

Women's 40c Wool Hose 25c
150 dozen women's fine fast black Wool Hose, made full seamless, with gray heel and toe and elastic rib top. They come in all sizes and are fully worth 40c a pair, 25c priced for this sale at **25c**

Children's Hose, 35c Quality at 25c
A special sale of children's fall weight, fast black Cotton Stockings, made with linen heel and toe. They come in all sizes in a neat, fine rib. Just the kind needed for school wear, as they are exceedingly durable. Sold regularly at 35c a pair, now on sale at **25c**

New Idea Patterns
10c
New Fall Styles

The Most in Value - The Best in Quality

Roberts Bros
THIRD AND MORRISON

New Idea Magazine
10c
50 Cents a Year

Specials in Women's Kid Gloves

Here you will find all the new styles for fall and winter, in glace kid, suede, mocha and capes, in such well known makes as Fowne's, Dent's and Meyers—good, dependable gloves in quantities to suit all.

- La France Gloves, fine kid, at \$1.00
- Eudora Gloves, extra-fine kid, special, at \$1.50
- De Luxe Gloves of extra selected kid, at \$2.00
- Fowne's Pique Seam Gloves, at \$1.50
- Dent's Pique Seam Gloves, at \$2.00
- Dent's Cape Kid Gloves, special at \$2.00
- Meyers' Cape Kid Gloves, at \$1.25

Fall Stocks Are Now at the Highest Point of Interest in Variety and Value

Your particular attention is not directed to any one department here as excelling in interest, through its showing of fall merchandise, for each serves to round out the perfection of the whole. That the styles are authentic goes without saying among those who know us best. The few who have yet to call this their store have splendid opportunity to judge its practical usefulness by inspection of the new stocks on hand. And they are cheerfully invited to do so. To further enhance the attractiveness of the offerings prices reflect our sincere and determined efforts to present values that will not admit of duplication elsewhere. The most interesting values of the season.

Big Flannel and Muslin Underwear Specials

75c Flannel Skirts 59c
An extra fine line of Women's Skirts, made of good heavy quality outing flannel or daisy cloth, in solid colors—pink, blue and white, in neat stripes. These skirts come knee length and are made very full, with deep flounce, finished with hemstitched or scalloped edge. Regular 75c values, specially priced for this sale **59c**

\$1.00 Flannel Gowns 69c
An extra special offering of Women's Gowns, made of good quality pink and blue striped outing flannel, shown with turnover collar or ruffle at neck. All come good, full width and length and are extra well finished and neatly trimmed. Regular \$1 values, specially priced for this sale **69c**

75c Muslin Drawers 50c
An extra special sale of Women's Drawers, made of fine quality cambric or nainsook and neatly trimmed with fine hemstitched tucks, embroideries and laces. Regular 75c values, priced for this sale **50c**

\$1.00 Baby Dresses 58c
A fine line of infants' dresses, shown in long or short lengths, and made of fine quality nainsook or sheer lawn, with yoke of pretty embroidery; bottom plain or trimmed with neat embroidery ruffle. They are shown in sizes for children from 6 months to 1 and 2 years, and are regular values to \$1.00, priced for this sale **58c**

R. & G. Corsets at \$1.00
Just received, another large shipment of these popular corsets. They are made of very good grade coutil, well boned, with rustproof steels and neatly trimmed with lace. A model for every figure. Every corset guaranteed \$1.00 at the popular price of **\$1.00**

Fashion's Most Favored Ideas for the Fall and Winter of 1910-1911

This store must keep in quick and firm step with the modes of the hour in women's apparel else it loses the enviable reputation it has won as a leader in always showing the new styles first—authoritative styles whose absolute correctness cannot be gainsaid. It is apparel of this character that we speak of today. Linked to the exclusive styles is a rare combination of new and novel weaves, in charming color and shade effects and daring yet effective designs in the trimming. Plain tailor made suits are also shown in all their dignified yet attractive simplicity. The models are correct down to the smallest detail—you can depend upon that.

New Fall Coats \$8.50 to \$25
Women's and Misses' Fall Coats in exceptionally attractive models. They are full length and semi-fitting, with storm or notch collar of same cloth or velvet. Made of the following popular fall fabrics: Ocean and cheviot serge, kersey cloth, broadcloth and tweed coatings in plain colors and stylish mixtures. Priced well below their actual value, at **\$8.50 to \$25**

Bath Robes at \$2.75 to \$4.50
Fine quality German Velour Bath Robes, in beautiful red, blue, tan and gray floral designs. Several styles to select from. They are full length, without or with collar in two styles; waist cord, pockets and edges are bound with satin. They are wonderful values at the prices quoted—**\$2.75 \$2.95 \$3.90 \$4.50**

Taffeta Petticoats \$2.95
Stylish Petticoats of a good quality, serviceable taffeta, in fully 20 different colors, dark or light. Deep, circular, sectional corded flounces in two styles; Underflounce with dust ruffle. Four dollar values—Monday and Tuesday at **\$2.95**

