

# Winnipeg Residents Throng to Opening of Hudson's Bay Company's Magnificent Store

Precisely at 9 o'Clock Yesterday Morning the Doors Swung Open and the Waiting Public Swarmed Through the Arcade Into the Store Proper—Pleasant Ceremony Takes Place Just Prior to Opening.

The turn of a tiny golden key in a well-oiled Yale lock and back swung the doors of the handsomest departmental store in western Canada, admitting a vast flood of humanity eager to inspect its wonders and sample its wealth of merchandise. The new \$5,000,000 store of the Hudson's Bay company on Portage avenue and the Mall was open for business.

The key was turned in the lock precisely at 9 o'clock yesterday morning by George F. Galt, chairman of the Canadian committee of the company, in the presence of Mayor R. H. Webb, store officials and managers of company stores throughout the west. Among these latter were W. H. Cook, general manager of the Winnipeg store; F. M. Johnson, Calgary; W. L. Ogden, Lethbridge; F. E. Dynes, Edmonton; H. N. Louth, Yorkton; and R. R. Harvey, Saskatoon.

It seemed as if the whole city were outside the doors ready to swarm in and take the new store and all it represents to its heart. A few minutes before the hour of opening two lorry loads of special constables had been

unloaded outside the main doors and these formed a human chain to hold the eager crowds back and see that none were hurt in the enthusiastic "rush".

## Pleasing Ceremony

In the vaulted arcade just inside the bronze doors and a moment before the key was turned, a little ceremony took place significant of the city's encouragement and appreciation of all industrial enterprise. Here Mayor Webb formally presented a huge bouquet of chrysanthemums and Winnipeg's congratulations and good wishes to the officials of the company. Mrs. W. H. Cook, wife of the general manager, acting as the recipient. It was Winnipeg's acknowledgment that a new and important link in the development of the west had been trustily forged. Among those present were also James Thompson, land commissioner of the company, W. J. Scott, the assistant general manager, and Mrs. R. H. Webb.

The first sale recorded in the new store was made over the till counter when his worship purchased a dark

(Continued on Page Five.)

# WINNIPEG RESIDENTS THROUG TO OPENING OF HUDSON'S BAY STORE

(Continued from Page 1.)

red and green tie for Mrs. son Rolfe at a price of \$1.25. At another counter Mrs. Webb bought a novelty bracelet of brilliants.

First to Enter  
Of those who waited for the doors

to open the first in was Mrs. E. Schultz, 651 Pritchard avenue. She entered backwards and from under the arm of one of the policemen holding back the crowds. Behind her came thousands. Clerks sprang to attention. Buying and selling in this new mart was an accomplished fact just one short year after the turning of the first sod for the caissons which go down 51 feet to bed rock.

By noon a crowd estimated at 50,000 had paid its respects. It included all classes of citizens of both sexes. Representatives of virtually all business interests in the city paid a call and eagerly inspected the various departments. All day the crowds continued to arrive, the majority making purchases. These in a number of cases in the morning hours especially, were

of the souvenir and novelty goods type.

## Distribution of Goods

On the basement floor are located all the food counters, electrical and sporting goods, auto accessories, baggage, toys, hardware and paints. The main floor showed jewellery, books, candles, drugs, men's clothing, silverware, stationery, notions, leather goods, gloves, hosiery, handkerchiefs, laces, ribbons and stationery, while on the second floor were found women's and children's ready-to-wear garments, furs and shoes. The mezzanine with its balcony boasts of a post office, optical department, adjustment bureau, coal, library, jewellery repairs and parcel-checking departments. Here many stood about to get a general good view of the main floor.

The third floor was undoubtedly the mecca of the women shoppers with a little money to spend. Here were artistically arranged beautiful dress fabrics and draperies, art needlework and various accessories of needlecraft. Carpets, furniture and musical instruments are also on this floor.

## Officials Well Pleased

Officials of the company expressed great satisfaction over the hearty "launching" given the new store by the citizens generally and were especially appreciative of the many presents of flowers and showers of good wishes which reached the store during the day. The city retail trade individually and collectively extended congratulations. Great baskets of flowers stood about the aisles with the cards of donors attached.

Tribute was paid by company officials to local workmen who had installed the various services in the store, all of which ran without a hitch when put into operation for the first time yesterday. The staff of 2,000 employees also came in for commendatory remarks for the unfurled and courteous way in which they handled the rush of business.

# HEED CONSTIPATION'S WARNING

Kellogg's ALL-BRAN brings sure relief  
because it is 100% bran



Even before constipation wrecks the health—it lines the face with wrinkles, spots the skin, hollows the cheeks. Unpleasant breath and headaches are merely outward signs of the inward havoc this dire disease promotes.

Bid yourself forever of constipation. Stop it before too late! Kellogg's ALL-BRAN has brought relief to thousands where all else has failed. Doctors recommend it. They know ALL-BRAN brings results. It is not an uncertain laxative product.

Eat two tablespoonfuls daily—with every meal, in chronic cases. Your grocer will refund the money if it fails.

Kellogg's ALL-BRAN is made in London, Canada. Ready to eat with milk or fruit. Cooking too. Delicious recipes on the package. Sold by all grocers. Served at hotels and restaurants.

**Kellogg's**  
ALL-BRAN



# HUDSON'S BAY STORE TO OPEN TODAY

## Doors of Splendid Structure to Swing To Welcome Public

Record of Achievement Represented in Beautiful New Building, which Tells of Progress Made by Great Organization Closely Linked with History of Winnipeg and Western Canada — Completely Modern and Efficiently Equipped Mercantile Plant.

