

Xmas Nearing Calgary---Only 50 Shopping Days Away!

Buy Furs as You Buy Diamonds Fur Coats for Women

Purchased right here will be found to live up to the guarantee we attach to them. In this business for two lifetimes breeds in us the knowledge of how to select, match and make in the highest scale of fur production technique.

Lovely Coats and Sets—luxurious, heavy, soft and warm, with an inborn pride that they possess this old company as a parent.

\$195

No. 1 "Hudson" Seal Coat—45 inches in length, large wrap collar and deep cuffs lined all through with gold brocade poplin.

\$195

No. 1 "Hudson" Seal Coat—45-inch length, belted across back, large ermine collar, lined blue brocade satin.

\$225

No. 1 "Hudson" Seal Coat—45-inch, with large convertible wrap collar, deep cuffs and side pockets, lined with rare brocade poplin.

\$250

No. 2 "Hudson" Seal Coat—42-inch length, large cape collar of sable lined with yellow lining, with purple flowers.

\$250

No. 1 "Hudson" Seal Coat—45-inch length, all-around belt, collar and cuffs of racoon, purple and silver brocade lining.



FLOOR TWO.

Hudson's Bay Fur Sets A Standard-Continent Wide

A lady said to us yesterday—"Do you know, when I lived in Boston I made a pilgrimage each summer to Montreal where, by special arrangements, I was able to secure the furs that the Hudson's Bay Company would sell in their stores the following winter. In Boston and New York no furs are placed in quite the same category as those of the Hudson's Bay."

Black Fox Set—One-skin animal stole, head and brush, round melon muff. Stole \$59.00 Muff \$59.00

Set of Choice Russian Kamshatka Red Fox, large animal stole with head and brush; round muff. Stole \$62.50 Muff \$62.50

Set of "Labrador" Mink—Beautiful cape with tails; muff melon shape with cuffs, composed of an animal. Stole \$145.00 Muff \$112.50

Set of "Polish Fitch"—Cape stole with large muff with cuffs. Cape \$67.50 Muff \$75.00

Cross Fox Set—Large animal stole with round muff. Stole \$112.50 Muff \$112.50

FLOOR TWO.

The Shops of Boys' Togs

Are constantly holding out some good offer to parents. Just to illustrate—today they will offer 15 of good-looking Norfolk suits—BLUES, GREYS, FANCY MIXTURES. Bloomers are full cut and have the new Governor (slide) fastener. You'll find suits here marked to sell at \$8.50, and any one today at..... **\$4.85**



Xmas Picture Framing

There's a molding here to suit almost any picture you desire to frame. We only know one class of work—the best! Begin having gift pictures framed NOW! Floor Four.

To Mothers Who Buy The Young Lads' Boots

No word of wisdom need be given as to buying quality. They'll attend to that! But when quality is present and it requires less money to secure it we think you should be apprised of the fact.

School Boots or Play Boots for boys, of oil tan or black double sewn leather, double soles, too. Blucher cut, sewn and standard screw construction—

Regular \$3.75—sizes 11 to 13 1-2 \$3.29
Regular \$4.25—sizes 1 to 5 1-2 \$3.69
Main—Southwest.

Shop of Good Dress Fabrics Acquiring Many Exclusive Weaves Daily

When a Hudson's Bay buyer goes to market one of his first questions asked of the maker is—"Can I have that product EXCLUSIVELY?" The piece goods buyer has been extremely fortunate in this respect, bringing to us many fabrics that cannot be seen in any spot in the west aside from this very company. Many heavy winter fabrics are now mounting the ladder of approval. Just as an example, why not—

A Coat of This Heavy Tweed?

There are 300 yards of this heavy all-wool Coating Tweed, medium light, greys, green and blue effects; a warm and thoroughly serviceable goods for fall coats; 54-inch; per yard **\$3.75**

This Is New! Silk and Wool Pongee

A bewitching soft quality of 40-inch Silk and Wool Pongee in apricot, navy, taupe, silver, grey, green, nigger, sky blue, Belgium blue, black and cream; an ideal fabric for suits and dresses. A soft and beautiful weave. Per yard **\$2.25**

Cheviot Serge--All Wool

Truly a remarkable value—a 50-inch all-wool cheviot serge; colors of taupe, Burgundy, Copenhagen, grey, brown and beetroot; a long-wearing weave, and exceptionally warm for coats and suits; 50 inches wide. Per yard **\$1.75**

MAIN—SEVENTH AVENUE.

