

# A CRUSADE FOR *Real* SATISFACTION

## It takes more than **PRICE** to make a **Bargain!**

Note These Prominent Values

### SINCLAIR'S BASEMENT STORE and Christmas Shopping Go Hand In Hand

Here you can purchase Ladies' Coats, Dresses of every kind, Night Robes and Pyjamas; Underwear, silk or winter weight; Hosiery of all kinds and weights; Men's Dress and Work Shirts, Underwear, wool or fleece; Caps, Neckwear, Hosiery Etc. Also Toys, Novelties, Fancy Boxed Stationery and many other useful articles suitable for Christmas Gifts; All at prices that meet or better any or all competition.

YOU SAVE ON EVERY PURCHASE WHEN YOU SHOP, IN SINCLAIR'S BASEMENT.



#### Ladies' Winter Coats \$7.95

25 only Ladies' Winter Coats, new stock just to hand and offered at a price you cannot resist as they cannot be duplicated anywhere, even at a higher price. Made of good quality cloth in new shades, nicely lined and finished throughout and have attractive Fur Collars that blend with each coat, all sizes a regular \$12.95 value selling extra **7.95** Special at

### Christmas SALE of COATS and DRESSES

#### Ladies' House Dresses 49c

Why bother Sewing when you can buy a fine quality cotton house dress in such a variety of shades and patterns for such a low price, your choice for only 49c in our Basement Store.

#### Ladies' Skirts \$1.98

Plain shades of Navy, Black, Brown and Wine and also Plaid effects, all new stock and latest range of styles, sizes 14 to 20 each **1.98**



#### Ladies' Flannelette Night Robes And Pyjamas

One of the most varied selections on display all weights, styles and sizes from Infants to Ladies' outside, and are selling even cheaper than you could get them anywhere.

#### Toilet Articles For Christmas

A beautiful assortment of Toilet Articles put up in attractive Gift Boxes, suitable for Ladies' or Men, at prices lower than you pay elsewhere. You have a choice from 15c to **1.49**



#### Ladies' Crepe Dresses \$1.98

These are shown in different shades. All good styles, nicely tailored. They have been selected from our higher price racks, thus giving you the opportunity of selecting a good quality crepe dress at the very moderate price of only **1.98** Other lines of Crepe and Wool dresses at \$2.95 and \$3.95 each.

#### MEN'S GLOVES

\$1.19 and 98c



Shown in Tan, Brown and Grey. Soft durable Cape or Kid with warm fleece linings, Jersey yet warm and comfortably. Sizes, small, medium and large. Basement Special

1.19 and 98c per pair

#### 89c Per Suit Men's Fleece Lined Combination UNDERWEAR

Per Suit 89c



Shown in plain cream shade. Knit of fine Jersey Cloth with some warm fleece lining. Those are new stock and first quality garments at a price you have not heard of for many years sizes 36 to 44 per suit **89c**

Shirts and drawers as above. Shirts size 36 to 44 and Drawers 34 to 42 per garment only **49c**

Boy's Fleece lined Combinations same quality as above sizes 22 to 34 per suit **69c**

#### Men's Shirts and Drawers 98c

Rayon and Wool - Per Garment Men's Rayon and Wool Shirts and Drawers Penman make, which assures a well made garment an excellent underwear for those that wish a moderate priced garment and do not like fleece lined. Sizes 36 to 44 shirts, 34 to 42 drawers per garment only **98c**

#### MEN'S WORK SHIRTS

69c to 98c Each

Here you will find an excellent variety of working shirts in Chambrays, Military Flannel, light and dark, grey cotton flannel, Doe Skin etc. Sizes 14 to 17 1/2 priced from 69c to 98c and every shirt is sold for more money elsewhere. Please compare these values.

#### Christmas Stationery

The finest selection you have seen for some time, put up in fancy Christmas boxes, a gift you will be proud to give or receive, prices from 23c to **1.49**



#### Ladies' Silk Hosiery For Xmas

Ladies' Silk Hose, heavy Service Weight also fine crepe in all the leading shades sizes 8 1/2 to 10 per pair **69c**

Fine Light Service Weight in new shades sizes 8 1/2 to 10 per pair **59c**

Rayon Silk Hose in a nice variety of shades all sizes at 25c, 29c and 39c per pair.

Ladies' Fine Cashmere Hose sizes 8 1/2 to 10 assorted shades at 39c and 49c per pair.

Children's Hose in any weight required, nice range of shades selling at 19c to 39c per pair.

Every purchase you make in our BASEMENT STORE is backed by SINCLAIR'S reputation for SATISFIED CUSTOMERS. All merchandise is bought with greatest care direct from the manufacturers, and the saving is handed down to each customer. Why not get into the habit of shopping in SINCLAIR'S BASEMENT, you have the opportunity of trying on each garment and seeing what you are buying and at the same time save on every purchase.

YOURS FOR SERVICE.

#### Men's Caps 98c

Warm cosy excellent fitting Caps, good quality tweed cloths, well padded tops with warm sanitary ear bands, and knitted Kling Klose band that fits snugly to the face. A regular \$1.35 value, BASEMENT price only **98c**



#### The Famous EASTERN CAP

-It Leads the Field-

#### Men's Leather Caps 98c

Black or Brown Leather Caps with warm snug ear bands, just the cap for men working out of doors on cold or wet days. A real \$1.25 value on sale only **98c**

Boy's Winter Caps with inside bands, extra quality at a moderate price of only, each **79c**

on sale only **98c**

#### MEN'S OVERALLS \$1.19

Overalls that fit and have given every satisfaction, red back Denim, with cast off braces and usual pockets, sizes 36 to 46. Sold regularly at \$1.49 our BASEMENT price only **1.19**

Smocks as above each only \$1.19

## SPECIALLY PRICED for CHRISTMAS

#### For the Children To Make Them Happy on Christmas

A wonderful assortment of dolls, all sizes and kinds from small rag dolls to Shirley Temple and Laya Sleeping Dolls, prices ranging from 23c to **4.95**

Also Toys, Story Books and Novelties for Boys and Girls at attractive prices

#### Big Values In Men's

#### and Boys' Sweaters

Men's Jumbo Knit Coat Sweaters in Brown, Navy and Wine, knit from heavy wool and cotton yarns, all sizes **1.79**

Men's Fancy Coat Sweaters assorted shades, pure wool yarns, a snug-fitting, long-wearing garment regular \$3.25 value for **2.29**

Boys' Sweaters V Neck Polo, Zipper and every other desirable style and quality selling 59c to \$1.19.

Men's V Neck Coat Sweater, Heather shades sold regularly at \$2.95 to \$3.25. BASEMENT price only **1.98**

# Sinclair And Stewart

-- Limited --

SUMMERSIDE, P. E. I.

# SMART THINGS to Give!

Lingerie For  
Ladies

Gifts That Are  
Appreciated

Sets of Panties and Brazer, and Pantie Sets in Silks and Satins 79c to \$1.69. Separate Bloomers 29c to 39c and 49c per pair. **1.59**

Silk and Satin Slips 59c, 89c, 98c and up to