This morning the big brass-bound teakwood doors of the new Hudson's Bay Company's store on Portage avenue will swing wide for the first time, thousands of people will crowd into the spacious aisles of the building for their initial glimpse of the splendid new structure—and another milestone in the history and development of Winnipeg will have been reached! What a record of achievement this beautiful new building represents! What a wonderful tale it tells of one of the most romantic commercial units in the entire world, of one of the greatest forces in building up Western Canada, of a thrillingly important factor in the progress of Winnipeg! For the Hudson's Bay Company, Winnipeg and Manitoba, have all grown up together. The history of the Company is so closely bound up with that of the settlement of Winnipeg, its progress from an old log trading post to its present-day splendor so surely marks the development of the city, that the building here of one of the most completely modern and efficiently equipped mercantile plants on the continent of America is of deep significance.

### FUR SECTION IMPORTANT IN DEVELOPMENT

Splendidly Fitted Department Will Show Furs to Greatest Advantage

The fur department in the Hudson's Bay Company's new store will be of exceptional interest to Winnipeggers as well as to shoppers throughout the whole province. It has been planned to create a whole corner on the second floor facing Portage and Colony street—a corner that gives the department at least three times the space it occupied in the old store.

Splendid new show cases, finished in American walnut are placed here and there to show off the furs to excellent advantage. The Company has installed three specially patterned steel safes that are an innovation for western stores. They are each lined throughout with a heavy material on the outside to harmonize with the other fittings of the department.

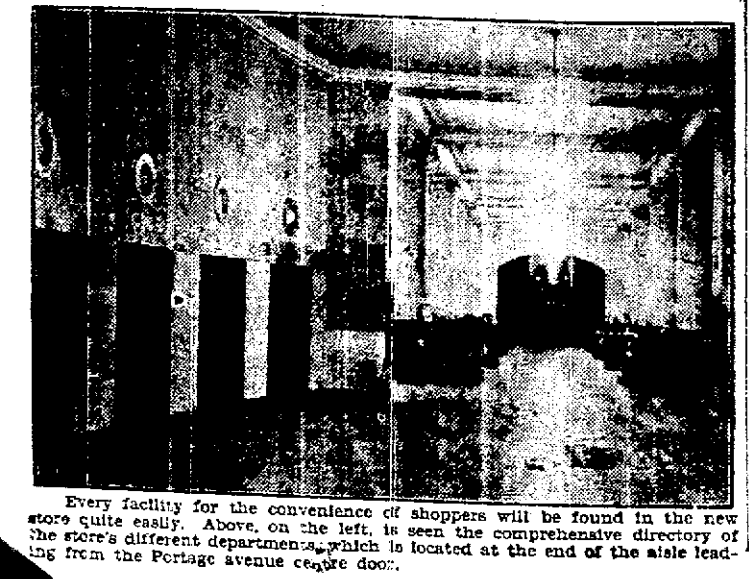
Only the most valuable furs will be stored in these safes. The furs will be kept in the show cases, and in cedar-lined storage rooms at one side. Several artistic dressers, mirrors, and everything that could possibly aid the buyer in selecting furs and choosing the correct fit, have been installed in this important department.

To Emphasize Romance To emphasize the fur department in the new store is quite natural, since the Company owes its origin and growth to the fur trade, which still plays a considerable part in its operations and remains the most romantic, hazardous and adventurous of all branches of the service.

For 200 years the gathering of furs was the Company's chief interest and during that time it exercised sovereignty of the most democratic nature over thousands of square miles of territory, peopled by thousands of Indians and Eskimo. In 1670, with the formation of the Dominion, a new era in the history of the Company began, and fur trading was no longer the only concern of the organization. Some of the original charter rights were surrendered, but the Company retained possession of vast tracts of land. Thus it became almost as deeply interested in land and settlement as in furs.

