

In Variety Our Fashion Apparel Knows No Limitation

Exceptionally smart in line and fabric are these garments that satisfyingly fill all of Paris' demands for autumn. In this season's lovely collection will be found slender, straight-line modes with classic simplicity of trimming. Clever inserts of material, braiding, stitching or

cording, cape effects. These are all Paris approval notes, and you will find our new coats for autumn in all the colors that smart Parisiennes and New Yorkers are wearing.



THE IMPORTANCE OF THE CORSET

The smart woman never underestimates the importance of the corset. It is her first consideration. For always the costume achieves distinction by its silhouette. And the silhouette cannot be smart without the proper corset beneath it.

Wrap-around, Step-in and Regulation Models \$3.50 to \$15.00

Model 884—Gossard Front-Lacing Corset, a very pretty model, taking care of the tall figure; has extremely long skirt and a low, full top; made of pink silk brocade; sizes 25 to 32 \$8.50

Model 735—This Gossard Front-Lacing Corset has the new lacing for which the eyelets are set horizontally along the edges of the front steels, enabling the wearer to tighten or loosen the garment by a single pull; made of pink silk brocade; sizes 24 to 36. Price.....\$7.50

Model 726—This is an ideal American Lady model for the slight and medium figures, made of pretty pink brocade; has low elastic top and medium skirt; designed to give the straight hip effect; sizes 22 to 30. Price \$5.00

Model 326—American Lady Corset, the stout, medium height figure with full bust will find comfort in this model. It is low and full at the top in front, and of sufficient height at the back to perfectly control the flesh. Has long, graceful skirt. Sizes 25 to 36. Price \$7.50

Model 844—American Lady Wrap-Around, made of pink silk brocade; hooks at the side, front producing a flat appearance through abdomen; has wide sections of surgical elastic in sides, allowing perfect freedom, yet it produces a slenderizing effect; sizes 26 to 32. Price \$7.50

Model 160—Smart Set Girdle has four sections of variclastic webbing. It is mildly restraining at top and bottom, yet it gives firm support over hip sections; has flat close-fitting back; sizes 27 to 36..... \$8.50

Second Floor.

News of a Day From the Wash Goods Department

Tartanulle—a white underwear fabric, soft as silk in texture. New stock just opened, in all three weights. An ideal fabric for baby clothes or embroidered underwear; 40 inches wide, in three weights—

Standard, for slips or gowns, a very strong weave 55c yard
Fine, for pretty undergarments, a beautiful texture 65c yard
Superfine, a fairy fabric for baby, or the daintiest of underthings 75c yard

36-Inch Crystal Silk, 75c Yard

A pretty fabric, specially registered under the name by its makers; a mixture of silk and cotton, very popular for underwear, blouses, dresses. More durable, but similar in appearance to China silk, and much used for lamp shades. In old rose, peach and flesh 75c yard

Main Floor.

FRENCH DRESSES of VOILE

Hand Drawn—Specially Priced



If your plans for winter include a trip to California or the south—you'll be thinking unseasonably of summer frocks. French dresses of Voile, hand-drawn, or trimmed with exquisite lace and embroidery, are especially priced for the present season.

Second Floor.

RATINE DRESSES

Sizes 16 to 44—\$7.50

A dress of Ratine can be useful in season and out—the year round. Straight-line frocks, with V neck and turnback collars and cuffs. Admirable for house or morning wear. In stripe and plain materials, in mixtures of gray, sand, blue and green; finished with a narrow belt.

Second Floor.

Bloomers and Slips of Pongee

for Comfort and Long Wear

\$2.25 and \$3.00

Pongee Silk Bloomers, with double shirring at knee, finished at the waist with elastic \$2.25 pair

Pongee Silk Princess Slips, made with cambric top, and trimmed with hemstitching; fullness gathered at the hips. Specially priced at \$3.00

Second Floor.

For Comfort and Convenience

the House Frock Is Best Made of Flannel, \$6.50

To slip on at a moment's notice—the simple little straight-line frocks of flannel are an untold convenience. With smart turnback collars and cuffs and narrow belt for trimming. Or embroidery work and buttons. A new shipment just opened includes colors of paddy, sand, gray, brown, navy, orange, olive green and copen. In sizes 16 to 44. Priced at \$6.50

The BREATH of the AVENUE

Exclusive New York Fashion Service.



Rich, soft furs make coats in cranberry shades even more flattering to youthful faces. This is the year for the girl with the clear, fresh complexion to wear her most becoming color—gloving red.

Meadowbrook, during its recent polo series, presented these new features for knit-wear fashions: Deep, sheared wool collars, cuffs, and coat pockets, glossy fur trimming, and Fair Isle patterning.

When you wear a tailored scarf, it's smart to let the long ends emphasize the front opening of your coat. Wear it loosely as Directoire dandies wore their mufflers—a fluent line of color accenting the unbelled, vertical lines of this fall's silhouette.

The new ensemble suit unites the separate coat and the independent dress as one costume, strong in fashion, but with beauty and individuality for both members of the partnership.

Fashion smiles alike on the plaid and the plain and sometimes combines the two in one ensemble.

The scarf at its newest is colored by this fall's vogue for shaded effects. In its graduated shadings, it crescendos through all the tones that separate darkness from light.

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A GROUP OF COATS

To suggest the beauty and style distinction of the entire collection. Warm Coats for winter form some of the smartest models among new arrivals in stock for the season 1924-25. Lovely Suede-like fabrics, rich fur collars, smart straight lines, are outstanding features of the more dressy coats.

