

SINCLAIR & STEWART, Ltd., "The Island's Busiest Store"

The Store that Saves You Money.

Mail Orders Promptly Filled.

Grand Opening Display of Fall & Winter Merchandise

Autumn Millinery.



The trend of Autumn Fashion is definitely expressed in this beautiful presentation of new Millinery for Fall, gathered with care and thoughtfulness from the most authoritative fashion sources.

The Most Exhaustive and Complete Exposition Yet Attempted by This Store

No position is ever perfect to the right kind of ambition and the magnificent display of new fall and winter goods with which we greet the opening season shows plainly that we are not content with even the splendid records of the past.

We invite you to come and visit us before doing your fall and winter shopping. Come as early as you can and partake of the pleasure and enthusiasm which must be yours when you see through what we believe to be the finest and best assortment of goods shown on P. E. Island.

Furs of Quality.

Quality in furs is by all odds the great essential point. We handle only the best and most reliable brands and our stock this season is even more interesting to you and satisfactory to ourselves than it has ever been before.



We would ask your special attention to our showing of neck furs of which we are justly proud. We have a nice assortment of the higher priced furs such as Mink and Alaska Sable, and we really court comparison on our splendid stock of medium priced furs, Ruffs and Stoles in Columbia Sable, Grecian Mink, Ohio Sable and other furs at from \$4.50 to \$10.00 each.

Also Ladies' Fur Lined Coats.

Raccoon Coats, Astrachan Coats Bokharan and other furs.

Men's Furs.

A large collection of Men's Raccoon Coats which are much better value than last season, also Wombat, Alaska Bear, African Buffalo, Siberian Dog and wallaby. Also Men's Fur Lined Coats, Fur Collars Caps and Robes, all at prices that will insure a quick and ready sale.

Special Lines in The Staple Department

50 pieces good quality English Flannellette, assorted light fancy stripes a clean nice weight and good nappy surface. Good value at 12 cents. Our special price for Fall 1908 only 10 cents per yard.

Rare Value in Ladies' Undervests.

50 dozen Ladies' Undervests, ribbed quality and good seasonable weight open front, properly trimmed round neck and front with edging. You have always paid 25 cents for this quality and possibly not as good an article. Our price now only 19 cents each.

The New Fall Dress Goods

To the fall dress goods belong by right of beauty, elegance and wealth the highest praise we can bestow.

Our position in the matter of dress goods takes its greatest importance from the accomplishment of our fixed purpose to put on an economical price basis the choicest weaves of both foreign and domestic Manufacturers and by our success in this particular we stand prepared to show an array of values, such as you are not likely to see anywhere.



Among the popular fabrics shown for fall are Plain Venetian Suitings, Broad Cloths, Satin Amazons, Thibet cloths, Diagonal Serges, Chevrons, Atlantic Serges, Fancy Tweed Suitings, etc. in beautiful autumn colors of wine, assorted browns, greens, navys and other shades as well as black.

Fancy Worsteds in suit lengths only. A choice fabric and most superior to others on account of its excellent finish. Every yard guaranteed coming in a handsome range of colorings each piece suggesting a delightful fall and winter costume. Price \$1.25 to \$2.10 per yd.

Here are two special bargains on desirable Fall Suitings that should prove of great interest to all.

No 1. contains about 35 pieces of good seasonable weight Wool Cheviot widths from 42 to 48 inches assorted good fall shades worth regularly from 60 to 70 cents per yard. We embraced the opportunity offered to clear this line at a big reduction of its value and here it is for Fall 1908 selling for only 38 cents per yd. nett.

No 2. contains about 15 pieces Fancy Tweed Suitings 54 inches wide, a proper weight for coat and skirt, and in most desirable colors and patterns of medium dark grey and mixed greens and browns. Possibly you may have seen the same goods in our stock last season as we had them and the price was \$1.25 per yd. They sold out of that and now on account of the manufacturers having too much of a good thing and wanting cash we secured them at a price that you may have your choice now of any pattern at only 75 cents per yard nett.



A Kid Glove Bargain. 69 cents per pair

You have no doubt often paid \$1.00 for a glove no any better than this, but this is only another of the many good things we have to offer you this season. The shades are medium and dark tan, two dome fastening, wrist length, about 15 dozen in the lot. It was simply a case of overstock on the part of the wholesaler who made us an offer that we quickly took advantage of.