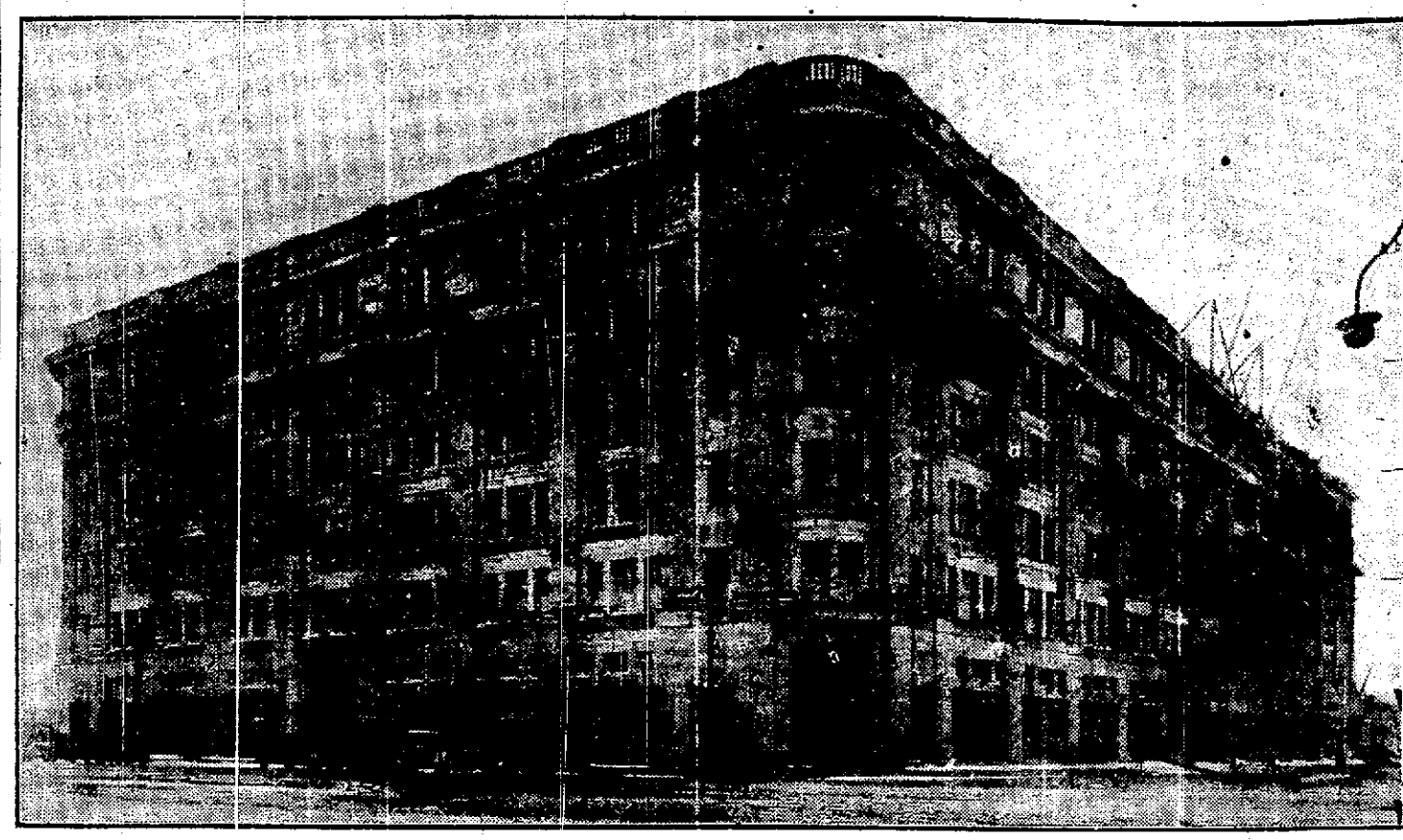
Furs Important But fur trading is just as important today in this bleak northern region of Canada as it was 200 years ago, and the Company is still proud of the Hudson's Bay quality furs. More than 200 fur trading posts are under the Company's control today on the Labrador coast, Hudson's Bay, Baffin Island, the eastern and western Arctic, and across northern Canada from the Atlantic to the Pacific coast. Every spring these posts do a thriving business. Many of the traders and trappers bring in their winter's "catch" by dog sled or snowshoe before the snow disappears in the early spring. Most of them wait until the ice has melted away from the network of rivers and lakes that covers the northern half of Canada, and then bring their big packs of rich furs to the trading post by canoe. When the fur arrives at the post it is sorted and stored, usually in the carport of the warehouse attached to the post, and there it is kept until the season's shipments begin. In the past, Indians worked for days, carefully packing the raw furs into strong presses, and sending them by canoe directly to London, where they were transformed from raw skins into luxurious wraps and coats and returned to Canada to help the Indians withstand the rigors of the Canadian winter.

### INTERIOR SCENE OF HUDSON'S BAY STORE



Every facility for the convenience of shoppers will be found in the new store quite easily. Above, on the left, is seen the comprehensive directory of the store's different departments, which is located at the end of the aisle leading from the Portage avenue entrance door.

## FIVE MILLION DOLLAR STORE TO OPEN THIS MORNING



Snapped by the Free Press cameraman as it stands ready to be opened to the public of Winnipeg, the magnificent new structure of the Hudson's Bay Company's store is seen above, the picture having been taken to show the Portage avenue and Memorial boulevard exposures. The picture is taken from the ground and shows the vastness of the building, as well as its beautiful architectural lines. Work was started on the excavation for the structure last autumn, and work of erection was continued at full speed during the winter months. Added impetus was given as warm weather approached, so that the company might be in its new quarters for the 1926 Christmas trade.

### DAINTY FRENCH ROOM ADDS TO DRESS DISPLAY

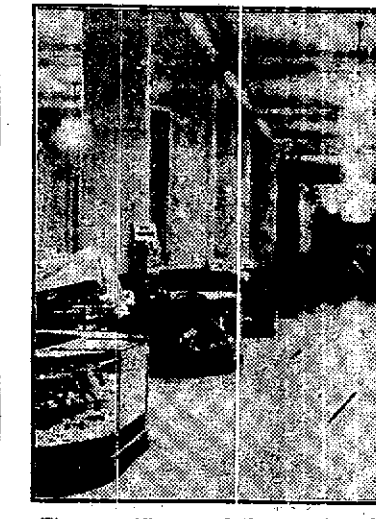
Milady's Frocks Are Shown Midst Most Attractive Surroundings

Soft French grey walls, flashing mirrors, deep, luxurious carpets and polished walnut chairs—a dream of subdued elegance and beauty—that is the new French room at the Hudson's Bay Company's new store on Portage avenue. Moving from the old store to the new, the dress department has enlarged into two sections to include this lovely French room, where the latest importations from Paris will be shown. At either side of the room is a tiny alcove where the prospective customer may view the pretty frocks, and both sides are fitted with two dressing rooms with mirrors placed at such angles that Milady can see her entire self without moving.

Through the French room in the dress department is the most imposing, there is a similar one in the coat department, where imported coats will be shown, and one in the millinery department for the latest Parisian hats. Each of these three departments has private dressing rooms, decorated in the latter cases with smart French dolls, cushions, and other gay trifles dear to the feminine heart.

Nor are these all. The fur department has a private dressing room off the main section where Paris-styled furs are to be shown to those who demand the newest and most exclusive fashions in furs.

