

We Want You To Call This Store Your Store

Chocolates Saturday, 23c Box

100 lbs. fresh mixed
Chocolates, 23c box
100 lbs. Creamed
Almonds .. 35c lb.
Chocolate Bars, as-
sorted .. 6 for 25c

If you are one who, when walking down the street with a friend, perhaps a visitor turns to this store and says, "That is my store," we are glad. We know, then, that as far as you are concerned, we have achieved a store of which you are proud, are glad to be part of—a store that instead of being a mere building stocked with goods for sale has back of it human intelligence, human ambitions, human knowledge of the tastes, wants, needs and desires of the folks it serves. And not until everybody in London calls this store "My Store" will we be content with the service we are rendering.

Flannel Middies

Flannel Middies in navy, trimmed with white or red braid, scarlet trimmed with black braid, and fawn trimmed with open. These are the straight line, with long sleeves, and are a heavy quality flannel; also the jacquette style with sailor collar and long sleeves. Prices...\$3.50, \$3.75, \$5.75

Smartest Winter Coats For Girls, \$9.50 Up



Girls' Coat of Gray Coating, full lined, raglan sleeve, belted, patch pockets, pleat in back; 9 and 10 years \$9.50

Girls' Coat of Velour Cloth, in reindeer color, beaverine collar, belt across front, slashed pockets, cording and button trimming sleeve and back of coat, full lined; 10 and 12 years \$17.75
Girls' Coat of heavy Gray Coating, half lined, raglan sleeve, belted, patch pockets, pleats in back, leather button trimmings, 12 years \$18.50
Girls' Coat of brown velour-finished Blanket Cloth full lined, slashed pockets, belted, convertible collar, 14 years \$10.50
Girls' Coat of heavy Brown Coating, full lined, raglan sleeve, patch pockets, belted, buttons trimming collar and cuffs, pleat in back; 14 years \$11.50
Girls' Coat of Plaid Back Coating, in gray, half lined, set-in sleeve, belt trimmed with two buckles at back, patch pockets; 10 years \$12.50

Something Entirely New—

Bi-Tex Double Fabric Silk Hose

This Hose is double throughout, leg and foot, but strangely, it is not at all thick or bulky, and the two fabrics will always keep their correct relative position, being held by the seam on the back throughout the entire length. We claim for this Hose durability, comfort, warmth and a particularly beautiful and silky appearance; black, mode and brown. \$2.75 pair

Ladies' Fleece-Lined Black Cotton Hose for these cool days. Many cannot wear wool; for warmth and durability; sizes 8½ to 10 50c pair

Ladies' Silk and Wool Hose, in clerical gray, light gray and brown. Soft and easy on the feet, and look neat and stylish with the low shoe; 8½ to 10, at \$1.50 pair

Children's Pure Wool Hose, in heather; splendid stocking for school wear. Prices according to sizes, 75c to \$1.10

HOUBIGANT TOILET ARTICLES

Houbigant's Quelques Fleur Face Powder, \$1.50 box
Houbigant's Quelques Fleur Talcum Powder, \$1.00 box
Houbigant's Quelques Fleur Compact \$1.50 box
Houbigant's Quelques Fleur Sachet, in glass jar \$1.75 jar
Houbigant's Quelques Fleur Flaconettes Perfume \$1.00 vial
Houbigant's Quelques Fleur Perfume \$2.25 bottle

Main Aisle.



Saturday Sale of Trimmed and Untrimmed Hats—An Unusual Price Event at \$2.95

One Hundred
Different
New Models



Thrifty shoppers are sure to be interested in this seasonable sale of smart new winter millinery. A fortunate and opportune purchase at a manufacturer's clearance sale enables us to offer you these remarkable hats at a fraction of their regular cost.

Shapes Approved by Fashion—

The popular cloche, the Oriental turban, the small poke, the jaunty tam and the becoming off-the-face hat.

Materials of Accepted Popularity—

Soft duvetyne, panne and Lyons velvet, Zibeline plush, embroidered velour and velvet, and attractive combinations of velvet with duvetyne and taffeta.

Colors That Are New and Attractive—

Cocoa, nigger, pheasant, gray, sand, navy and myrtle. The trimmed Hats have bright ornaments, crushed bands of variegated velvet silk and chenille embroidery and appliqued flowers.

You will find them displayed in our window. There are Hats for school girls, misses, smart women and matrons. Remember, there are no two alike, and no telephone orders, so the early shoppers will have the widest choice. Sale price...\$2.95
Millinery Department, Second Floor.

Your Shopping Service

Even those of you who live right in town frequently find that you haven't much time for shopping. The varied demands of your home and children and social engagements may not leave you much time to spend in the shops.

And our out-of-town friends are apt to feel that our store is not so accessible in these cool November days when wind and weather and roads conspire to take the pleasure out of motoring.

Your Shopping Service can keep you in close touch with our latest arrivals and the newest fashion trends, whatever the weather may be. Information as to what Paris and New York are wearing, samples of linen or silk or flannellette, prices of dishes or furniture. All these things are brought right to your door by your Shopping Service.

Whether you are seeking descriptions of the most sophisticated fashions and wraps for evening wear, or cosy pyjamas and velour kimonos for night wear, just send your inquiry to

Judith

SATURDAY'S SELLING IN THE BASEMENT

Sant Flush	30c	Lux	10c
Sal Soda	10c	Charm—small, 15c, 2 for 25c; large, 25c	
S. & I. Soap Chips.....	2 lbs. for 25c	Ammonia	3 for 25c
Princess Soap Chips	23c lb.	Gold, P. & G. Soap, 3 for 25c, 13 for \$1	
Ivory Soap Flakes	10c	Sunlight Soap	15 for \$1.00
Bon Ami powder and cake	15c	Rinso	3 for 25c
Silver Gloss Starch	15c, 2 for 25c	Owen's Blue Soap Powder	25c
Hanslick	25c		

Subscribe Saturday. —The— Designer 90c Year

This popular household and fashion monthly for only 7½c a copy. If mailed, 35c extra for postage, \$1.25 a year.