They are indeed a worthy lot and while we do not guarantee we strongly recommend them to you at this special price.

Only 69 cents per pair nett.

Other departments which we have not space to mention here, viz, Carpet and House Furnishings, Furniture, Crockery and Grocery Departments are equally well stocked and prepared to meet your every need.

Again we solicit a call. We will assure you a genuine welcome independent of any consideration of sales.

All Silk underskirts, Special value \$3.85

We confidently think this is as good a skirt as you have often paid \$5.00 for. It is well made of good quality silk and we recommend it very highly at this special value price each only \$3.85.

Another line comes in a very fine grade of Taffeta Silk, accordin plaited flounce. Good value at \$6.00, which we are now offering at \$4.98. Heatherbloom Taffeta Underskirts in a variety of styles. Prices from \$2.50 up to \$5.00. Heatherbloom by the yard for making up. A most desirable quality. Per yard 50 cents.

Strictly New Net waisting

Now showing in our Dress Good Department. Plain and Fancy Brussels Net and Point D'Esprit. In colors of white and cream. Specially imported for waisting. A dainty and effective line. 44 to 72 inches wide. Price per yard 60 cents up to \$1.50.

Notable Silk Value

58 cents per yard for a choice range of Chiffon Taffeta Silks ought to be a price within the reach of the great majority, and without prejudice to our more elaborate and higher priced lines it is really wonderful value.

It is by no means an ordinary silk for this money, for we honestly think you will not be able to duplicate it anywhere under 75 cents per yd. consequently we take great pride in showing you this line in all desirable shades at this special price.

58 cents per yd. less 5 p. c. for cash.

Butterick's Patterns and Publications for November out to hand.

New Models in women's Fall coats.

In the matter of ready to wear garments we reach for the highest point of perfection possible. Every want is closely studied. Ever whim of fashion put into tangible form to meet the ideas and wishes of our patrons. Our showing of coats for fall is by far the most attractive we have ever had and to those who desire the best and latest models at prices, not more and in many cases less than they will have to pay for an inferior article they should see this matchless offering.

A 1 desirable colors and materials \$5.25 up to \$19.50



Men's and Boys' Clothing

Our ready to wear clothing Department has been built on the foundation of giving stylish and reliable goods, properly tailored and at fair prices. We sell the best all round make of Clothing in Canada.

The W. R. Johnstone Brand, a house that stakes its name and reputation on the quality and make of their goods. New fall Overcoats in all the wanted kinds at \$6.50, 8.50, 10.00, 12.50, and up to 18.50.

Suits in Tweeds, Worsteds and Serges, 6.00 up to 18.50. They fit the form as no other.

Our Men's Furnishing Department contains a most complete collection of Fall and Winter wearables for men.

Stanfield's and Hewson's Unshrinkable underwear in all sizes and qualities. Fleece Lined underwear, Top Shirts, Fancy Shirts, Caps, Hosiery, Sweaters, etc.

A clearing line in sweaters. Five dozen Men's Wool Sweaters, assorted colors, of grey garnet and green. Good weight and heavy ribbed. Regular 85 cent quality to clear now at 60 cents.

10 dozen Boys' Sweaters assorted fine qualities and patterns, ranging in price from 75 cents to 2.00, now on sale to clear at 50 cents to 1.50.



Mail orders receive our prompt and careful attention.

Our Boot and Shoe Department

has long been noted as one of the leading Shoe Department of this country. We buy from the most reputable manufacturers in Canada avoiding shoddy in all its forms and direct all our energies towards giving you goods that are worthy, and at prices that you wish to pay.

Our stock of men's and women's staple goods for Fall is now complete and being bought in large quantities which enables us to get special discounts, we are in a position to offer them at prices that will be to your advantage.

The Empress Shoe for women is our leading fine shoe and easily sustains its reputation of being the best type of fine Shoe Making produced on Canadian Soil.

In Men's Goods we would draw attention to one line in particular (as space does not permit of any further). A Man's Oil Tanned Winter Calf Boot, Leather Lined, heavy double sole with rubber interlining between soles, all good year Welterd Sole and Heel. The best shoe for damp weather we have ever shown. Price 4.50

SINCLAIR & STEWART.

Summerside.