### INNER VIEWS OF HUDSON'S BAY COMPANY'S NEW STORE



The magnificence of the exterior of the Hudson's Bay company's new store on Portage avenue and Memorial boulevard is equalled by the interior construction and arrangement, examples of which are shown in the above picture. At the left is the vast store from the centre Portage avenue door, looking towards the stairs to the mezzanine floor. Jewelry, men's furnishings and hosiery sections are to be seen on either side of the meat and fish department, which will be located in the basement of the building.

### RECORD MADE IN ERECTION OF NEW BUILDING

Gigantic Task Is Completed Without Serious Mishap of Any Kind

A record in building construction for Canada has been made by the Hudson's Bay Company in the remarkably short time they have taken to complete and equip the first three floors of the imposing new store on Portage avenue. The first sod was turned on September 7, 1925, by Charles V. Sale, governor of the Company, and the first three stories and basement are to be occupied Nov. 18, 1926. For months, the immense excavation on the site of the store attracted throngs of citizens and visitors daily, who were fascinated by the gigantic task of scooping out thousands of tons of earth, and sinking giant caissons of concrete 65 feet below the surface to the bed-rock, to find a firm foundation for the new store. The building is of fireproof construction throughout. Emphasis is laid on this as indicating the desire of the Company to insure the absolute safety of its customers at all times.

### Progress of Hudson's Bay Company Abreast of Winnipeg's Development

From trading post to one of the most modern department stores on the continent—what a striking evolution in less than 60 years!

That is the progress made by the Hudson's Bay Company in Winnipeg since 1881, when the Company took its first step upward from a trading post to a department store—an evolution that has kept pace with the progress of the city and province and one of the most important factors in its commercial life.

Deiving back to earliest times, it was in 1738 that the intrepid French explorer, La Verendrye, in search of fur, established Port Rouge and traded with the Indians on the Red and Assiniboine rivers. Sixty-six years later the North-West Company built Fort Gibraltar, and still later "The Company of Adventurers of England trading into Hudson's Bay," established Fort Douglas, named after Thomas Douglas, Earl Selkirk, who founded the Red River settlement.

In 1881, ten years after the union of the two companies, Lower Port Garry was created as a trading post, and the seat of government of Rupert's Land. For two years the residence of the governor was in this fort. Later, in 1885, Upper Port Garry was rebuilt on the banks of the Assiniboine where it joins the Red. This, the centre of business, government, education and public affairs for more than 30 years, was the nucleus of the present city of Winnipeg. The fort was sold in 1882 and demolished, except for the main gate, which is now a relic in Port Garry park, but the old Lower Port

### DIAMOND ROOM INNOVATION FOR H.B.C. STORE

Fine Gems Will Be Displayed in Specially Constructed Room

Diamonds! What feminine heart does not thrill at the word? Paprads of the beautiful sparkling gems that live for century after century without change are locked away in the treasure chests of the new Hudson's Bay store, and brought forth only in the diamond room—an innovation that will aid in making the opening of the new store next Monday one of the outstanding events in Winnipeg's commercial history. For the first time, the Hudson's Bay Company has established a diamond room where gems of faultless quality may be studied and selected by the Company's clientele. Connected with the diamond department will be a silversmith's department where the finest quality English sterling silver will be on display. The workmanship of the silver is quite equal to the splendor of the diamonds, and much of it has been created by the world's most celebrated silversmiths.

### VIEW FROM ROOF SHOWS LEGISLATIVE BUILDING IN RELIEF

Have you ever seen the Legislative buildings in perspective? The roof of the new Hudson's Bay store on Portage avenue affords the one perfect view in the city of these stately government offices. Directly opposite the beautiful front entrance, the height of the Hudson's Bay store frees the view from the clustering buildings between and shows this gem of architectural beauty in the centre of its spacious grounds, with the sweeping river in the background. Nowhere else can these beautiful buildings be seen in their entirety without a single obstruction to the view. When the new store is completed, thousands of tourists, as well as residents of the city, doubtless will take this opportunity to see the legislative buildings at their best. A splendid view of Memorial Boulevard, now under construction, is also afforded from the roof of the store.

### WEARY MOTHERS ON SHOPPING TOUR ARE OFFERED REST

Silence and rest rooms for weary mothers are part of the attractions of the new Hudson's Bay Company store on Portage avenue. If busy city mothers can take him to a splendidly equipped room on the second floor where there is every facility to care for him. If the farm wife comes in for a day's shopping, and has no place to go when her supplies are chosen, there is a delightful "silence" room where she may rest in perfect quiet. This unusual room is equipped with soft couches and deep cushioned chairs that lure to ease and rest.

Adjoining these two rooms is a cheery rest room elaborately equipped for the ease of the shopper. Magazines, deep, easy chairs, telephones, writing desks, etc., are placed about the room for milady's convenience.

### WEEKLY MOTHERS ON SHOPPING TOUR ARE OFFERED REST

These two new constructions, directly to the legislative building, and the building of the railway line mean that the importance of this section of Portage avenue is a great deal more than a hundred fold. For these reasons, if for no other, the importance of the district is assured for the future, commercially.

### ADEQUATE FIRE PROTECTION IS FOUND IN STORE

Apparatus is So Complete That No Blaze Could Live

Fires at the new Hudson's Bay Company store simply can't take headway, so complete is the fire protection apparatus installed throughout the huge structure.

Not only is the building of solid concrete construction throughout, including the floors, but there are three fire-stairs on each side of the store leading directly to the street. These stairs are entirely fireproof, and arranged so that there can be no accident in case of a panic. Fireproof glass doors guard the stairway at each floor, forming a perfect fire curtain to prevent flames getting from one floor to another.

The mezzanine floor is also protected by a fire curtain, which drops automatically when the fire-fighting apparatus is in use. There are 35 fire extinguishers on each floor, and an automatic fire alarm system with a fire station outside.

