

New Fall Styles

In Ladies' Apparel For Season

are now confirmed by the latest models just issued, and which our designing and tailoring staffs are busy producing daily in our factories.

New distinguishing features in Suits are longer lengths, straighter lines and self strappings; also embroiderings and braidings of novelty design are much in evidence. Buttoned and linked cuffs are also a new feature. Tailored collars and lapels, also fancy pockets, with embroidered tuckings, have come as part of the latest correct features of good style. Modest colors of black, blue and brown predominate.

SUITS

Brown Gabardine Suit, made in straight tailored lines with touches of self-banding and embroidery on sides; narrow cross-over belt and lined throughout with brocaded satin. Price..... **\$52.00**



Black Gabardine Suit, slashed in back and on sides; trimmed with touches of embroidery and cable stitching; lined throughout with brocaded satin. Price..... **\$45.00**

Navy Broadcloth Suit, made in box style, beautifully embroidered and trimmed with genuine Scotch Mole; narrow cross-over belt and lined with brocaded satin. Price..... **\$51.00**

Large sizes in Suits a specialty.

COATS

Headquarters for English Utility Coats

The success attending this distinctive and popular garment for Fall and Winter wear has been phenomenal. Manufacturers' prices and absolutely correct style explains the reason.

English All-Weather Utility Winter Coats, in plain tailored lines, in all the latest shades. Price..... **\$32.50 and \$35.00**

A lighter weight of English Utility Coats for early fall wear. All shades. Price..... **\$17.50 to \$30.00**

DRESSES

The same distinguishing features obtain in Gowns as in Suits. Longer lengths are seen in all authentic models.

Flowing side-pointed panels dropping below skirt lengths are intended to give the new unevenness necessary for good style. Novel embroideries, self pipings and many minor artistic finishing touches having the appealing influence of newness and art contribute to the fascinating pleasure of the latest vogue.

Good taste accords with the sombre shades of black, brown and navy, which in the popular new fabrics of Satin, Canton, Crepe Charmeuse, Crepe Back Satin and Crepe de Chine along with the still popular Canton Crepes, Taffetas, Roshanara, etc., make most handsome costumes.

In Woolen Fabrics, Tricotines, Gabardines, Poirer Twills and Serges, hold undisputed sway.

Splendid range of Early Fall Home-spun Dresses, in Green, Gray, Sand and French Blue, trimmed with military braid and chenille stitching. Price..... **\$11.75 and \$12.75**

Brown Gabardine Dress, made in straight lines, beautifully embroidered in panel effect on back and front and finished with wide pleated satin girdle. Price..... **\$35.00**

Navy Tricotine Dress. Skirt is made in circular style with the popular uneven hem; blouse and skirt are trimmed with rows of military braid and buttons; collar is made in convertible style to display the small henna vest which finishes this attractive garment. Price..... **\$28.25**

Brown Duchess Satin Dress. Blouse is beautifully trimmed with self-tone embroidery and straps; sleeves are of radium lace; large flowing panels on skirt finished with soft satin girdle completes skirt are trimmed with this hand-some design **\$41.00**

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To Western Fair Visitors WELCOME!

We have arranged this week throughout the store an exhibition of the newest merchandise for the fall. We cordially invite you to see the wonderful display of fashion's latest productions collected from far and near. A visit to the second floor exhibition of Fall and Winter Fur Coats, new autumn styles in Ladies' Suits and Dresses will be one of interest and charm, while the display of the latest importations in Fall Millinery (situated on the same floor) is sure to please Milady's eye. To the entire exhibition we bid you welcome.

STORE SERVICES

We invite you to make use of the various store services while in the city.

INFORMATION BUREAU

Main Floor.
Here information respecting the store, train and street car service, etc., will be gladly given.

LADIES' REST ROOM

Second Floor.
CHECK ROOM
Situated in the Basement. Here you may check your luggage, parcels, wraps, etc., FREE OF CHARGE.

RESTAURANT

Seating capacity for 300. Is located on the Fourth Floor. Dinners served from 11 a.m. to 2:30 p.m.

SODA FOUNTAIN

Main Floor.
Here you will find a quick service in refreshments, lunches and course dinners at moderate prices.
Store hours: 9 a.m. to 5:30 p.m. daily.

Fur Coats That Reflect Fashion's Latest Edict

NEW FUR COATS

In Persian lamb, Hudson seal, muskrat, electric seal, Kolinsky marmot, raccoon; shown in 36 to 45 inches long.

Persian Lamb Coats, with sable collars or large collar of self, 40 and 42 inches long, lined with Swiss broche; these are in strictly No. 1 selected with very bright skins.

