

Shop in comfort. Broad aisles and exits. Low wide counters. Rooms large, light and airy. Modern display fixtures. Plate glass show cases everywhere.

EASY ACCESS TO ALL SECTIONS.

ELEVATORS  
TO ALL  
FLOORS

# IMPORTANT EXTENSION EVENT

## GRAND OPENING OF NEW 1909 ANNEX

Exposition. Extraordinary of Seasonable Goods in All Departments

ARTISTIC  
WINDOW  
DISPLAYS

To our patrons whom we have served faithfully and well during the past four decades and whose appreciation and liberal patronage has made our 1909 Annex possible

WE EXTEND OUR THANKS.

### Fall Coats and Costumes Over Which Dame Fashion Has Waved Her Magic Wand



The new models for formal and informal wear have come quietly in and taken possession of our garment section. Sturdy rugged wraps for giving battle to Old Boreas while going to and from business, for driving, motor-ing and all informal occasions—and exquisite models for evening wear.

The new season's styles found birth with the production last winter in Paris of a drama of the Sixth Century called "Le Bon Roi Dagobert." Paris, ever impressionable, seized upon the costumes with avidity and from this inspirational source has been developed the garments which will rule all womankind during the months to come.

Our charming coats with their flowing lines and the cloaks with their plaited effects and wealth of trimming, mirror perfectly the style changes.

Come gaze at the exquisite models, the rich colorings and enchanting beauty of their trimmings. Nowhere in this city will you find such an attractive delineation of the new Autumnal modes.

Coats priced from \$7.00  
Costumes range from 16.00

Costume Department—Second Floor.

With the addition of our 1909 Annex and the enlarging, re-arranging and re-fitting of departments, we place at the disposal of our patrons greater facilities and conveniences incidental to modern shopping; providing a service truly metropolitan in character and equal in scope to that of any concern in Canada.

Our energetic preparation for a large Autumn trade has crystallized in a showing of surpassing excellence, a magnificent presentation of stocks exhibiting advance style tendencies, an assemblage of huge magnitude, in elegant, diversified and bewildering array.

Come and view the beautifully decorated departments, the elaborately created displays, the charming and skillful exploitation of the newest and choicest ideas from every land.

ALL ARE ENTHUSIASTICALLY URGED TO ATTEND THE OPENING ON FRIDAY AND SATURDAY.

### Magnificent Display of Fall Materials

Enchantingly Pretty Weaves Radiant With Autumnal Colorings

Beautiful as the mountain side when the Autumn sun shines on the trees and grasses of dull brown, green and gold are fashions dress fabrics for the new season.

The wealth of delightful offerings we have in store cannot be adequately described, they comprise the very cream of the world's smartest effects in an entrancing variety of the very handsomest late shades.

At no other period have we had so magnificent and diversified a showing and this gala occasion will afford a pretext of seeing—and choosing if you so desire.

Dress Goods Department—First Floor.

### This Gorgeous Showing of Furs Will Hold the Centre of Public Interest During Opening Days

Not to have seen this fur exposition is to acknowledge that you have missed the most interesting display that this city has ever seen. It is an educational event, a picturing of the furry tribes which inhabit our modern woods.

Every creature whose pelt can be fashioned into rich, elegant wraps for women is here, the mink, fox, lynx, sable, squirrel, and ermine. If they could speak many would be the stories they could tell of the forest and of men who brought them to the little company post, far up on Hudsons Bay.

Never has any store pictured more accurately the fur fashion, never have we had such a complete showing, every one full of the quality for which this store is famous and priced in a most enticing manner.

Here are the furs the women of Paris and New York are delighting in, reflecting all the new style touches and modes, priced in a way that precludes the possibility of your securing their like at equal prices anywhere in this vicinity.

Small Ties, Throw-overs and Stoles in Dainty Effects; Muffs in Plain Empire and Pillow Shapes; also in Rug and Fancy Styles. Small Neck Pieces in Great Variety.

Fur Department—Second Floor



### Fall Clothing for Little Men



We have built a reputation for good clothes—when we say good, we mean nothing common-place—this reputation means as much to a store like this as character and standing does to an individual, we would not part with this reputation for anything.

Clothes of character for Little Men. Clothes made to give lasting service and at the same time clothes that have style-retaining features. Without hesitation we proclaim this display far and above any similar showing in style, quality and interesting prices.

Your personal inspection is all we ask—the display is at its best now—we want the opportunity to prove our assertion.