AT \$2.75

We Offer a Group of Charmingly Designed Fancy Linens—Fine Values

All hand-embroidered linens, of course—100 pieces of all Madeira linens—Bureau Scarves, 17x45 and 17x52; Traycloths, 17x27; Oval Traycloths, Round Centers, Dollies, etc., all excellent values. Each **\$2.75**

MAIN—SEVENTH AVENUE.

Heavier Weight Underwear



Women's White Cotton Union Suits, full bleached, lightly fleeced, with open front. Either high neck and long sleeves or Dutch neck and short sleeves. Present values \$1.00 and \$1.25, for **65c**

Women's Drawers, of fine cotton, finished with lawn ruffle and deep edging. Also Corset Covers, with lace front and ribbon run. Regular 25c 38c garment, for **25c**

Children's Fleeced Combinations, 89c

Of winter weight fine ribbed cotton. Open front, style, wide gusset, drop seat, long sleeve and ankle length. \$1.50 value; our regular price \$1.25. Today **89c**

FLOOR TWO.

Among the New WINTER COATS

For Women

Are some wonderful values in Canadian "Velours" and "Fancy" Tweeds. Coats in shades of brown, blue and grey, also some very pretty colorings in the blanket tweeds. Full length style with wide cape collars, deep cuffs and all-round belts; side and pockets. Special **\$25.00**

FLOOR TWO.

A Suit Special Bobs Up for Today

Plainly Tailored Suits of navy blue serge, plain panel effect in coat, back and front, belted across hips, wide sailor collar lined with black velvet; trimmed with narrow military braid; plainly tailored skirts. Very suitable for business or practical **\$16.95**

FLOOR TWO.

Think of Fine Seamless Cashmere Hose at 45c

A real Saturday Special! Pure cashmere, seamless and fine weave, extra reinforcing at toe and heel; fast black. Present value 75c. Misses' and small women's sizes, 8-12 and 9 only; 3 pairs only to one customer for **\$1.10**. Per pair **45c**

MAIN—CENTER.

Hurry for Your Photo Enlargement 29c

Beautiful convex portrait in the latest style of portraiture for only 29c. Real value in the neighborhood of \$1.00. Nothing more appropriate for a Christmas gift than a beautiful life-like portrait. Bring in your photos at once, so we will be able to finish them by Christmas. Floor Five.

FLOOR FIVE.

New York Was Indeed Proud of These

Smart new stocks and jobs. They are developed from fine hand-embroidered notes, filler lace and net, also many other effective combinations. These, if sold in a regular way, would bring \$2.50 each; for each **\$1.95**

MAIN—CENTER AISLE.

The New "SLIP-ON" VEIL Made with elastic; 15c regular. Special, each **10c**

MAIN—CENTER AISLE.

"The Autobiography of a Button"

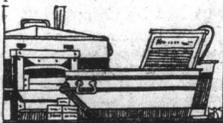
Continued From Thursday's Store News.
CHAPTER IV.
"The last I remember I was talking about the button exhibition at the state capital in Hartford, Conn. There we find a collection of 34 strings of buttons—EACH STRING containing 2,700 different styles, and not a duplicate in the lot!
"As far as I can remember, buttons were first used in Southern Europe about the 18th century. In a manuscript poem written about 1300 A.D. (according to man calendar) we find first mention of buttons, where the hero is described as wearing buttons from his elbow to his hand."
Continued in Monday's Store News.

Calgary's Own R. J. C. Stead Pens Another "KITCHENER"

And Other Poems
A new volume by "The Poet of the Prairies." A collection of verse that will bring back to returned men in particular the atmosphere of the trench and training camp—the joys, sorrows and reverses of the war—mingled with a sense of humor and pathos—that leave the reader a remarkable insight of the titanic struggle now devastating more than three-quarters of the civilized globe. Handsomely bound in cloth. A LIMITED SUPPLY HERE. Order today **\$1.00**
Main—Right of Elevators.

Is Monday Your Wash Day?

We know it to be Wash Day for most people all over the country. This is why a specially-prepared and priced list is presented below—



A \$1.39 Wash Tub
No. 2, medium size, made of sheetiron and well galvanized, wood side handles; regular \$1.75, for **\$1.39**
Floor Three.