Children's Shoes Clearing at \$1.98 Pair

A clearing of Children's Shoes in an assortment of styles. Patent Strap Slipper, Patent Button Red Top, Black Kid, Black Calf and Patent White Top, and in red lace styles, red top, Black Calf, also Tan, Kid or Patent Oxfords. These are broken lines, sizing from 4 to 7. Price \$1.98 pair
Infants' Shop, Fourth Floor.

Velvet Gowns In Blacks and Browns \$29.50 Up

Velvet Dresses for misses, shown in black or sapphire blue, round neck, short sleeves; side has panel effect, narrow ruchings of velvet with contrasting color under extending from waist to hem; crush girde faced with color, black with jade, sapphire with gray. Price \$29.50

Women's Dress in Brown Velvet, with round neck, three-quarter sleeve, skirt wrapover style, draped at one side, large rosette of velvet with ornament in center finishing waist line. \$35.00

Misses' Dress of Chiffon Velvet in rose color, half sleeve, draped at sides, loose panel at one side extending from waist to hem, finished at top with rhinestone ornament. Price \$39.50

Misses' Dress of Nigger Brown Velvet, slipover model, short sleeve, slit pocket, novelty metallic trimming in bead effect trimming sleeves, waistline, pocket, shirred over hips. Price...\$37.50



Irish Hand-Embroidered Pillow Cases, \$1.95, \$2.50, \$2.95 Pair

These three numbers are particularly good values. Worked beautifully by hand on superior linen-finished cotton, with fine spoke hemstitch, in neat sprig, shamrock and wreath designs. The hand-embroidered initials as shown in the better number is most attractive. See these tomorrow and decide on a few Christmas gifts at prices that are exceptionally favorable. All one size, 22x36 inch \$1.95, \$2.50 and \$2.95 per pair

New Shipment of Japanese Breakfast Cloths

These Cloths have proven their exceptional merit in wear and laundering. The colors are absolutely fast and wear remarkably. Today they are most extensively used for general purposes. New designs in all sizes, with Napkins to match—48-inch, \$1.25 each; 54-inch, \$1.50 each; 63-inch, \$1.75 each; 72-inch, \$2.25. Napkins, 12-inch 85c dozen
Rear Main Aisle.

COLORED UMBRELLAS

Colored Umbrellas rule the day, especially for Christmas selling. The staffs of the smartest Umbrellas seem to be shorter than ever, the handles thicker and more club-like. In most cases the handles match the silk or at least harmonize with it. These come in navy, brown, green, purple and black. Priced at \$10.00, \$12.00, \$15.00 and \$18.00
Black Umbrellas with stubby ends, with tips to match; handles quite thick and club-like, with rings and leather loops. Special price \$4.75
See these while the assortment is complete.—West, Main Entrance.

BATHROBE VELOURS, \$1.00 YARD

Lovely qualities for making cosy bathrobes for wear right away or for Christmas gifts. See the big new range of reversible patterns; also the novelty designs in imported velours; lots to choose from for ladies', men's or little tots'. All 36-inch \$1.00 yard

35-Inch English Flannel- ette, 33c

It's a big value. You will appreciate the quality for men's and boys' pyjamas and nightgowns. It pays to make up a good fabric; lots of stripes to select from at 33c yard

Fine White Linene, 42c Yard

For making runners, scarfs, afternoon tea cloths, as well as middles and uniforms. It's lovely to work on, a perfect bleach, even weave and guaranteed free from filling, resembling real lining yard-wide, 42c; 40-inch, 50c

NEW FALL and WINTER SUITS \$35



Cut so they fit and fit comfortably and correctly. Not every Suit will do that, and it is whether a Suit fits right or not that makes you like it. A great selection of imported tweeds in sport and conservative models. See these tomorrow.
Others \$25, \$30 to \$60.

Men's and Young Men's Two-Trousers SUITS and OVERCOATS - \$25.00

Splendid tweeds in excellent patterns, well tailored, smart young men's models; conservative business Suits, all with two pairs of trousers.

Boys' Overcoat! \$9.95 \$12.95

Any boy will have a hard time wearing out this overcoat. It is built along wear-resisting lines. Not only the quality of the material has been studied, but the style and price as well. Others \$15, \$17 and \$22.50



OVERCOATS—Heavy Ulsters, Ulsterettes and Slip-On Coats; half belt, full belt or no belt at all, in new shades; rich plaid back coatings. See these tomorrow.

Boys' Two-Bloomer Suits \$9.95, \$12.95

Boys will be delighted with these Suits tomorrow: sturdy tweeds reinforced at parts of greatest stress, all lined throughout. Smart panel back models and two pairs of bloomers to double the wear.

Far Famed Velours, \$6.50

It is the distinction that makes a velour the wanted hat for all ages. Just the type and style you want, too, and at the price you want to pay!



For Maximum Warmth! ENGLISH OVERCOATS \$35

They have the dignified cut that corresponds with the English clothes. New and different, but pleasing. You will find quality personified in them and be glad to wear them at such low prices. Great stocks of other Overcoats—many imported—await your selection tomorrow. Others \$25, \$30 to \$70.



Heavy Underwear —\$2.00—

Now is the time to lay in your winter stock of "heavies." You will be glad you've got them when the cold blasts come roaring down; fine and heavy ribbed.



NEW SHIRTS —\$2.50—

The season's new patterns in Arrow and other High-Grade Shirts, splendid values, 14 to 17, assorted sleeve lengths.

