

ARTHUR'S, 662-662 1/2 Dundas St. East, Away From High Rents

Give "Her" a Sweater Coat

Those you'll find here are unusually attractive—they're in vivid and pleasing color combinations, as well as in more subdued effects. At \$4.50 to \$12.00 a large variety of styles, colors and weaves, from light and medium weight zephyr yarn sweaters, with brush or knit collar and cuffs, to the heavy shaker knit sweaters and mannish styles.

Girls' Brushed Wool Coat, \$5.95

Monarch Knit Coat in paddy green and saxe blue, sizes 28, 30 and 32. Special \$5.95



New Cascade Back and Push Combs, 50c to \$2.50

Jeweled Cascade Back and Push Combs, done up in attractive gift boxes 50c to \$2.50

WOOL SPENCERS AND HUG-ME-TIGHTS

Sleeveless Wool Spencers, in white, black, grey and rose \$2.50 each
Same quality, with long sleeves \$3.50 each
Another Wool Spencer, knitted from a beautiful soft yarn, long sleeves, has a knitted tie to adjust waistband. Special \$3.75

Extra Special---Brushed Wool Sweater Coat, \$7.95

Brushed Wool Coat, finished with belt; colors, cardinal and white, grey and melon, melon and white, copenhagen and gold. Special, \$7.95 each

SANTA CLAUS EXTENDS THE HELPING HAND IN MAKING THIS A SENSIBLE CHRISTMAS

If old Santa himself could come into London and have a personal talk with you, he would no doubt say the identical words used below. This store is pursuing a Christmas policy according to what the wishes of a patriot Santa Claus would be, and all our stocks reflect this to the highest degree. If your gift-giving is to be moderate in cost, if you want practical, useful gifts that will give real, sincere pleasure, then the suggestions below will appeal to you at once.

BLOUSES THAT ANSWER THE CALL OF FASHION

\$10 FINE GEORGETTE WAIST, \$7.95.

These Blouses are of a superior soft silk, made in attractive two-color combinations, maize and navy, brown and flesh, flesh and myrtle; sizes 36 to 42; richly embroidered front. Special \$7.95

CREPE DE CHINE WAIST AT \$7.95

No. 306 is a new, round neck style, fashioned on side, hemstitched collar and cuffs; sizes 36 to 42; colors, white, maize, peach and flesh \$7.95

GEORGETTE WAISTS AT \$6.95

No. 302 Georgette Waist in round neck style, richly embroidered with soutache braid, in contrasting color on neck and sleeves; colors, white, maize, flesh \$6.95



ROUND NECK CREPE DE CHINE, \$5.95

This is one of the newest models shown, plain round neck style, pin tucking back and front; colors, white, maize and flesh \$5.95

JAP SILK WAISTS, \$2.98

Good quality Jap Silk Waists, in white, black, flesh, maize, peach; hemstitched collar and cuffs. Special \$2.93

CHRISTMAS SHOWING OF VOILE BLOUSES

Attractive styles, just received and unpacked. Every woman needs one or two inexpensive waists. Round, square or V-necks. Priced \$1.19 to \$4.50

GIFTY COSTUME BLOUSES OF GEORGETTE CREPE, \$5.95

The square neck is fascinating and becoming as well as new. Another model shows the round neck that is so popular. Some are hand-embroidered; others have fine point necks. Extra special values \$5.95



UMBRELLAS ARE ALWAYS RECOGNIZED AS A SENSIBLE, APPROPRIATE GIFT.

And with the rainy season ahead, who wouldn't appreciate an umbrella for a Christmas gift? Surely, you couldn't possibly give anything more appropriate, anything more sensible or that would be appreciated more. And please don't think that it is absolutely necessary that your gift of an umbrella need be one that has a gold handle and made of the very finest quality silk for a cover. Quite true, if you can afford to give this kind of an umbrella, so much the better; but on the other hand, thousands of people will appreciate a good, serviceable umbrella—the kind that will stand wear and service. Here you will find Umbrellas at various prices from \$1.25 to \$9.75



GIFT GLOVES ARE ALWAYS APPRECIATED.

You know how it is—you dearly love to get Gloves for Christmas yourself, so you may be very sure that your friends are of much the same mind.