In addition, the whole building is arranged with automatic sprinklers in the ceiling, which are fed by a high-pressure tank on the roof of the building. In case of fire, a continual jet of water is showered on the floor, and these are so closely placed that when they are in use the whole area of every floor is covered.

In connection with the sprinkler system is installed a fire pump capable of delivering 3,200 gallons per minute. And located under the delivery is a 100,000-gallon reservoir.

### NEW STREET RAILWAY LINE WILL FURNISH TRANSPORTATION

The branch line of the street railway recently built on Colony street to connect Portage avenue with Broadway is now in operation. This line, which was primarily built to accommodate shoppers to the new store, will serve the whole section of Portage avenue, and give a much appreciated service to the residents of the south and west sections of the city.

### LATEST EQUIPMENT IN ELEVATORS INSTALLED

Six elevators, commodious, and equipped with the very latest devices, are to be found at the end of the aisle leading from the Portage avenue entrance door and directly opposite the comprehensive directory in the above picture, taken two days before the opening of the new store.

## Business Is Moving Steadily Westward On Portage Avenue

One Time Purely Residential District of Winnipeg Gradually Developing Into Modern Retail Commercial Centre—Progress in Recent Years Shows Change—New Hudson's Bay Store Aids Movement

Greeley's famous advice, "Go west, young man," is slowly but surely being followed by the business of Winnipeg, which steadily progressing westward on Portage avenue. This movement started about two or three years ago, when a number of small shops opened up in the blocks immediately adjoining the store on which the new Hudson's Bay store stands today. With the start of building operations on the Hudson's Bay site, more than a year ago, this movement gained great impetus, and other buildings were erected.

The Hudson's Bay new structure is responsible, too, for the building of the street railway line between Broadway and Portage avenue on Colony street, thus linking up the western part of the city with the system of railway lines that serves the important residential districts south and west. This section of Portage avenue will have quick connection with practically every residential district of the city, and shopping will be much facilitated.

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### SPECIAL NOOK PROVIDED FOR BOOK LOVERS

Library Section Well Stocked With Best in Reading Matter

More than 3,000 volumes of the most popular new fiction will make up the splendid new library that is one of the features of the new Hudson's Bay Company's store on Portage avenue.

The library has been established on the mezzanine floor, just above the book section, and will comprise one of the most attractive of the store's services. New books will be continually added, and it is the intention of the book department to keep up to date with modern books of fiction.

A small reading room at the back of the library, equipped with reading tables, etc., will complete this very attractive new departure of the Hudson's Bay.

Just below this library, on the main floor, is the book department, where another innovation promises much for the future of the section. Tables of books have been placed between the counters of stationary supplies, so that the customer may browse through the books at will, yet be assured of instantaneous service when he is ready to make his purchase.

In addition, there is a 20-foot shelf across the back of the section, where the classics, valuable volumes, and the wonderful new children's books will be kept. In connection with the children's books, it is the intention of the department to keep a children's book department alive 12 months in the year instead of the usual few weeks before Christmas.

Altogether, the book department and library will be among the best equipped and most attractive sections of the new store.

### THE NEW STORE BUILDING MOSTLY MANITOBA MADE

Manitoba Materials Workmen Contribute to Magnificent Edifice

The "Made-in-Manitoba" movement, which has gained such impetus recently, has been stressed by the Hudson's Bay Company on the erection of new store on Portage avenue by an attempt to make it an all-Manitoba product.

The huge mass of rough material were all procured within the borders of this province. The superstructure is built entirely of Typical Manitoba Gravel and sand, 50,000 cubic yards of the material being used. The brickwork, came from Lake Winnipeg, and the Canadian Pacific iron pits at Bird's Hill. The form work, totaling more than 1,000,000 feet, was procured from various lumber mills in the Winnipeg district. Reinforcing steel, bars, manufactured and the steel rods, of the city of Winnipeg. The concrete, brick was made in Winnipeg, the plaster at Gypsumville, and the lime from local kilns. The glass, metal work and roofing were manufactured at St. Boniface. All the work, also, was done in the city, that the store is as nearly an all-Manitoba product as such a structure is possibly be. The beautiful, well-planned store, since the store is today demonstrates the possibilities of this province in development industry.

Six elevators, commodious, and equipped with the very latest devices, are to be found at the end of the aisle leading from the Portage avenue entrance door and directly opposite the comprehensive directory in the above picture, taken two days before the opening of the new store.