Aquascutum Coats and all-weather utility garments meet the need for more tailored wear.

A coat of sandalwood suedine cloth has raglan shoulder and one-button closing. Collar finishes with a scarf and is embroidered with braid design and edged with mink-dyed squirrel; full silk-lined. Price \$79.00

A coat of Marvella Cloth in taupe shows the new sleeve, close-fitting at the wrist; cuffs, collar and edge of closing are lined with Viatka squirrel. Price \$145.00

Coat of Invisible Check Suedine Cloth, in mole color is trimmed with bandings of mole, lined with novelty plaid silk \$115.00

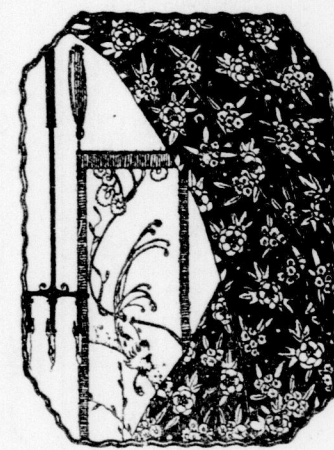
Coat of Veloria Cloth in rosewood shade; wrap model, with collar and cuffs of seal \$80.00

Coat of Jacquard Cloth, in almond green moleskin forms collar and bands on sleeve; lined with silk \$98.00

Second Floor.

Your Room Is As Charming As Its Wall Paper

Home furnishings of any sort are wasted in a room if the wall paper is not fresh and tastefully chosen. Wall coverings have a very definite contribution to make to the cheerfulness and harmonious arrangements of your home.



WALL PAPERS FOR LIVING-ROOM

Plain plaster effects, blends and subdued patterns or near plain papers, for use with figured furniture and hangings. With plain furniture or hangings we have copies of costly crenelles, with delicate flowers or birds, gorgeous leathers or foliage in bronze mixtures. Any of these styles may be had at prices ranging from 40c roll up

INVITING HALL PAPERS

The hall makes the first impression. Narrow halls appear spacious with the correct wall paper, while dark halls can be made gay with light and color.

BEDROOMS.

Warm colors in plain yellow, ivory, sand, etc., for rooms that do not get the full benefit of the sunlight. These warm backgrounds have gay colored bands in pink, blue, mauve, etc., on black backgrounds. Priced at 29c to 60c roll

MAKE YOUR DINING-ROOM CHEERFUL.

We are showing a vast variety of foliage and leaf papers, in bright colors of blue, rose, mulberry, etc.; on sand, gray and tan grounds, at prices from 40c roll up

We are also showing a vast variety of papers in stripes, flowers or tapestry patterns, suitable for living, dining, bedroom or kitchen use. Specially priced at 10c, 15c, 19c and 29c roll

Wall Paper, Paints, etc., Third Floor.

A Velour Bath Robe and Cosy Moccasins

Comfort For Countless Occasions

\$6.50—\$7.50—\$8.50

Velour Bathrobes, in mauve, brown, rose, purple, sand, gray, cocoa and navy. In all sizes, trimmed with satin and silk bands, with edging of silk cord around collar and cuffs; silk rope girdles, \$6.50, \$7.50 and \$8.50

Cosy Moccasins, in tan, gray, wine, rose and brown; fleece-lined and with or without fur trimming; beaded design edges the top \$1.29, \$2.60 and \$3.00
Felt Slippers 98c and \$1.29

Second Floor.

ORIENTAL RUGS

Exhibition and sale of Oriental Rugs all this week. Also a demonstration of Oriental Rug weaving. A native rug weaver will work in Dundas street window Tuesday and Wednesday mornings and on Third Floor in the afternoons.

A SUPPLY OF CRISP GINGHAM DRESSES MEANS COMFORT AND CONVENIENCE FOR THE HOUSEWIFE, \$2.95 AND \$3.95

New Gingham in trim styles, for house dresses, with Tuxedo collars of white linen or embroidered and applique designs; red, blue, orange, mauve, pink or black and white \$3.95

A special group of Check Gingham Dresses, trimmed with embroidered collar and cuffs of organdy, with patent leather belt; in mauve, blue, pink, orange and red. All sizes at \$2.95

Second Floor.

Underskirts, Specially Grouped for Wednesday Morning, \$2.95 and \$3.95

Silk, Satin and Jersey Underskirts, in odd and broken lines, in cerise, poudre blue, copen, paddy, rust, sand, orange, brown, red, navy and black.

Second Floor.

WHEN HOSE ARE OF CASHMERE THEY ARE WELL-FITTED FOR AUTUMN WEATHER, \$1.25 and \$1.50

Ladies' Pure Wool Cashmere Hose, full-fashioned, with double garter top and double heel and toe, in brown, gray, navy, fawn and black; 3/4 to 10 1/2 \$1.25 pair

"Alpha Pes Duplex," a pure botany wool hose. The double cashmere foot is a special feature of this stocking. The utmost in comfort, for wearing with the low shoe. Sizes 3/4 to 10 \$1.50 pair

Children's All-Wool Cashmere Rib Stocking, in loval, camel and heather shades; sizes 6 1/2 to 9 65c, 75c, 85c and 95c

Main Floor.



STYLE NOTES.

Fur coats go to two extremes—if short, they are very short; if long, very long.

DRINK MILK

Troubled with indigestion? Try a glass daily of the rich, creamy Jersey milk from the tested herd at Belvoir Farm. At the lunch counter or dining-room.

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STYLE NOTES

Feather trimmings on hats are very smart, especially when clustered to one side.