Fownes' Chamois Gloves, in grey, fawn, natural and white. Special value \$1.25
Fownes' Black Suede, two dome fasteners, old value \$1.75
Fownes' Washable Cape Gloves, with black points. Special \$1.98
Storey's Washable Cape, extra fine quality, old value \$2.50 pair
Glove coupons given to those who are not sure of the size.
Washable Chamoisette Gloves, white, chamois, black, grey \$1.00 pair

GIRLS' WARM WINTER COATS AT \$9.75.

Girls' Warm Winter Coats, made from curl cloth, blanket cloth and wool coating, in a range of dark and medium colors. They are lined with grey flannelette or black sateen; made in belted styles, finished with two pockets; plush and velvet-trimmed collar and cuffs; sizes 8, 10, 12 and 14 years. Extra special \$9.75

COATS FOR SMALLER GIRLS AT \$4.50 AND \$4.95

Coats made from grey blanket cloth and union serge, finished with belt and velvet collar and cuffs, warmly lined with grey flannelette; sizes 2, 4 and 6 years. \$4.50 and \$4.95



TWO CHRISTMAS SPECIALS IN QUALITY SILKS, \$1.98 YARD.

Georgette and Crepe de Chine, in range of wanted colors and shades; 36 inches wide \$1.98
Silk and Cotton Poplin, in navy, brown, grey and sand; 36 inches wide. Special \$1.98

BATH TOWELS, 75c EACH

For a sensible Christmas towel, become suitable for gift-making, white or striped towels, in a extra quality, large size 75c each

EXTRA SPECIAL—EBONY HAIR BRUSHES, 98c

Real Ebony Hair Brushes, extra quality white bristles. Special value at 98c each

Popular Priced Gifts

SPECIALS AT 25c.

Pearl Beads, Jet Beads, Rose Beads, Vanity Purses, Manicure Sets, Birthday Brooches, Enamel Pins in gift boxes, Maple Leaf Pins.

SPECIAL AT 50c.

Rose Beads, pendant style, in gift box 50c
Jet Beads in gift box.
Hatpins in gift boxes, two or three in a box.
Birthday Pendants in gift boxes.
Beauty Pins in gift boxes.
Tea Aprons.

SPECIAL AT 75c.

Pearl Beads, Boxed Handkerchiefs, Fancy Linen. Collars, Hose, Boudoir Caps, Wool Caps, Scarfs, Combs, Barrettes.

SPECIAL AT \$1.00.

Boxed Handkerchiefs, Combs, Barrettes, Gloves, Fancy Linens, Towels, Collars, Scarfs, Silk Hose.

Silk Camisoles

Silk Camisoles for use with sheer waists, wash silk and crepe, daintily trimmed with satin ribbon and finished with net laces; sizes 36, 38, 40, 42, 44. Priced at \$1.00, \$1.25, \$1.50, \$1.98 to \$2.50
Silk Crepe Negligees at \$2.50 and \$3.50

Boudoir Caps

Boudoir Caps in a varied assortment of styles and colors. Silk and Crepe Caps trimmed with lace 50c each
Silk Caps, in pink, blue and white, lace trimmed. Special 75c
Other values at \$1.00, \$1.50 to \$2.50 each

For Baby's Christmas Give a Gift That Will Please the Mother, Too!



Baby's Coats, from \$3.50 to \$5.50
Baby Dresses, from \$1.00 to \$3.50
Sleeping Garments, from 75c to \$4.50
Bootees and Infantees 90c to \$1.50
Baby Bonnets 50c to \$3.00

Corduroy Velvet Dresses, \$9.75

Corduroy Velvet Dresses, for girls 10, 12 and 14 years, in navy, brown and green, finished with belt; silk embroidery on collar, belt and cuffs. Extra special \$9.75

Silk Finished Velvet Suiting, \$1.98

This popular suiting comes in all the leading shades, black, grey, green, brown, purple, navy, 27 inches wide, splendid wearing quality \$1.98 yard

SILK CAMISOLE EMBROIDERY, \$1.25 YARD.

Silk Camisole Embroidery, in white, pink or blue, finished with beading. Special \$1.25 yard

GIVE NECKWEAR IN A PRETTY CHRISTMAS BOX.