Glass Wash Boards
Frames made of selected white wood and equipped with heavy corrugated glass. Regular **45c**

Spring Clothes-pins
Spring Clothespins, at **25c**
6 dozen for **1.50**
Floor Two.

THE MAGNET---A Washing Machine
A high-speed Washing Machine, with side shell drive, can be operated in a sitting or standing position. The tub is made of thoroughly seasoned wood, the inside being fully corrugated. The fly-wheel runs at high speed, keeping the machine in even motion all the time. Our regular price is \$12.50. Today **\$9.95**

Wring Out \$1.05 From Price of This
Fully Guaranteed Clothes Wringer
Has 10-inch solid rubber rolls, fully guaranteed, varnished hardwood frame and all iron parts thoroughly galvanized. Regular \$5.00, for **\$4.95**

Wash Boilers--No. 9 Size at \$1.19
Full No. 9 size, thoroughly galvanized, strong cover and side handles. Regular \$1.75. Sale **\$1.19**
Floor Three.

Kitchen Sets of Four Pieces 48c

Each set consists of one each, 1, 2 and 4-pounding crocks and one milk jug-quart size. These are all made of the best quality stoneware, glazed, and the crocks are splendid for butter, lard, dexting, preserves or insumerable uses in the kitchen and pantry. Special, per set **48c**

Pudding Bowls Roll Out at 20c and 30c
If you are making a plum pudding to send to your boy at the front you will need one of these bowls. They are best English make and we have only a limited quantity. Two sizes; each **20c** and **30c**
Floor Three.

The Detroit Factory Has Ceased Making This Model

It happens quite frequently that the American Lady Corset Company discontinues the manufacture of a certain type of corset. This is one case. A number of different mode models—some for the slender figure, others for the woman of average build. Made of durable coutil or fine broche, with either low or medium bust and skirt. Embroidery trimmed and finished, with six hose supports. NOT ALL SIZES. Values will be found to reach \$4.00. Today, each pair **\$1.74**



FLOOR TWO.

This Makes Good Reading for 69c

Fiction at 69c is certainly not to be picked up in every store—not even once or twice in a blue moon. Yet here is a collection bearing this price label. All cloth bound, good-looking books by the best writers of the imaginary. Among many titles we note—
"Shorty"
"McCabe On the Job"
"Sewell Ford, Odd Numbers"
"The Turmoil," Booth Tarkington
"What Will People Say?" Rupert Hughes.
"The Common Law," Chambers.
"The Eternal Magdalene," McLaughlin.
Price, each **69c**
3 for **\$2.00**

TABLE OF BOOKS AT 35c EACH—3 FOR \$1.00
Many titles to choose from, including fiction, boys' and girls' books, etc.:
3 for **\$1.00**
Writing Tablets, letter size, good quality paper, ruled or plain. Regular 19c each; 2 for **25c**
Commercial Envelopes, white, women, well gummed. Regular 10c package; 3 for **21c**
Children's Books, in a large assortment, priced **10c** to **75c**
Magazines, back numbers, regular 10c to 35c. Your choice, each **5c**
Main—Right of Elevators.

Wallpaper Enough for One Room, \$2.58
Think of buying the paper to re-decorate that room of yours for just \$2.58! This includes, of course, wall, border and ceiling. And there's a choice of as many as 50 different patterns. Come in and see them today.
Floor Five.

Of This New "Nokomis" Cloth Are 240 Overcoats for Men

Looks for all the world just like chinchilla—wears like chinchilla—has the self-same deep nap; can't wrinkle and stays in shape indefinitely. You'll simply want to slip into the depths of one of these big storm ulsters the moment you set eyes on one.

Heavily twill lined, deep-set storm collar, highly serviceable. And the price—

\$22.50

MAIN—SEVENTH AVENUE.

Yes, Sir! A Pinch-Back Suit For \$14.95

Most of them selling for \$20.00, \$25.00 and better about town! Fine greys and mixtures, blue striped effects, etc. Some of them those snappy double-breasted models, many shown in the Post and other periodicals of late. With these we have grouped a number of more conservative cut models. Any suit in this lot for **\$14.95**

MAIN—SEVENTH AVENUE.

Only a Slight Percentage of Cotton in These Warm Undergarments for Men!