Hudson Seal Coats with collars of Alaska sable, squirrel and beaver, in wraps or coats, belted, lined with pussy willow or brocade silk, shown with heavy silk girdles or fur belts. Prices..... **\$335.00 to \$500.00**

Electric Seal with collars of fitch, squirrel, beaver, Alaska, sable, in both flare and mandarin sleeve, lengths 36 to 42 inches. Prices **\$135.00 to \$239.00**

Smart Electric Seal model with crush collar and flare cuff of fitch, belted, pockets, lined with pussy willow silk. Price..... **\$193.00**

Electric Seal Coat, long shawl collar and mandarin sleeve, collar and cuffs of beaver, belted, lined with heavy brocade silk. Price..... **\$239.00**

Misses' model of Electric Seal, 36 inches long, shawl collar and cuffs of gray squirrel. Price..... **\$185.00**

WINTER COATS

Misses' Coat, a splendid winter coat of Lovatt tweed, with plaid back, collar of beaverine, raglan sleeve, belted, patch pockets, half lined. Price..... **\$32.00**

Woman's Coat of brown velour, collar of beaverine, flare sleeve, belted, sleeve and back of coat embroidered, full lined. Price..... **\$32.00**

Misses' Coat of velour cloth, in reindeer color, shawl collar of beaverine, belt across front, full ripple back with pleat in center, trimmed with buttons, slashed pockets, full lined. Price **\$40.00**

Misses' Coat of velour cloth, collar of Australian opossum, back trimmed with buttons and stitching, deep armhole, belt across front, full lined. Price..... **\$52.00**

A very complete range in exclusive models in the new wrap style, with large sleeve, showing collars of beaver, Alaska sable, mole, sable, opossum, Australian opossum, made of very rich fabrics in chintilly, velveteen and ormandale cloths, in black, navy, beige, brown, rust, richly embroidered or fur trimmed. Prices..... **\$75.00 to \$250.00**

SECURE YOUR COPY

The new Autumn Designer Needlework Book now in. Everything that is new in needlecraft..... **35c copy**
Pattern Department.

Restaurant, Fourth Floor.
Quick Service.
Course Dinners, 40c, 65c, 75c.

SMALLMAN & INGRAM LIMITED

These Japanese Goods Have a Lure of Their Own

Japanese Satin and Silk Crepe Kimonos

These are beautifully embroidered in all the new bright shades, featuring floral patterns, birds and conventional designs.

One model of Black Silk Crepe is handsomely embroidered in gold. Others are copen, navy, rose and helio, embroidered in contrasting shades on sleeves and back and front of garment. Prices range from..... **\$12.75 to \$22.50**

Japanese Quilted Slippers

Made of Japanese fancy quilted satin, in copen, sky, helio, purple, rose, pink and cardinal. Trimmed with fur at top or pom-pom. Prices..... **38c to \$1.25**

French Gift Department

Be sure and visit the "Home of Novelties" while in the city. Here you will find many of the newest ideas in table decorations for weddings, parties and social functions. Beautiful gifts of fancy Baskets, Boudoir Lamps, both dainty and useful, are displayed here.

A riot of color aptly describes the mass of artificial flowers, blooming in this section. These are made right here and a bouquet of these lovely rivals of nature always form a pleasing gift.

All the newest ideas in fancy novelties are collected here for your inspection
Fourth Floor.

Here Are Five New Lines in Fall Gloves

Chamoisette Gloves just arrived, in two-dome and gauntlet style.

Two-Dome, in brown, beaver, silver and gray. Price..... **75c pair**

Two-Dome Duplex, with embroidered backs, fawn, beaver, gray and brown. Price..... **\$1.50 pair**

Two-Dome Silk Lined, in black and gray. Price..... **\$1.75 pair**

Fancy Chamoisette Glove with tucked wrist and side closing, mastic and fawn, trimmed with black. Price..... **\$1.25 pair**

Duplex Gauntlet with contrast trimming, brown, beaver, fawn and gray. Price..... **\$1.85 pair**

Special Values in French Hand-Made Cluny.

We are featuring some attractive numbers in fancy linens, new importations, direct from France, in that delightful French cluny, every piece guaranteed genuine hand-made, of pure linen center and lace; many new designs; all sizes from 6-inch doilies to the large 72-inch luncheon cloths.