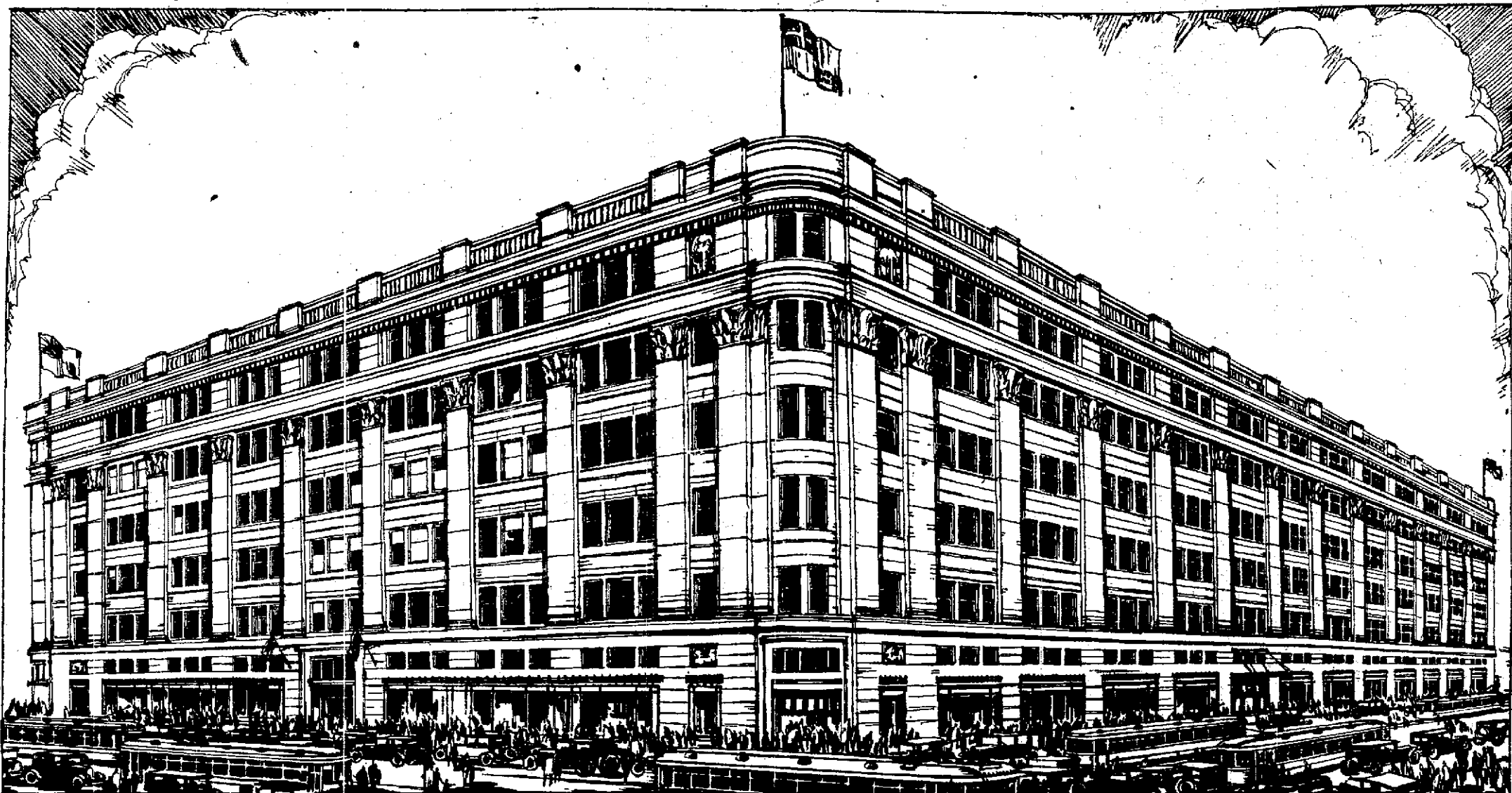




# Hudson's Bay Company.



INCORPORATED 2<sup>ND</sup> MAY 1670.



THURSDAY, NOVEMBER 18

## The New Manitoba Takes Another Forward Step

∴ WHEN ∴

# Hudson's Bay Company's New Store Opens Four Floors in the Service of Winnipeg and Western Canada

WHEN in 1668 the little ketch *Nonsuch* sailed from England with forty-two souls aboard, bent on the discovery of the North-West Passage and to "find a trade for furs, minerals and other commodities," few indeed would have dared to prophesy the far-reaching effects of her successful voyage—the opening up of the Great Canadian West.

WHEN in 1812 Lord Selkirk was granted by the Hudson's Bay Company 116,000 square miles of land in the neighbourhood of the Assiniboine and Red Rivers, upon which to form his projected Red River Settlement or Selkirk Colony, little did he imagine that, in the heart of that territory, would arise the great Western City of Winnipeg.

WHEN in 1881, previous to the demolition of Upper Fort Garry, the Hudson's Bay Company established on Main Street the nucleus to the store occupied by the Company since then until the present time, few could have foreseen the development which, at various periods, demanded extensions and additions to take care of increasing business.

WHEN in more recent years the growth of the Company's retail business made the Main Street Store totally inadequate—the crowded nature of the store causing actual discomfort to our customers—it was again found necessary to move into larger quarters. Thus arose the noble structure whose doors swing back in welcome tomorrow.

Who, today, shall set limits for the Winnipeg of the Future? The Hudson's Bay Company acknowledges with gratitude the inspiration of the Past. With Winnipeg and Western Canada it rejoices in the achievements of the Present. With all Canada it looks forward confidently to still greater things ahead—and to playing a worthy part in building soundly for the Future.

*The Basement Floor, First, Second and Third Floors are opened at this time in order to give our customers improved service at once. The remaining Floors will be opened at a later date.*

Store Hours:

9 a.m. to 6 p.m. Daily



Hudson's Bay Company

INCORPORATED 2<sup>ND</sup> MAY 1670.

A NEW DEVICE

enables you to reach all departments in the New Store on one telephone call.