The cotton in this instance is used as a backing for the wool—cotton being softer to the touch is used next to the skin. Otherwise these combinations are wool, elastic rib, soft, warm, but unshrinkable. The suit **\$2.00**

FLEECE OF WOOL
These all fleeceline union suits are extra heavy and soft to the skin. Warm fleeceline made with all flat seams and closed crests; natural shade and all sizes. Per suit **\$2.00**
Heavy Rib Wool Shirts and Drawers, clear soft yarn, an extra heavy weight. Drawers have heavy elastic bands and the garment is guaranteed unshrinkable. All sizes. Per garment **\$2.00**
Main—Tobacco Store Entrance.

Essentially a Business Man's Boot

Men who usually have difficulty in getting fitted to a comfortable boot will find here a splendid fitting broad-toe style, fashioned on a neat full-toe last. Upper of dull-finish gunmetal, quiet yet in excellent taste. A dress or business boot, as you prefer; all welted soles. A **\$4.89**
\$6.00 Boot, for **\$4.89**



MAIN—SOUTHWEST.

Sweater Coats, \$5.00 to \$7.50

SWEATER COATS AT \$5.00
Good weight and made with the shawl collar. Fits buttoned up or left open. Tan shades only, at each **\$5.00**

SWEATER COATS AT \$6.75
Big, sturdy fellows with the generous shawl collar. A coat that is full of comfort and will stand the wear. In grey, brown and fawn; at each **\$6.75**

SWEATER COATS AT \$7.50
Extra heavy weights, made with the roll shawl collar—the style of collar that all men like; in shades of grey, brown and fawn, at each **\$7.50**
Main—Tobacco Store Entrance.

Gloves Wanted Now!

Man are giving a great deal of attention to the purchasing of good gloves for winter wear. Our knowledge is at every man's disposal from morning until night. We have salespeople who are intimately acquainted with the glove world.

\$2.00 LINED GLOVES
Most wanted just now. Grey suede, with one dome fastener. A glove that is warm and comfortable; very dressy; at a pair **\$2.00**

\$1.50 WOOL GLOVES
Extra heavy, pure wool in natural grey and fawn shades. One dome fastener and a warm comfortable glove at per pair **\$1.50**

\$2.00 CAPE GLOVES
In the real cape style, made in England and made in England. Warm and comfortable; that will wear. Per pair **\$2.00**
Main—Tobacco Store Entrance.

A Cap! Don't You NEED One?

You DO if you work out of doors. A winter cap may possess style in addition to comfort qualities. THESE DO! Of fine, smart-looking tweeds, each with an inside band. Also grey, blue and brown chinchillas, macdunn fabrics; unbreakable peaks. Prices **\$1.25, \$1.50, \$1.75, \$2.00**
Main—First Street West.

What a Tattle Tale Time Is!

Are your cheeks hollow and sagging?
Is your skin muddy or lifeless?
Have you grown fat and flabby eyelids?
Is there superfluous fat under the chin that relentlessly mark of approaching middle age?
Are little fine lines appearing in the lids and the surrounding skin?
Examine your face carefully and if you find any of the above present you can be sure that your muscles are sagging.
WHAT CAN BE DONE ABOUT IT? It is very simple. Assist nature by the proper exercise and by giving the skin the proper NUTRITION.
Public instructions are given on this subject this afternoon at 2:30 by Miss M. E. MacGivray, Ph.D., University graduate of the medical department of the University of California.

When You Break an Electric Light Bulb, What Do You Say?

Generally it's not fit to print—but was THAT BULB MECHANICALLY PERFECT WHEN YOU BOUGHT IT? This is the point. We TEST our bulbs RIGHT BEFORE YOU. Each lamp must be sound before it leaves these premises. With ordinary care our lamps will last for a good length of time.

Imperial Nitrogen
Brilliant White Light at Less Current Consumption.
75 watt, regular \$1.10. Special, each **89c**
100 watt, regular \$1.75. Special, each **\$1.49**
Floor Three.

Imperial Tungsten
The lamp of value, economy and service. Each lamp is guaranteed and will give you more and better light for less money.
35 watt, regular 45c each. Special, 5 for **\$1.95**
40 watt, regular 50c each. Special, 5 for **\$2.00**



INCORPORATED 1870 HERBERT E. BURRIDGE, STORES COMMISSIONER