

Apparel That Makes You Glad Fall Is Here

LARGE NUMBERS MAKE LOW PRICES

And that is precisely why the current subscription price of the Designer has been reduced from 90 cents, as previously announced, to 69c. A large number have already subscribed for this favorite fashion periodical, and to these a refund notice of the additional cost will be promptly sent. New subscribers and those who are ready for renewals of their subscription may take advantage now of this very special figure and have their names placed on the new Designer list. The Designer for a year (at the Pattern Counter), 69c. If mailed, \$1.05. West Aisle, Main Floor.

Nemo Corsets Specially Priced at \$3.50 a Pair



No. 530—This new Nemo Corset solves the problem of fitting in a very efficient and comfortable manner owing to its special design. The top is constructed for the control and reduction of the diaphragm, while the skirt insures the straight back and hip line so much desired. Made of durable pink coutil. Sizes 24 to 34. Sale price \$3.50

SILK AND WOOL SCARFS, 59c A SPECIAL GROUP FOR SATURDAY

Fifteen dozen Wool and Silk and Wool Scarfs, in plain, brushed and fancy weaves, with fringed ends; in copen, mauve, white, tan, green, sand and orange. On sale Saturday 59c Second Floor.

SILKS AND VELVETS TOMORROW —Main Floor—

SILK BROADCLOTH, SATURDAY, 98c YARD.

Black, navy, spark red, peach, zinc, sky and mauve colors. Extra heavy quality, all silk broadcloth, for dresses, overblouses, slips, knickers or petticoats. All are 30 inches wide. Just one piece of each color 98c yard

SILK CANTON CREPE, \$3.00 YARD.

A pure Silk Canton Crepe for every day wear that's recommended for real service, and at a saving of one-third on the price of previous shipment. Order early Saturday morning. Black, navy, nigger, pelican gray, cocoa, sand, raisin, 38 inches \$3.00 yard

SILK FINISH DRESS VELVETEENS, \$2.25 YARD.

Best English make, featuring a fast pile, silk finish, double warp, twill back. These combine to make a dress velvet for beauty of draping, richness of finish and a velvet guaranteed for every day as well as for evening wear. All are 36 inches wide, and the colors on sale are black, navy, rich old blue, turquoise, sand, pheasant brown, nigger, tan, jade, henna, alicia blue, etc. Your choice..... \$2.25 yard

A NEW APRON OR TWO WILL HELP IN THE BUSY ROUND OF KITCHEN DUTIES.

All-over Aprons, made especially for stout figures, in gingham and chambray, trimmed with rick-rack braid; ties at waist. In green, mauve, blue, gray and pink \$1.98, \$2.00 and \$2.50 Polly Prim Aprons of gingham and cretonne. In blue, mauve and pink, 98c Mary Pickford Aprons of gingham, trimmed with rick-rack braid. Full skirt \$1.39 Afternoon Aprons, with large pocket, for fancy work. Or clothes-pin aprons of cretonne, factory cotton and khaki cloth. Trimmed with fancy braid..... 39c and 59c Black Mama Duster Bags 49c —Second Floor.—



A Flannel Dress For About the House, \$7.50

Flannel dresses shown on the Second Floor are from a new shipment just opened. In sand, navy, reseda, copen, brown, gray and paddy. They are made in straight-line effect with long sleeves and turn-back cuff.

Several groups trimmed with military braid. Others with fancy colored silk braid. In sizes 16 to 44 \$7.50 Ask for them at the House Dress Department—Second Floor.

GIRLS' PRACTICAL SCHOOL DRESSES

Girls' Flannel Dresses, made with pleated skirts, long sleeves, Peter Pan collar, trimmed with buttons and pipings of contrasting colors, brown, sand, red, copen. Sizes 8, 10, 12 and 14 years. Special \$5.75

Flannel Dress, with long box pleated skirt, soft roll collar, long sleeves, with cuffs. Trimmed with banding of contrasting color. In sand, red, copen and brown. Sizes 8 to 14 years. Special \$5.75

Flannel Dress, made in straight-line effect. Gathered at hip. Trimmed with silk braid. Narrow belt at waistline. In sand and cocoa. Sizes 8 to 10 years. Special \$4.50 —Second Floor.—

In the evolution of things today apparel for madam does more than merely cover. It is the personification of ideas and ideals conceived in the brain of man and dedicated to the glorification of women. Apparel of choice fabrics, beautiful colorings and lavish trimmings—inspirations of leading designers, so perfect that nothing is left to the imagination. Saturday's group of coats at \$49.00 should demand your attention and inspection.



