intelligently to harmonize effectively with the furniture, wall paper, etc., and its our business to give you every assistance.

All we want is for you to call and see our showing--to get an idea into the values offered in our carpet department.

Can't we expect you.