1-Piece Dresses at \$12.50
Pretty new styles in women's and misses, one-piece dresses. Such a wide range of styles that you will find not the slightest difficulty in making your fall dress selection. Plain waist effects in several styles and others with rich lace yoke effects or braid trimmed; bishop sleeves and pleated skirts in several styles; \$15.00 and \$17.50 values—Monday and Tuesday **\$12.50** at only

Children's Coats at \$1.50 to \$6.50
Winter Coats for children, in sizes 2 to 14 years. They are real stylish little garments in semi-fitting or box effects, with velvet or plain collar and cuffs. Made of twilled flannel, cheviot and tweed coatings in solid colors and mixtures. The best children's coat values in the city at **\$1.50 to \$6.50**

New Fall Suit Models \$12.50, \$15, \$19.50, \$25
New Fall Tailored Suits for women and misses. Smartness of design, superiority of quality and perfect tailoring are strikingly prominent features of these garments. Never before have we had the pleasure of offering such marvelous values as these. Coats are plainly tailored and from medium length to three-quarters long, fitted or semi-fitted, with collar of same cloth or velvet. New styles in pleated or gored skirts. They are shown in a wide range of the fashionable new fall weaves, including ocean, wide wale and cheviot serges, basket cloths and tweed suitings in plain colors and stylish mixtures—**\$12.50, \$15, \$19.50, \$25**



Extra Special Offering of Dainty Neckw'r

For this sale we are offering a fine line of over 1000 dainty Neck Pieces, shown in round collars of pretty Venise lace, Persian effects, Dutch collars, Persian tabs and stocks, Irish crochet tabs, lawn and net lace trimmed tabs, and pretty bows of Persian silk, net, lawn and saten. Very stylish, up-to-date pieces and good values up to 30c each—choice **25c**

Stiff Collars at 10c
An offering of over 1500 dozen Embroidered Stiff Collars, shown in all widths and sizes, even to the very narrow one-inch collar, suitable for stout women; all sizes from 12 to 15½. They come beautifully embroidered in neat, dainty patterns and are regular 15c and 18c values, priced for this sale **10c**

Fine Embroideries at Special Prices

- 1 to 3-inch Embroidery Edges, values to 7c a yard, at only **4c**
- 2 to 4-inch Embroidery Edges, values to 10c a yard, at only **5c**
- 3 to 14-inch Embroidery Edges and Intersections, values to 35c, at **10c**
- 18-inch Corset Cover and Flouncing, values to 40c, at **15c**

15c Handkerchiefs at 9c
A choice offering of over 1500 dozen Hand Embroidered and Madeira Handkerchiefs, made of a soft quality mercerized material, with one corner elaborately embroidered. Regular 15c values, specially priced for this sale **9c**

Children's Handkerchiefs 5c
Something new in Chantecler Handkerchiefs for the little folks. Tomorrow for the first time we place on sale a full line of new Novelty Handkerchiefs that are sure to please the children. These handkerchiefs are shown in a very fine soft finish, with neat hemstitched or scalloped edge, and in one corner there is a neatly embroidered animal worked with perfectly blended filo silk. Your choice from regular 10c values **5c**

Newest Dress Goods for Fall

A larger and more varied collection, more exclusive weaves and novelties and more popular prices than in other years. Standing, as this Dress Goods Section does, in the very fore rank of public esteem, and having time after time demonstrated its ability to satisfy every requirement of the fashion-seeker, it hardly seems necessary to dwell at length upon the splendor, beauty and exclusiveness of the present display.

Chiffon Broadcloth \$1.00 Best \$1.25 Quality
32-inch All-Wool Chiffon-Finished Broadcloth, shown in any wanted colors. Fabrics of a beautiful finish and a high luster. Good weight material that sells regularly at \$1.25 a yard. Priced for this sale at **\$1.00**

English Kerseys \$2.00
A choice offering of New English Kerseys, shown full 56 inches wide, made of pure wool, fine double weight material, suitable for jackets, suits, separate coats, etc. Excellent values. Priced for this sale at **\$2.00**

Kilarnen Poplin \$1.25 Best \$1.50 Grade
A sale of 42-inch Silk and Wool Kilarnen Poplin, very durable and one of the most popular fabrics for party and evening wear. It has the appearance of all silk and drapes beautifully. Comes in over 20 choice colorings, including black and white. Regular \$1.50 quality. Priced for this sale at **\$1.25**

New Dress Fabrics 95c
A great showing of 46 to 54-inch Pure Wool Fabrics, in all the latest weaves, such as illuminated fancies, new basket weaves, fancy rough materials, novelty sackings, fancy diagonals, etc., etc., in a great assortment of the season's colorings. Latest wool materials in correct fall and winter weight. Regular \$1.25 to \$1.50 quality. Priced at **95c**

Men's Section Specials

\$1.00 Men's Gowns 85c
A special offering of Men's Gowns, made of excellent quality outing flannel and shown with soft turndown collar. These garments are cut good, full width. Come in the wide bell shape effect, and are full 60 inches long. They are shown in a large range of assorted patterns and are regular \$1.00 values, 85c priced at **85c**