6-inch Doilies priced, each 20c, 25c, 30c, 35c, 50c

8-inch Doilies priced, each 35c, 45c, 50c, 75c, 85c

12-inch Doilies priced, each 55c, 60c, 85c, \$1, \$1.25

18-inch Centers, assorted designs, at \$1.25, \$1.35

24-inch Centers, assorted designs, at \$2.25

34-inch Centers, each \$4.50, \$5.50, \$8.75, \$10.00

45-inch Cloths, each \$8.75, \$9.75, \$12.75, \$16.50

54-inch Cloths, each \$10.75, \$12, \$18.50, \$22.50, \$25

72-inch Cloths, each \$19.75, \$27.50, \$40, \$52.50

Oval and Oblong Trays in great variety. Also special sizes for Buffet and Vanity Dresser Sets in oval and oblong.

14x20 Oval and Oblong Trays at, each..... **\$1.50, \$1.75, \$2.00 to \$3.50**

16x24 Oval and Oblong Trays at, each..... **\$2.00, \$2.75, \$3.00, \$3.50 to \$5.50**

18x27 Oval and Oblong Trays at, each..... **\$2.35, \$2.50, \$4.00 to \$4.75**

20x36 Dresser Scarfs at, each \$4.50, \$6.50, \$12.75

20x45 Dresser Scarfs at, each \$5.50, \$7.50, \$13.50

20x54 Dresser Scarfs at, each \$6.50, \$8.50, \$14.25

Dozens of dainty pieces in smaller ovals and oblongs, odd centers, doilies, etc.

SMALLMAN & INGRAM LIMITED

FAIR VISITORS DINE IN COMFORT

Good meals, well cooked, served in an appetizing manner, with quick service, are yours in the Restaurant, Fourth Floor.
Course Dinners..... **40c, 65c and 75c**
11 a.m. to 2:30 p.m.

Take West Elevators, direct to dining-room.

SODA FOUNTAIN, Main Floor.

Ice Cold Drinks, Sodas and Sundaes.

Hot Lunches, also course dinners, 35c, 50c
Served from 11 a.m. to 2 p.m.

We manufacture our pure ice and ice cream on the most modern equipment.

Cream supplied fresh daily from our model farm.

Some Striking Modes in Ladies' Suits

Fine Tailored Suits for fall and winter wear, in Tricotines, Poirer Twills, Velours and Yalama Cloth.

A very striking model of Yalama Velour, in fudge brown, collar and trimmings of beaver, pockets and sleeve embroidered, all-around belt, silk-lined, skirt plain tailored with pockets..... **\$113.00**

Navy or Black Tricotine Suits, in plain tailored lines, belted, slashed pockets, trimmed with strappings or folds, silk-lined, skirt neatly tailored. Price..... **\$45.00**

Brown Velour Suits in plain tailored lines, notched collar, slashed pockets, belted, narrow folds finishing seams, silk-lined, smart tailored skirt. Price..... **\$52.00**

Here Is an Opportunity for Fair Visitors to Stock Up for Winter Nights

NEW MATERIALS FOR COMFORTERS

Have been pouring in in the last week or two, and with the approach of fall we are in the position to give you a fine choice of goods for the coverings, together with that better filling known throughout Western Ontario as the "S. & L." Comforter Batt. Be in early to see the full ranges before the color you like best has been sold. The feeling of the need for economy in use of coal this fall will lead a great many to make an extra comforter.

COMFORTER CHINTZ, a yard wide, in very pretty range of patterns and new colorings. This is really an exceptional value at..... **29c yard**

RED PAISLEY CHINTZ always a favorite. We are selling lots of this popular material. It is a yard wide..... **29c yard**

TURKEY RED CHINTZ, genuine British turkey red dyes used here and a very fine cloth. See the new patterns, 36-inch..... **45c yard**

ART SATEEN in many new designs and colors. The range is bigger and better than ever in this quality of good English Sateen..... **55c yard**

ART SATEENS, a wonderful collection of fine sateens here of the better grades. The colors and patterns are the latest productions of British and American designs..... **65c and 75c yard**

Also guaranteed downproof at..... **90c yard**

Special Stripe Flannelette for quilt linings, good quality, 36-inch..... **25c yard**

BIG BATTS, 6x7 FEET, 80c AND \$1.20 EACH

Fine, soft, fluffy is the cotton used in making these cosy comforter fillings. The 80c weight is usually used for quilts and lightweight comforters, the \$1.20 weight makes a big warm comforter. You will find these very special prices, also smaller sizes at 50c, 40c, 25c and 15c per bunch. The extra quality full size and weight Arctic Comfort Batt..... **\$1.65 each**

OCTOBER DESIGNER

The October issue of the Designer is now in. A book of interest to women. New fall styles galore and a wealth of interesting items for all readers.

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For Sundaes, Sodas, Light Lunches, etc.

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