Fur-Trimmed Coats Newly Arrived

A Special Feature For Saturday Shoppers at \$49.00

A special group of coats in marvellous and flamingo cloth. Black, reindeer, gray, sand. With collars of American opossum and squirrel. Or effective edging of seal and squirrel. Lined with Canton crepe or marquis de luxe. Beautifully trimmed with stitching and buttons; new side closing; a number of different models, in the same quality, and at the one price. In sizes 16, 18, 20, 38 to 40, at \$49.00

Second Floor.

Specially Featured In Linen Section

ALL PURE LINEN HAND OR TEA TOWELS, 25c EACH

Splendid weight and so evenly woven that the wearing qualities are assured in this pure linen Towel, hemmed ready to use in red or blue borders: 17x33 inches. Special value 25c each, \$2.75 dozen

17-INCH ALL PURE LINEN TOWELING, 18c YARD

Not remnants and odd lengths, but a genuine all-linen crash is featured for tomorrow's selling; assorted borders, also gray and white stripe. The quantity is limited to 500 yards. Club together with your friends and buy a bolt at what represents only mill cost today, pieces of 50 yards. Special..... \$8.75, or by the yard at 18c

2x2 YARD PURE LINEN CLOTHS, \$2.98 EACH

You must see this number to appreciate the value; lovely weight and finish, in all pure linen damask. Assorted designs can also be had in the larger size, 2x2½ yards. Specially priced at 2x2 yards, \$2.98; 2x2½ yards, \$3.75

Napkins to match above cloths, 21½x21½, at \$4.00 dozen

IRISH LINEN HUCKABACK TOWELS AT A DISCOUNT

For general use you will find an exceptionally nice Towel shown in the full size, 24x40, all pure Irish linen huck with hemmed ends, priced as low as 79c each

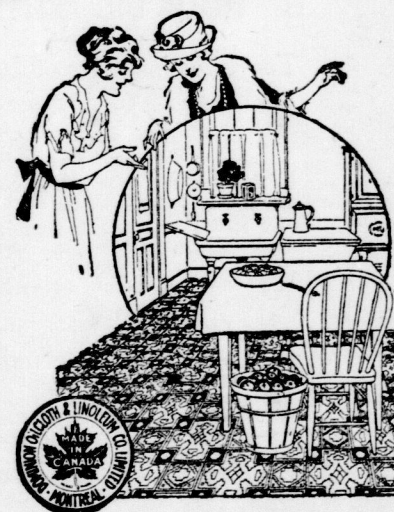
Hemstitched Huckaback Towels for embroidering are to be had in guest, medium and large sizes, and are priced at fully 30 per cent less than regular. Just the qualities you will need to embroider for bazaar and Christmas. See these on the counter tomorrow, priced at 29c, 37½c, 49c, 62½c, 85c, 98c

Dominion Linoleum Rugs at Reduced Prices

These Dominion Linoleum Rugs are made on heavy canvas back. They lie perfectly flat on the floor. Many attractive patterns to choose from. Their firm, smooth surface is moisture proof. Dust and dirt cannot penetrate it. Light mopping or brushing is the only effort needed to keep it bright and fresh as new. These reduced prices:

Size 6 ft. x 9 ft., price \$7.95
Size 7 ft. 6 in. x 9 ft., price \$9.95
Size 9 ft. x 9 ft., price \$11.95
Size 9 ft. x 10 ft. 6 in., price \$13.95
Size 9 ft. x 12 ft., price \$15.95

Linoleum Dept., Third Floor.



SATURDAY AT THE CANDY CIRCLE.

50 lbs. Toasted Marshmallows, fresh and delicious. The weekly special for Saturday 34c lb.
Salted Peanuts, preserved in airtight cans and always fresh. ½ lb. 15c
Old-Fashioned Peppermint Patties, chocolate coated. ½ lb. box 35c
Maraschino Cherries in cream, a special treat for the week-end. 75c and \$1.00 box
Nelson's and Cowan's Assorted Chocolate Bars 6 for 25c
Jelly Beans for Halloween, in orange and black ½ lb. 15c
Candy Circle, Main Floor.

