

ANNOUNCES A FORMAL PRESENTATION OF

The Broadway House
of Fashion

FASHIONS FOR FALL!

The Broadway House
of Fashion

Dresses, Coats, Costumes, Hats, Blouses, Accessories

TO-MORROW AND FOLLOWING DAYS

DOWN THE AUTUMN TRAIL COME THE MANNEQUINS OF FASHION. THE MODE HAS SAID HER SAY—MINGLING THE GRACE OF OLD SPAIN AND FRANCE WITH MODERN YOUTH'S VERVE AND DASH. SHE'S SHORTENED THE SKIRTS—BUT TO HEIGHTEN THE HATS. HESITATED, TOO, BETWEEN REED-LIKE STRAIGHTNESS AND SILHOUTTES—A FLARE BELOW THE KNEE. FIXED ON A THOUSAND VARIANTS OF SMART SIMPLICITY

Coat "Entries"

IN FASHION'S RACE.

The "favourite," of course, is the long Wrappy Coat with gorgeous lining. Rich are the materials—luxurious the furs that form its collars and cuffs. Not a Coat that's "in the running" is without its rows of buttons—and Fashion's colours are: Penny Brown, Sand, Grey, Dark Fawn, Black, Navy, etc., etc. English travelling Coats have a "thoroughbred" air—in "noisy" Plaids or two-toned effects with swagger fullness.

PRICE RANGE FROM

11.98 to 65.00

Now, as first leaves fall, Fashion Week at "THE BROADWAY" reveals the mode authentic. Out of our many years of Fashion experience we have chosen signed models from the clever adoptions of New York. Depend on it—they'll be continued successes as well as Fashion leaders

Dresses 9.98

OF A NEW SHORTNESS.

Chic, dashing, brimful of joy are the new daytime Frocks. Straight as a reed from neck to hem—a Chinese tunic or Victorian flounce—long or short sleeves or none at all—Corded Silks, Velvets, Satins, Cantons—so runs the tale of Fashion. Like gems to gleam 'neath evening lights are the bouffant dance frocks every one loves. A-flutter with Ostrich, a-glitter with beads, they swirl in clouds of Chiffon and Lace

to
49.50

All New York is Wearing

The New Costume

The one fashion featured unanimously at all New York openings. It's the aristocrat of the mode—with its touches of fur—its long six-eighths Coat lined with the dress material. Such a versatile affair, too; trim enough for travelling and rich enough for receptions. The New Fall Fashions also presents plain tailored Costumes in such rich materials as: Broad Cloth, Velour, Tricotine, Poiré Twill, with beautiful dress linings and Canton crepe. Every costume interlined. Colors are: Black, Navy, Sand, Brown, etc. PRICES RANGE FROM

19.50 to 45.00

HATS

of originality in
Autumn Velvets
and Silks.

Hundreds of them have arrived. Their loveliness, their daring, their originality is amazing, and yet there is not a bizarre hat among them. Lyons Velvet and Panne Velvet are the favoured fabrics, plain or combined with corded silks, etc. Trimmings are new—a leather banding—a dashing ornament or gay feathers. PRICES RANGE FROM

3.75 to 8.50

Again the TUNIC—
This Time in BLOUSES

Their long, slim lines are magical—transforming Autumn Skirts into Autumn "ensembles." Some have embroidery, others the rows of buttons that New York and Paris loves. There's a new note, too, in shorter overblouses for Suits—they are one mass of tiny pleats or graceful with jabots. PRICES RANGE FROM

4.48 to 7.98

HOSE

A complete range of Silk and Silk and Wool Hose, in colors to match your Autumn Dress or Costume. Every pair priced at most reasonable prices.

39c to 1.40

SKIRTS

Your wardrobe would not be complete for the New Season without one of these lovely Skirts. Be it a plain Plaid Sport Skirt or a pleated Skirt with coloured silk between pleats. Fine materials such as Prunellas, Wool Plaids, or Serges, etc., assorted shades and sizes. PRICES RANGE FROM

3.98 to 6.98

CAMISOLES

A wonderful range to choose your Camisole from, dark colours or Pink, plain or embroidered.

69c to 98c

BLOOMERS

In fine striped Satin with reinforced crotch, also in fancy extra heavy Crepe with elastic waist and knee.

59c to 89c

SWEATERS

Coat and Sleeveless Sweaters in one of the greatest displays of colors for Fall. They are very useful for college or business girls. Wool and Silk, Mohair and Silk mixtures, checked and striped fronts, plain backs, low cut front. The colors are delightful—White, Grey, Sand, Navy, Mauve, Canary and Black. Sizes 36 to 44. PRICES RANGE FROM

1.98 to 5.98

During Alterations Now Going on in our Gent's Dept. Please Use Entrance Through Our Ladies Store

Men's Furnishings

Negligee Shirts 1.19 to 2.35 in hundreds of patterns with double cuffs. Everyone a great value.

Men's Hose 39c to 75c in Silk, mercerized Silk and Wool and all Wool, in assorted colors.

Men's Ties 39c to 1.25 Silk and Knitted Ties in new designs; assorted patterns and assorted shades. Great values.

Men—Our Fall Suits & Overcoats

have arrived bringing with them new and graceful lines in variations of patterns to suit everyone's taste. Young man's 2 Pants Suits are included.

Young Men's Models—Conservative Models—Stout Men's Models.

The Suits

Worsted, Serges, Donegal Tweeds, etc., make up these fine Suits in patterns such as Pin Stripes, Mixtures, Herringbones, etc., etc., in such splendid colors of Grey, Navy, Brown and Mixtures. Every Suit priced at our low standard prices.

12.98 to 42.00

The Overcoats

New Plaids, new heavy Woollen materials are now being shown in the new Overcoats for Fall with one or 3 piece belts and raglan or set-in sleeve; they look very smart.

PRICES RANGE FROM

19.50 to 42.50

Boys' & Youths' Suits & Overcoats

Mothers! and those who buy for children—Our store has always been known for great values in Boys' apparel. Our large assortments have always made selections easy. For this Fall with greater space now being added, we are prepared to serve you more than ever with far greater values.

Boys' Suits

Ages 8 to 17 years.

In fine strong Tweeds, with one and two Pants; every pair of Pants lined and reinforced.

PRICES RANGE FROM

6.98 to 15.00

Boys' Overcoats

In heavy mannish materials, smartly made with one piece belts. Ages 6 to 17 years. Prices range from

6.75 to 15.00

Juvenile Suits

Juvenile Suits, in Peter Pan or Russian Blouse effects, in good Tweeds or Corduroys.

2.98 to 4.98

Men's Pants

Whether you want an ordinary pair of Working Pants or a pair to match your coat, we have them in all sizes. Prices range from

1.98 to 6.50

Boys' Pants, 98c. to 1.39

Boys' Velvet Hats—

80c. and \$1.00

Men's Felt Hats—

in assorted shades for Fall wear.

\$2.98 to \$6.50

Collars—

in soft and linen. 25c. and 30c.

"IT PAYS TO SHOP" AT

The Broadway House of Fashion