We are showing the largest stock we have ever carried.

Mothers will be surprised at our unusually low prices. We can fit the youngsters here—fit them stylishly and at little cost.

Boys' Fancy Overcoats - - \$3.75 to \$8.50  
Two-Piece Suits - - - 2.50 to 10.00  
Three-Piece Suits - - - 4.00 to 12.00

Clothing Department.

## FRIDAY and SATURDAY

### Ladies' and Children's Wear

A Queenly Exhibit of White Wear and Underwear Shown in the Largest, Lightest and Brightest Department of Its Kind in Canada.



This is really the room which will appeal most impressively to visitors of artistic and beauty discerning sense. While all other sections throughout this immense establishment have been grandly decorated in commemoration of this great extension, this new department with its bewitching and bewildering display of lovely lingerie will stand out as a veritable dreamland spectacle of the choicest and daintiest creations of the whitewear world you have ever seen.

Visit this ample, airy room of more than one hundred feet in length, with its modern equipment and perfect comfort assuring facilities. See the scores of skillfully designed and tastefully trimmed whitewear models in full view, their perfect beauty in complete harmony with the clever decorative scheme casting an almost fairyland effect over all.

Whitewear Department—Second Floor Annex.

### Nobby Furnishings for Men--and Boys as Well

A man should be just as particular in his dress as a woman and we aim to fit him out so that he can keep right up to the latest styles if he wishes to. Our system of selling his dress accessories makes it a matter of very slight expense for him to secure the best and latest novelties in the wearables he needs. As we have men to wait upon men in this department, he need have no hesitation in coming here to buy.

At this opening we are completely stocked with every requirement for Fall and Winter wear. Call and inspect our great assortments of Shirts, Collars, Underwear, Half Hose, Ties, Trunks, Leather Goods, etc.

Mothers will find this department a great convenience in the purchase of furnishings for little fellows, in fact the boys themselves may come with every assurance of satisfactory treatment.

Men and Boys' Outfitting Department.



### The Best Hosiery Values Will Greet You Here

We have many reasons for thinking so, for we have taken all sorts of care and made detailed comparisons before a single dollar's worth of this hosiery was ever bought.

Our hosiery is of excellent dye, sturdy and satisfying. Our hosiery is noted for its elasticity which insures comfort in the wearing—for its comfort giving qualities—which is a prime factor in its behalf.

You'll discover other things favorable to our hosiery when you reach these counters—and to think they're not a bit higher than the carelessly selected sorts.

Hosiery Department—First Floor Annex

SEE OUR MAGNIFICENT SHOWING OF LADIES' NEW NECKWEAR.



### A Vast Display of Carpets and Rugs

This department is splendidly equipped and in every way suited to give perfect satisfaction. The vastness of the variety, the excellence of the qualities and the reasonableness of pricing is always surprising to visitors.

Include this section in your tour of inspection, you will find the bright new goods of real interest and offering valuable suggestions.

Carpet Dept.

### Invaluable Hints in Home Beautifying

The question of draperies and hangings is always a most important one in the home. This department permits a choice from positively the greatest range of furnishing fabrics in lower Canada.

At no other time than at this opening have we been so abundantly able to offer home beautifying hints of every kind.

Call and see the hugeness of this showing and examine at your leisure the new ideas prevailing now.

House Furnishings Dept.

### Handsomely Patterned Furniture

Lovers of the craftsman's art will be charmed with the handsomely patterned furniture pieces in rich and beautiful finishes now exhibited. Do not neglect to visit this department with its ten spacious floors of delightful and enduring furniture—the viewing will be instructive and the impression will be, that you have never before seen such a picturesque assemblage at any one time.

Furniture Dept.

### New Gloves Bid You Welcome

Gathered from our own fair land and from the countries beyond the seas, the new gloves are ready, teeming with the style, quality and chicness which distinguishes our goods from the average.

The distinguishing features of this opening display are those characteristics of our glove stock—completeness and correctness.

Here is every sort of hand-covering that fancy demands. Dainty, smart designs for dress occasions and the more rugged for when Winter winds come sweeping around.

Get your gloves for Fall and Winter from our assortments and be certain of their goodness and correctness of style and price.

Celebrated makes such as Reynier, Dent, Perrin Freres, etc.

Glove Department—First Floor Annex.

BUY LADIES' HOME JOURNAL PATTERNS



## MANCHESTER ROBERTSON ALLISON, LIMITED