

For First October Saturday Where Everything Is New

CHOCOLATE SPECIAL SATURDAY, 34c POUND

Fresh assorted Chocolates in hard and soft centers (nine different flavors). While they last 34c lb.
Chocolate Bars 6 for 25c

PARTY CRACKERS.

Just in, a shipment of English Clarinco Crackers for parties and table decorations, head-dresses, caps, hats and love mottoes. Prices per dozen, boxed 35c, 50c, 75c to \$2.00

Even Nature's moods are reflected in the new season. The maples are turning brown. With the new season of Nature comes the new season of merchandise. It is autumn at its best, and style follows the dictate of this running point, the new season that forecasts new apparel, and the essential things for the house, clothing for the children and furnishings for the men-folks. Visit the store Saturday. Offerings in abundance, while assortments are at their greatest.

IMPORTED SILVERWARE—BON BON DISHES, \$1.29

Thirty only Bon-Bon Dishes or Card Trays in electro-plated nickel silver, exquisite pierced silver designs and varied styles. Specially grouped for Saturday at \$1.29
Main Floor.

SPECIALS IN SOAP AT THE TOILET COUNTER

Wright's Coal Tar Soap 15c cake
Fairy Soap 5 for 35c | Lifebuoy Soap 3 for 25c
Toilet Counter—Main Floor.

She Walks In Beauty Who Wears One of These NEW MUSKRAT COATS

Fur Coats for the new season have equally new lines. Their silhouette is distinctive. Long wrappy lines and large collars. Fashion approves muskrat as one of the smartest pelts.

Muskrat Coats in black rat blend, tucked or shawl collar. Sleeve has turned-back cuff, 5 or 6 stripe border; windshield in sleeves, lined with broad satin \$135.00

Muskrat Coat with five-stripe border, tucked collar and flare sleeve, lined with brocade lining; 45 inches long \$115.00

Muskrat Coats, showing diagonal border. All wrapped bodies and fancy diagonal joining; new bolster collars, lined with broad satin \$155.00, \$190.00, \$235.00

Second Floor.



MILLINERY for SATURDAY

A Collection of Smart New York Hats, New Models,

Specially Priced at \$3.79

Grouped for Saturday morning shoppers in the Millinery Department are one hundred of the new hats. A special purchase of inexpensive, general wear Hats from a leading New York manufacturer. Opened with the most recent shipment and grouped for immediate clearance. In new colors and smart shapes.

A repetition of the Saturday offering of last week, when dozens of useful little November-to-April Hats went out. In the smartest colors and newest shapes. For girls, misses and matrons alike, at \$3.79

Millinery Department, Second Floor.

ROAST SPRING CHICKEN

Special Course
Dinner Saturday,
with roast spring
chicken 65c

NEW GOODS IN FLANNEL DEPT.

Are showing in great abundance. The materials you will appreciate in the cold weather just ahead of us have been opened up and look cosy and comfortable. Beautiful Bathrobe Velours, including lovely English cloths, 36 inches. Per yard 65c, \$1.00 and \$1.25

Reversible Eiderdowns, soft weaves, that make comfy kimonos or bathrobes, 27 inches 55c
Butterfly Velour, dainty patterns for ladies' pyjamas or nightgowns, also children's patterns, 36 inches 65c

Fine White Flannelettes, the makes and qualities we are noted for, real values here, yard wide 28c, 35c, 40c, 45c
Stripe Flannelettes, good stripes for children's wear or for men's pyjamas, splendid cloths for winter use, yard wide 29c, 35c, 40c, 50c

LININGS OF QUALITY.

For the fall or winter coat or for any purpose you need, to study value as well as appearance, are a feature of this department.

Plain Sateens, all colors and fast black, 30-inch 50c, and 38-inch 65c
Brocade Sateens, popular colors and black, 38 inches 75c
Satinettes, big color range in our best plain cloth, 40 inches 75c
Fancy Sateens, pretty designs for coat linings, 38 inches 65c and 75c

Fancy Foulards, mercerized fabrics, new patterns, 38 inches 85c
Broche, artificial silk mixture, rich and beautiful, 38 inches \$1.50, \$1.85, \$2.00
Farmer's Satin, genuine Marquis-de-Luxe finish, newest colors and black, 38 inches \$1.35

50 Beautifully Pleated Skirts for the School Girls, \$2.79 Each.

At Dress Goods Dept., Main Floor.

We've made it possible for most girls to have one of these neat and dressy School Skirts at a popular price. Our own pure wool fine twill navy serge has been pleated into a choice of five styles, comprising the knife, box, triple knife and box, etc. All are semi-made and require little labor to complete for wearing. See these at Dress Goods Department, Main Floor.

Framed Colored Prints From Works of Old Masters, 29c, 39c, 49c, 59c

Excellent Prints from the works of old masters—ready for your home. A large group of framed pictures placed on sale for tomorrow, makes one or two accessible for every room. A Gainsborough, Van Dyke or Reynolds—for a touch of beauty and distinction in living-room, dining-room or bedroom. In classic frames of dull gilt. In addition to the works of numerous old masters, there are dozens of charming landscape scenes. Some of them are copied from famous paintings. Others the work of modern artists, less known, but none the less skillful.

A most useful sale to attend, if you are thinking of a gift. And a most accessible means of beautifying your home or brightening any dull corner of it. Four sizes 29c, 39c, 49c and 59c each

French Gift Department—Fourth Floor.

Household Necessities in the Basement on Saturday

Sunlight, Gold, P. and G., Surprise and Comfort Soaps 7c
Slick the new hand cleaner 15c
Rinso 3 for 23c
Brillo, for cleaning aluminum 15c, 20c and 30c sizes
S. O. S., the new utensil cleaner 30c
Satisfactory Toilet Paper, 5 for 45c
Sani Crepe Toilet Paper, 6 for 25c
Try our Tea 65c lb.; 35c half lb.
Coffee 65c lb.; 35c half lb.