Try It Now  
Dial- - - 322

## At Your Service: The New Store's Pure Food Shops

On the Basement Floor---Including  
The Finest Meat Shop in Canada

Very Rarely

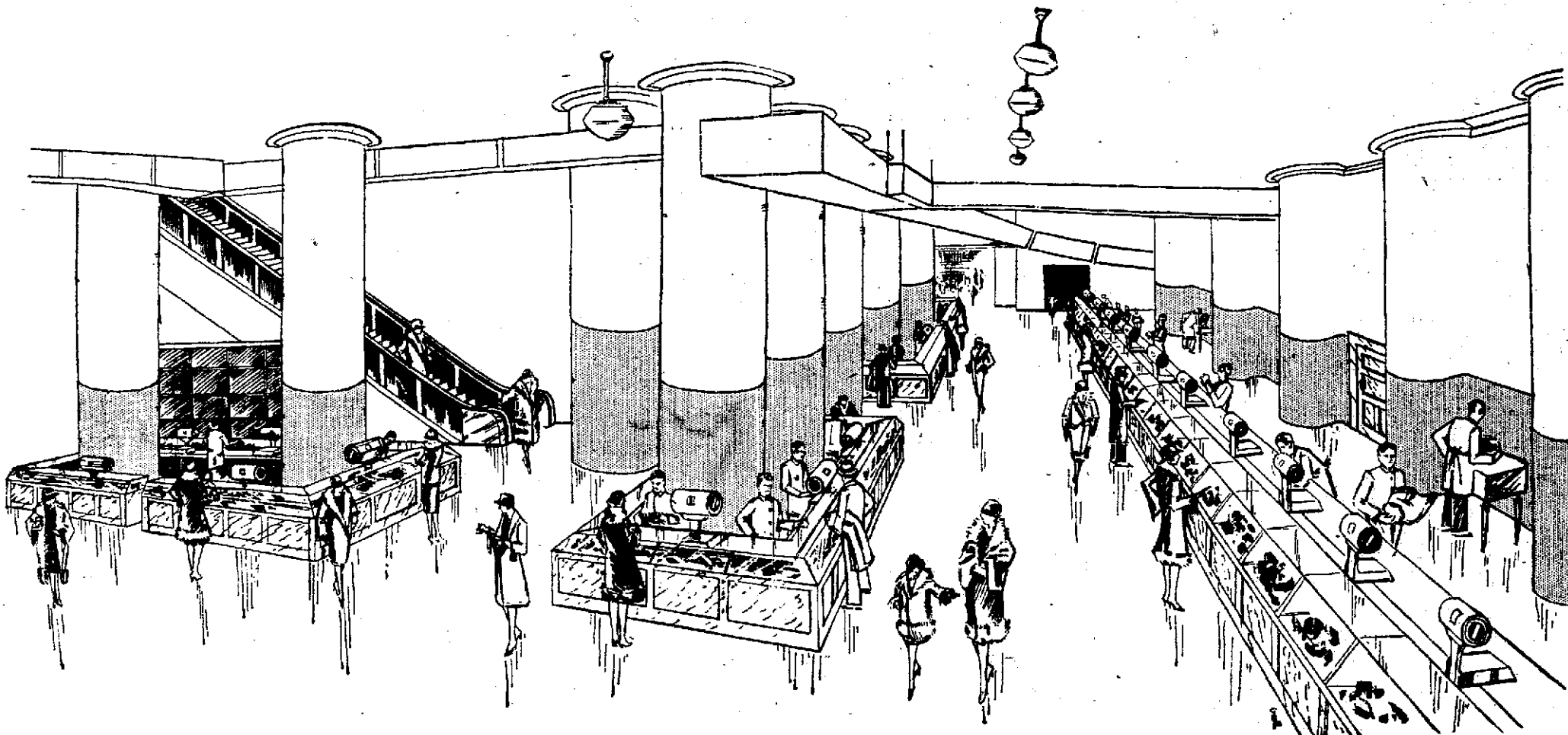
does Hudson's Bay Company make such a statement as the one printed in the headline to this page. When, however, we refer to our Meat Department in the New Store as "the finest in Canada," we are stating a simple fact.

Nowhere else in Canada is there a meat department in a departmental store that can equal it—in size, in the wonderfully intricate, yet perfectly co-ordinated nature of its interior mechanism, in the perfection of its sanitary methods of handling meats, or in the speed and precision with which it functions, so as to serve the greatest number of customers in the shortest possible space of time.

More than once we have heard it referred to by visitors as "one of the show places of the New Store"—and that, indeed, describes it very accurately. That it is much MORE than a show place, however, the prices quoted on the left-hand below very clearly show, and these prices, remember, are for meats of Hudson's Bay Quality—the finest the markets afford.

## Refrigeration

The refrigerators are of a new type, utilizing carbon dioxide, instead of ammonia, as the refrigerating medium. This change was instituted (1) to eliminate the risk of contaminating the meat, and (2) to remove the discomfort, sometimes amounting to actual danger, that results when ammonia is used. Besides this, thermostat control of the refrigerator ensures an even temperature throughout.



## Meat and Fish For Friday: Dial 322

## Fresh Meats

SIRLOIN STEAK. Per lb.	23c
HIP ROAST BEEF. Per lb.	14c
ROUND SHOULDER ROAST. Per lb.	11c
CHUCK ROAST BEEF. Per lb.	9c
PRIME RIB ROAST. Per lb.	18c
PORTERHOUSE ROAST. Per lb.	26c
ROLLED ROAST BEEF. Per lb.	16c
BRISKET BOILING BEEF. Per lb.	7c
FILLET VEAL. Per lb.	22c
LOIN ROAST VEAL. Per lb.	19c
SHOULDER ROAST VEAL. Per lb.	11c
SHOULDER FILLET VEAL. Per lb.	15c
LEG LAMB. Per lb.	33c
SHOULDER LAMB. Per lb.	21c
LOIN LAMB. Per lb.	31c
PIGS' LIVER. Per lb.	5c
BEEF HEARTS. Per lb.	7c
SAUSAGE, Cambridge. Per lb.	12c
PURE PORK SAUSAGE, "Seal of Quality." 1-lb. cartons	25c
ROUND STEAK. Per lb.	15c

## Delicatessen and Cooked Meats

COOKED HAM. Per lb.	55c
HEAD CHEESE. Per lb.	55c
JELLIED BEEF TONGUE. Per lb.	55c
COOKED PICKLED PIGS FEET. Per lb.	16c
COOKED TRIPE. Per lb.	10c

