SATURDAY MORNING JANUARY 19 1918

Save time-Shop with a Transfer Gard. Ask for a Transfer Card when

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THE TORONTO WORLD

PAGE THREE

Save time-Shop with a Transfer Gard. Ask for a Transfer Card when you make your first purchase; each purchase is then added. You pay total at Pay-in-Station, Basement.

Ready-to-wear Hats Priced for Today, \$3.75

The low price considered, their smartness, their freshness and "Chic" will be a distinct surprise. They are all made of satin, ribbon and tulie, in various combinations, every hat distinctive in line and well finished. There are flat and rolling sailors, hats with angular brims, Chin Chin, tricornes, turbans, and other close-fitting effects, among the trimmings being flowers, mounts, ornaments and ribbon. - Special 3.75

Dress Hats in a 10 o'Clock Special at \$5.95

Exclusive in design and excellent in dinish are the hats which have been arranged especially for today. Large and small hats and quaintly shaped tricornes, Chin Chin and turbans, are included in this offering, the materials black and colored satins, tulle, etc. Trimmings consist of brush mounts, metallic ornaments, imitation ospreys, flowers and artistic arrangements of ribbon. Special 10 o'clock selling 5.95

Misses' Street and Dress Hats at \$3.50

Large Hats, big sailors, with no trimmings but a ribbon here and there, some gathered crowns, tricornes, Chin Chin and other pretty close-fitting hats are included. Many of the bigger hats are faced with contrasting colors. The majority are. of satin and satin and ribbon combinations, in black and colors.

Special! Women's Boots of Black Calf, With Grey Buck Top, \$10.00

They're certainly appealing in their style, in fact one of Armstrong's dressiest models this season. Boots of this class are a good buy at \$10.00. Come and see them.

The uppers and vamp are of fine black calf; the high laced tops are of a very pretty shade of grey buck; have English walking heels and Goodyear welt soles. Sizes 2½ to 8. Widths AA to D. Today, special, pair 10.00

Another design with English walking heel in vici kid with faced high tops (of dull kid) and medium round toe, and welted soles. Sizes 21/2 to 7. Widths A to E. Pair, 8.00 A college girls' boot of fine calfskin, with Boys' Suits, Half-Price, \$2.85 to \$7.50; Small Boys Overcoats, Half and Less Than Half Usual Price, \$3.75; Boys' Trench Coats, Extra Special Today at \$6.75

Saturday a Day of Great Opportunity in the Boys' Clothing Section THE SUITS --- SIZES 24 TO 28

Half-price! That's enough to attract the attention of any mother who has a boy to clothe these days of rising prices. For just think of the saving-a saving that equals the price itself. Then, too, there's the quality of the suits-the firm, eyen texture of the fabrics, the distinctive colorings and the breezy new style features-suits from the most prominent Canadian and American makers. They are all tweeds in heather mixtures, pick-and-pick effects, broken checks, faint stripes and fancy mixtures of grey or brown, and a few in greenish shade. All are made with plain front and pleated backs of many kinds. Many of them boast such new style features as rolling lapels, straight slash pockets, and all-round loose belts, while others show plain or patch pockets and sewn-on three-piece belts. The bloomers are the wide, full-fitting kind, and the suits are lined throughout with fine twill wool serge or lustre lining. Sizes 24 to 28. Half-price, today, suit 2.85 to 7.50

30 Overcoats for Boys of 3, 4 and 5 Years, Half and Less Than Half Usual Price at \$3.75

For this item we cannot take 'phone or mail orders, the quan-tity being limited.

All-wool tweeds in attractive mixtures and mottled effects, plain grey naps and navy blue Whit-ney cloths. All are doublebreasted and fit close to the neck. Some have all-round belts, others belted backs. All warmly lined throughout. Sizes 21, 22 and 23 inches only. Half and less than half usual. Today, each, 3.75

Women's Serge Dresses,

A smart style fashioned for all-wool, navy and black serge. The plainly gored skirt has panels down either side prettily embroidered, bodice with vestee likewise adorned, and large black collar. Exceptionally nice dresses for wearing about the house or to business. Greatly price reduced for clearance to 5.95

WOMEN'S CORDUROY DRESSES ALSO PRICE-REDUCED TO \$3.95.

Trim Dresses of Velveteen Corduroy, another interesting special which shows a marked price reduction. They are well tailored with collars of contrasting silk, long straight sleeves, self belt and flaring skirt, with two pleated self tabs at hips. Colors wine, brown, navy.

PAILLETTE SILK DRESSES, SPECIAL, \$6.95.

In Sizes 25 to 30, Trench Coats, \$6.75

Secure a slightly larger size than is now needed and use the coat again next season - it's practical economy particularly at today's price. The coats are made of dark mixed overcoatings, in plain browns, mixed herringbone and diagonal patterns. They're double-breasted, have convertible collar, belt with buckle at waist, slash pockets and cosy linings. Sizes 25 to 30. Greatly reduced, today, each 6.75 -Main Floor, Queen Street.

Price-Reduced to \$5.95 TWO NEW LINES IN WOMEN'S SERGE DRESSES.

One at \$11.50 is cut on straight lines with shoulder yoke from which it is pleated, wide belt of self and button trimming, corded silk collar and cuffs form its adornment, some have square, others V-neck. Sizes 32 to 42. Price 11.50

At \$22.50 is a nice style, cut on loose line, with satin collar pointed in front, bodice adorned with fancy stitching back and front, fancy belt tops the finely pleated skirt

An Extraordinary Special in Women's Silk and Serge Dresses, 2.30 Special at \$13.75

Samples, overmakes, and odd lines from stock constitute this splendid special in women's smart dresses for

For Those Who Are Fastidious About Neckwear

Here Are Charming, New, Fresh Looking Collars of Colored Organdie

If you are tired of the usual sort of neckwear, you'll find these dainty crisplooking collars of organdie a welcome change. New York has seized upon them with avidity, and Toronto surely will follow suit.

There are remarkably pretty little round collars of

maize, flesh, rose or Copenhagen organdie, edged with the daintiest of tiny net frills. Others of white organdie are edged with two colored frills. These are, each 1.00

Another fascinating affair is of cross-bar organdie, a starshaped collar, with a double row of hemstitching outlining each point. Sailor collars of the same material, crossed bars of hemstitching, are also obtainable in rose, flesh, Copenhagen, maize. Price 1.00

Also very smart and new is a vestee of tucked organdie. with Buster Brown collar, edged with yellow, blue or flesh color. Price 1.00

Various tuxedos and sailor collars to be seen in flesh.

Very Smart -- A New French Veiling at, Yd., 50c It is such a becoming veil, and is woven with a very wide hexagon mesh, ornamented with big chenile spots, the colors being flesh, taupe, purple, brown and navy. Price, per yard, **50** —Main Floor, Yonge Street.

> Natural Wolf Sets, Specially Priced Today at \$14.75

Attractive and pretty sets for the daily wearing of young girls are these of natural wolf. The muff is made in large melon style, trimmed with head, tail and paws; strongly lined, and having wrist frills and cord. The stole is made in large animal effect, trimmed with head, tail and paws. Special, per set, 14.75

Black Wolf Muffs, made in pillow style, have silk purse ends, are neatly lined, finished with wrist cord. Price 22.50

Stoles of Wolf to match are made in large animal effect, neatly lined, fasten with crochet chain. Price 22.50

Black Coney (rabbit) Muffs, made in melon style, from smooth, silky skins, strongly