Basement.

Cloth Coats Specially Grouped For Saturday At a Sale Price of \$23.95

In style, there are eight different models to choose amongst. The material is cut velour, in small or large checks, invisible stripes—one of the smartest of the season's new weaves, closely resembling the English Flamingo cloth. With full fur collars, trimmed with fur bandings.

Coat of Nigger Brown Stripe Velour Coating, full-lined, with collar of beaverine. Wrap style closing at one side. Pocket edged with fur. Saturday special at \$23.95

Coat of Reindeer Check Velour, full-lined, collar banded with fur, side closing, sleeves and pockets trimmed with braid and buttons \$23.95

Coat of Reindeer Check Velour, full-lined with fur banding on collar. Sleeve and back panel edged with fur. One-button side closing \$23.95

Coat of Reindeer Check Velour, collar and sleeves trimmed with beaverine. Buttons and braid trimming. One-button wrap closing \$23.95

Second Floor.

In the Linen Section Tomorrow

17-INCH ALL LINEN TOWELING, 25c YARD

Featured at this special price, this superior-quality Pure Linen Crash Toweling should appeal to thrifty housewives, lovely weight and finish, in assorted red or blue border, or all white; for hand, tea or roller towels; quantity limited to 600 yards; exceptional value. At 25c yard, 10 yards for \$2.35

58-INCH SEMI-BLEACHED KITCHEN DAMASK, 69c YD.

The balance of this special offering should be cleared tomorrow at the price quoted below, as it actually represents only the mill quotation of this quality today. Your choice of dice or broken check patterns, lovely weight and weave, in superior union damask, 66 per cent linen, partly bleached to insure even bleaching in the laundering process; will bleach in a few washings; three pieces only; 58 inches wide. Saturday special 69c yard

Pure Irish Linen Huckaback Towels for Embroidering Less 25 to 33 1-3 Per Cent.

A saving of 25 to 33 1-3 on merchandise right at the beginning of the season means active buying. These superior quality Pure Irish Linen Towels are just what you'll be thinking of for Christmas in the next few weeks, and the savings are worth a special effort to see them on the counter tomorrow. All sizes are shown, from the guest to the large face towel.

Guest Towels 58c, 78c, 98c per pair
Individual Towels 98c, \$1.25, \$1.58, \$1.96 pair
Face Towels \$1.25, \$1.58, \$1.96 pair

New Shipment of Natural Art Linen.

Our old reliable makes, including Old Bleach, are now in stock in the various widths. Note the new lower prices. The desired shade for centers, library scarfs, etc.
18-inch at 25c, 35c, 45c yard
20-inch at 40c, 55c yard
24-inch at 45c yard
36-inch at 50c, 60c, 80c yard
45-inch at 75c, \$1.25 yard
54-inch at, special, .90c yard

SHORT LENGTHS OF SILKS FOR SATURDAY

A great variety from 1/2 to 3 1/2 yards; pieces left from the present season's selling. All are ticketed with length and price per piece. You may find in this accumulation lengths of Silk Canton Crepes, Crepe-Back Satins, Flat Crepes, Willow Crepes, Crepe de Chines, Silk and Wool Bengaline Silks and Poplins, Fancy Crepes printed in newest colors, plain Habutai Silks, Charmeuse Satins, and the favorite colors, of course, such as sand, navy, browns of all kinds. The pretty mid blues in a variety—and many other of the new lighter colors and kindly note there are plenty of black lengths. This is your opportunity to lay aside an extra dress or overblouse of real good silks at saving prices.

FOR THE TAILORED BLOUSE

Ten dozen Ladies' Four-in-Hand Ties in stripes and fancy knit patterns. Every smart shade. Specially priced at 48c each
Main Floor.

New Arrivals in One and Two Trousers Suits and Overcoats

RICH ENGLISH TWEEDS, IN NEW PATTERN EFFECTS
IMPORTED OVERCOATINGS, IN THE NEW COLOR TONES

A complete selection of the newest models and fabrics in apparel for men awaits your inspection tomorrow. The new powder blue shades, gamefeather brown, in striped tweeds; Overcoats in deep blues, tans and grays; New Plush-Lined Coats, including the famous "Guard" Coat, now so popular in the larger centers. See these new garments tomorrow. Featured at

\$25, \$35, \$45

Flannelette Pyjamas
Special, \$2.49

Made expressly for the Men's Shop of soft, good quality flannelette, trimmed with silk frogs. These are splendid value at this price; sizes 36 to 46. Sale price \$2.49

A Special Value Group of
Men's Suits
One and Two Trousers, \$25.00

New Fall and Winter Suits, in English tweeds, new pattern effects, smart semi-English models and conservative styles. Unusually strong values at this low price; sizes 35 to 44. Featured tomorrow \$25.00

A Special Purchase of Boys' Overcoats, \$8.95
Four to Nine Years.

Cozy, warm coats, in smart styles for the younger boys, new color tones, rich mixtures, warmly lined. Outstanding values at this price, on sale tomorrow. Sale price \$8.95

Watson's Ribbed Combinations
One-Third Less Than Regular, \$2.98

A special purchase of Men's Ribbed Combinations, cotton and wool mixture, an ideal weight and very comfortable; unshrinkable, sizes 34 to 44. Sale price \$2.98

A SAMPLE CUP

of Coffee Free. Sample this coffee tomorrow at demonstration counter. —Main Floor.

SMALLMAN & INGRAM LIMITED

ORIENTAL RUGS
Exhibition and Sale Saturday
on the Third Floor.

SMALLMAN & INGRAM LIMITED

RESTAURANT

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