\$1.50 Dress Shirts 99c
A showing of Men's Dress Shirts, made coat style, with attached cuffs and shown with full pleated bosom. They come in a fine assortment of neat patterns, in black and white, blue and white and lavender and white. Good custom made garments that sell regularly at \$1.50, priced for this sale at **99c**

Flannel Shirts \$1.15
This is an extra special offering of Men's Fall and Winter weight Shirts, made of good heavy quality blue flannel and shown with soft turndown collar and nice extension collar band. Well made and neatly finished garments. Best \$1.50 values, specially priced for this sale at **\$1.15**

Specials in New Fall Footwear

Women's Shoes, Values to \$4.00 at \$2.69
Women who appreciate style and quality as well as price reduction will be interested in this sale. About 500 pairs of women's new style shoes in patent colt, gunmetal, vici kid and velour leathers. They come in all widths and sizes with flexible and heavy Goodyear welt soles, extremely fashionable and durable shoes, in regular \$3.50 and \$4.00 grades, \$2.69 priced for this sale at **\$2.69**

Men's \$3.50 Shoes at \$2.49
A special sale of Men's Street and Dress Shoes at an important price reduction. All new styles in gunmetal, vici kid and box calf leathers. They come with plain toe, with cap and in lace, button and congress, and with light, medium and heavy soles. Regular \$3.00 and \$3.50 **\$2.49** grades, on sale at **\$2.49**

Children's Shoes, \$1.50-\$1.75 Values at 99c
A special offering of Boys' and Girls' Shoes that are made solid all through, guaranteed by us to wear satisfactorily. They come in vici kid and box calf leathers and are made in the heavy and medium weight soles; girls' sizes from 5 to 11, and boys' sizes from 8 to 13. Regular \$1.50 and \$1.75 values, on sale at **99c**. Boys' Shoes in box calf, in sizes 13½ to 5½; \$2.00 values, at **\$1.39**



Sweater Coats \$4.49

Are \$6.50 and \$7.00 Values

Best and Biggest Bargain of the Season

This offering consists of a very special purchase of Women's All-Wool Sweater Coats, in regular fall weight. They are shown in plain and fancy weaves in the most popular new styles. They are well made and neatly finished and trimmed, and come in all sizes, in colors red, navy, oxford and white. Regular \$6.50 and \$7.00 values. Specially priced for this sale **\$4.49**

Special Purchase and Sale of Women's Knit Underwear and Vests Pants and Union Suits \$1.25 Values at \$1.00

This is a splendid example of the unusual good values which we are now offering in Women's Knit Underwear—garments of fall and winter weight, in perfect fitting styles, that are worth at least a fourth more in price. This offering consists of a special purchase from one of the best mills. Union suits of the best grade fleeced cotton, in white and cream colors, in all sizes; also fine rib Wool Vests and Pants, in gray and white and in all sizes. The vests are neatly trimmed and the pants are made with French band. Regular \$1.25 garments. Priced **\$1.00** for this sale at **\$1.00**

An Exclusive Showing of New Fall and Winter Silks

Exclusive, when applied to silks at Roberts Bros' store, means that in our silk department you will see fabrics that cannot be obtained elsewhere in the city. The silk section is radiant with a wealth of shimmering weaves, the variety is extraordinary. Come and enjoy the showing:

New Plaid Silks at 65c
19-in. Swiss Taffetas, all pure silk, shown in a full assortment of exclusive designs in rich colorings, silks that are extremely fashionable and beautiful.

New Plaid Silks at 75c
Full width, extra heavy Plaid Silks, shown in a splendid assortment of dark, effective colorings—very special values at this price.

New Plaid Silks at 89c
A showing of extra heavy Taffeta Plaid Silks, including the latest pastelle shades in rich colorings, as well as the staple shades, with pretty silk overplaid. Usual \$1.00 silks, on sale at **89c**.

New Persian Silks at \$1.25 and \$1.50
Beautiful New Imported Silks, with Persian ground and rich satin overplaid of contrasting colors, fine pure silk taffetas of perfect weave and finish, free from dressing and guaranteed in every way. The best values to be had anywhere, at **\$1.25 and \$1.50**.

New Fall and Winter Wash Goods

In our Domestic Section we are now showing full and complete lines of the New Wash Goods for fall and winter. Goods of reliable quality in desirable styles and colorings at extremely moderate prices.

Flannelettes for Wrappers at 12½c
At this price you have choice from an unsurpassed assortment of New Flannelettes, in patterns most desirable for wrappers and kimonos, medium and dark colorings, in neat small designs.

Velours for Kimonos at 15c
An unusually large and attractive line of new Velour Flannels, the new season's styles in light and dark colorings, one of the most popular wash fabrics for wrappers and kimonos.

Kimono Crepes at 18c
A new shipment of pretty Kimono Crepes, including all the new styles in medium and dark colorings; a fabric that washes perfectly and will retain its weave.

New Percales at 10c
Standard quality Percales, in a full line of new styles in good, dark colorings, an excellent wearing fabric, guaranteed fast color.