Supposing you surprise mother sister, friend or sweetheart with a pretty piece of neckwear, all packed in a dainty Christmas box ready for giving, and you will be surprised how moderate is the cost for a gift that will give so much pleasure and satisfaction. Prices are 25c to \$3.00
Special Crepe de Chine Windsor Ties 50c each
Boys' Windsor Ties 25c each

SAMPLE IMITATION FUR SETS, \$3.50 TO \$8.75

We have just received a shipment of English Imitation Fur Sets, Seal and Caracul, in black, grey and brown, large pillow muffs and long stole, in throw-over style. Priced 40 per cent less than regular \$3.50, \$3.75, \$4.75, \$5.50, \$6.75, \$8.75 set



ESMOND ROBE BLANKETS, \$6.95

For men's or women's heavy bath robes these are much used, in a range of dark plaid effects, warm and comfortable \$6.95 each

CHILDREN'S FUR SETS MODERATELY PRICED

Children's Fur Sets, in white thibet lamb, white ermine, French coney, blue angora, Chinese wolf, round or pillow muffs, scarfs and stoles to match, trimmed with heads and tails. Priced at \$3.50, \$4.50, \$5.50, \$6.75 to \$18

PLENTY OF GOOD RIBBONS HERE TO MAKE COLORFUL HAIRBOWS.

From the wee tot in the first term at school to the young miss in her teens, they all want hair-ribbons that will stand up and stay tied. Here you will find a broad showing of fine quality taffeta ribbon, full five inches wide, at 45c a yard

THE WOOLLY CAP AND SCARF, \$3.00 TO \$3.50 SET

In the comfortable looking brushed wool, in plain colors and fancy colored effects. We have just received a shipment of these for Christmas trade, priced at \$2.00, \$2.50, \$3.00, \$3.50 set

GIRLS' LONG MITTS, 59c

Warm Wool Mitts, with the long cuff, brushed and plain knit, in cardinal, brown, navy, white and black. Special 59c pair
Other values, at 25c, 35c and 75c

KNITTED WOOL SUITS, \$3.50 AND \$3.85

Children's Knitted Suits, consisting of sweater, overalls and caps, in cardinal, navy, brown, grey and white, brushed or plain finish; sizes 20 to 26. Special, \$3.50 and \$3.85 suit

BOYS' HOCKEY CAPS, 59c.

An assortment of styles and colors, in the splendid warm cap, just the thing for ordinary every day wear, cardinal, navy, grey, brown. Special 59c each

HEAVY EIDERDOWN BATH ROBE, \$6.75

Rich colorings, in heavy cotton eiderdown, in all-over patterns, red, blue, helio and fawn. Special \$6.75 each

SPUN GLASS UNDERSKIRT, \$1.98

Black Spun Glass Underskirt, finished with shirred flounce, some are finished with two rows of colored stitching. Extra special \$1.98 each



Handkerchiefs Should Undoubtedly Occupy First Place on Your Gift List

There will probably be more Handkerchiefs given this Christmas than for many, many years past. You can't possibly go wrong in giving Handkerchiefs, for one can't possibly have too many. There are Handkerchiefs in plain and embroidered styles, lace trimmed and many in Christmas boxes, and Handkerchief Calendars.

The first big feature of our display is the collection you will find at 25c. Included in these are a lot of sample Handkerchiefs that are worth double.

Gift Handkerchiefs, in Christmas boxes. A box 35c, 39c, 50c, 75c, \$1.00, \$1.50
Children's Handkerchiefs, boxed. At 15c, 25c, 35c and 50c
Calendar Handkerchiefs, a new novelty shown for the first time. At 50c, 75c and \$1.00
Men's Handkerchiefs each, from 10c to 45c
Hand-Embroidered Madeira Handkerchiefs at 45c and 50c
The Popular Crepe de Chine Handkerchiefs in a range of colors, at 25c
Special showing of Colored Border and the corner embroidery at 15c
Seal-Pack Envelope, three in a package. Special 3 for 25c

Hosiery Is Favored By Every Woman



\$1.00—Silk Hose of splendid quality, with garter tops, black and white. Special \$1.00 pair
\$1.50—Women's Silk Hose, with lisle toe, heel and garter top. Special value \$1.50 pair
\$2.50—Women's Pure Silk Hose, in extra quality, double heels and toes. Special \$2.50 pair
Lisle Hose, black or white, with silk ankle. Special 39c pair
Cotton Hose, with cashmere finish, in black or dark brown 39c
Cashmere Hose, in black, dark brown and cream 59c
Extra Size Cashmere Hose, in black only 75c and \$1.35
Boys' Heavy Worsted Hose 50c to \$1.00
Boys' Heavy Ribbed Hose 35c and 45c pair

662-662 1/2 Dundas St. East

Open Evenings

ARTHUR'S
WHERE THE GOOD GOODS COME FROM

All Dundas Cars Pass the Door

London East