One Hundred Solutions To the Problem of the New Hat, \$3.59

A NEW SHIPMENT OF ONE HUNDRED SMART WINTER HATS—NO TWO ALIKE

In modish shades of sand, pearl, red, black, navy, oakwood brown, French blue and green. With trimmings of buckles, flowers, feather fancies and corded ribbon. Clever shapes of hatter's plush, panne and Lyons velvet, in combination with*faillie silk or satin, Austrian velour and French felt. Styles for misses and matrons. See the window display on Dundas street. On sale Saturday, Millinery Department, Second Floor.



SPECIALS AT THE TOILET COUNTER

Eureka Silver Polish 25c cake
Ideal Silver Cream 25c jar
Polishing Cloths 15c and 20c
French Castile Cakes—
Conde Brand, large size, 3 for 25c
Conde Brand, small 6 for 25c
At Toilet Counter—Main Aisle.

SATURDAY IN THE BASEMENT

50 only Cowhide Leather Boston Bags. Special \$1.39
Rolled Top White Enameled Bread Boxes \$1.49
Square, round-cornered Bread Boxes \$1.69
Round White Enameled Metal Flour Boxes \$1.19
Smooth Wooden Mixing Spoons, set of five 40c
Separate Wooden Mixing Spoons..... 10c and 15c

Sandalwood Salad Sets, fork and spoon 19c, 39c, 50c and \$1.00
Self-Wringing Mops 50c
Mop Handles, with and without scrub brush holder 20c and 25c
Clothes Props, 9½ feet long 30c
Clothes Horses, three and four bars \$1.00 and \$1.25
Soiled Linen Hampers, in Belgian willow \$2.50, \$3.00 and \$4.00
Clothes Baskets, in Belgian willow 90c, \$1.00, \$1.25 and \$1.50

WABASSO CIRCULAR COTTON, 35c YARD

It's the famous Wabasso quality and snow-white bleach. Saturday shoppers will find this one-day special worth an early morning call, at the Cotton Counter, West Aisle, Main Floor. You can always do with extra pillow cases. Don't miss this opportunity of stocking up for regular use at so low a price. The popular size 42-inch 35c yard

FINE SCOTCH DIMITIES, 35c

Beautiful quality, fine soft weave, a lovely fabric for dainty garments, step-ins, gowns, pyjamas, baby dresses and children's wear. A range of pretty and attractive colors, flesh, orchid, sky, peach, mauve, in neat little checks; also white in checks and stripes. We find these very good for the popular tailored blouse; 36 inches wide; a new lower price 35c yard

Beacon Bathrobe Blankets, \$7.50

Just arrived, the most extensive collection of beautiful, big, cosy Bathrobe Blankets we ever handled at one time; scores to choose from; Indian styles, conventional or floral patterns; colors specially for men, dainty effects specially for ladies.

Designer Pattern No. 3082 shows you how to make the bathrobe up easily. The blanket is 72x90 inches, the biggest size made; easily enough for a big man. See our display, West Aisle, Main Floor. Each Blanket boxed with girdle set complete. Choose now for the gift season, while selection is good. \$7.50 each, complete



SPECIAL IN CHINA SHOP

White Porcelain Jugs, in two dainty floral designs. Special 15c each

CHILLY DAYS

Don't motor to town unnecessarily. Write the Shopping Service and Judith will send you a smart and serviceable Sweater or Scarf by return mail.

NEW BLOOMERS, 98c AND \$1.25

COLORED LONJAY FOR DAINTINESS AND LONG WEAR.

A new shipment of Lonjay Bloomers in mauve, pink, black, navy, sand, green, brown and gray, with double knee band and elastic top, at 98c

Another group of dropstitch Satinette Bloomers, in mauve, sand, black and navy, with double knee band and elastic top \$1.25

Second Floor.

LAST CLASS SATURDAY

making Crepe Paper Flowers and Sealing Wax Art, 9:30 to 11:30 a.m. —Fifth Floor.

SMALLMAN & INGRAM LIMITED

HALLOWEEN FAVORS

Everything for the frolic and feast at Stationery Counter.—Main Floor.

SMALLMAN & INGRAM LIMITED

RESTAURANT

A Special Course Dinner for busy people, served from 11:30 to 2:30, 40 cents.