## A Choice Selection of Salads and Jellied Meats

## Smoked Meats

CHOICE SIDE BACON, sliced. Per lb.	35c
SMOKED COTTAGE ROLLS, in casings. Per lb.	28c
BAYSHIRE SIDE BACON, this is a new brand bacon put up for H.B.C. in Winnipeg. Per lb.	54c

## Special Demonstration of Domestic Shortening

DOMESTIC SHORTENING—	
1-lb. bricks	18c
2-lb. pails, net weight	33c
5-lb. pails, net weight	88c

## Fish

FRESH PICKEREL FILLETS. Per lb.	33c
FRESH HADDOCK FILLETS. Per lb.	19c
FRESH HERRINGS. Per lb.	19c
SMOKED GOLD EYES. Per lb.	19c
FILLET HADDIE, smoked. Per lb.	19c
SMOKED FINNAN HADDIE. Per lb.	13c

Fresh Oysters Daily

## The Working Arrangements are Co-ordinated to make for SPEED AND ACCURACY OF SERVICE

## The Counters

are of glass, galvanized iron and marble—the last word in sanitary display.

## Some Idea of the Size

may be gained from the picture at the top of this page; as well as from the fact that there are 434 feet of refrigerated display counters in the Meat Section alone.

## Delicatessen Products

We have made arrangements to manufacture our own Delicatessen Products, as well as jellied meats, pastry, meats and salads. This is done to ensure a uniformly high quality.

## The Fish Circle

is particularly fine, being insulated with cork under the tiling. It is operated in connection with the adjacent fish-cleaning and fish-refrigeration sections.

## We Have Been Particularly Fortunate in Securing Champions and First Prize Cattle from Calgary's Fall Show

Also a carload of lambs from the Brandon Winter Fair—all of them prize winners, including, first, second and third prizes. The meat from these animals will be offered to our customers at regular prices.

The calves in the picture were purchased at the last March Winter Fair at Brandon, a special show for "Baby" Beef. They have been especially cared for and fed with the intention of being offered for sale. The white Shorthorn calf is a full brother of "Snowball," the winner of the 1925 show.

Please note that, on account of the limited supply of these prize animals, we cannot accept telephone orders. This refers to Brandon Baby Beef only.



## THE GROCERY SHOP Too, Has Larger and More Convenient Quarters

## Apples and Fancy Fruits

Perfect Refrigeration Keeps Our Fresh Fruits in Ideal Condition for Eating

APPLES, B.C. McIntosh Reds, wrapped. 3 1/2 lbs., 25c; per box	\$2.05
APPLES, B.C. fancy, No. 1 wrapped, Delicious, O.K. Pack, 5 lbs., 50c; per box	\$3.25
APPLES, B.C. fancy, No. 1 wrapped, Jonathan, 3 1/2 lbs., 25c; per box	\$2.25
APPLES, Ontario Greenings, 4 lbs., 25c; 20 lbs. for	\$5.00
ORANGES, California, Valencia, sweet and juicy. Per dozen, 38c, 45c, 55c, 60c, 75c and 85c, according to size.	
GRAPEFRUIT, Florida, 3 for 33c; 3 for 43c; 3 for 50c	
GRAPES, choice Emperor, red, Per lb.	14c
LEMONS, California, Sunkist. Per dozen, 38c; 3 dozen	\$1.00

## Provisions

A Feature in This Section is the SEPARATE Refrigeration for Butter, Eggs and Cheese

BUTTER, H.B.C. Creamery, "The Seal of Quality," freshly churned. Per lb.	38c
EGGS, First's, storage, quality guaranteed. Per dozen	45c
CHEESE, Ontario, mild in flavor. Per lb., 23c; 2 lbs. 45c	

The very large space devoted to this important part of the New Store will enable us to give our customers still better service.

Its equipment is of the most up-to-date character, so that the QUALITY products it offers will always be in the finest condition.

As in the old store, these QUALITY products will at all times be offered at the lowest possible prices.

## TEAS and COFFEES

PURE COFFEE, Santos Blend, whole or ground. Per lb. 44c, 3 lbs. \$1.28

PURE COFFEE, No. 1 Blend, always uniform, high quality. Special, per lb. 57c, 3 lbs. \$1.65

PURE COFFEE, No. 2 Blend, full strength and flavor. Special, per lb. 52c, 3 lbs. \$1.50

TEA, Pekora Blend, distinct flavor. Per lb. 30c

TEA, Household Blend, a delightful cup. Per lb. 70c

SPECIAL BLEND BLACK TEA. Per lb. 55c, 3 lbs. \$1.60, 5 lbs. \$2.05

TEA, Economy Blend, real value at the price. Per lb. 60c

Specials For Friday  
DIAL 322

LOGANBERRY JAM, Supreme brand, B.C., 4 lbs. tins. Special, 48c

STRAWBERRY JAM, Glasco's, new pack, 4-lb. tins. Special, 59c

PEAS, No. 4, Sieve, Fort Garry, No. 2 tins, per tin, 12c; 3 tins, 35c

CORN, sweet white, choice quality, No. 2 tins. Special, per tin, 13c; 3 tins, 38c

TOMATOES, Ontario, choice quality, No. 2 tins. Special, per tin, 16c, 3 tins, 45c

PORK AND BEANS in Tomato Sauce, Aymer, medium tins. Special, per tin, 11c; 6 tins, 58c

PRUNES, California, Aymer brand, 2-lb. cartons. Special, 22c

RAISINS, Seedless, select stock, bulk. Per lb., 14c; 3 lbs., 40c

TOMATO SOUP, Aymer, No. 1 tins. Special, per tin, 8c; 6 tins, 47c

PLUM JAM, stoneless, Wagstaff's, 4-lb. tins. Special, 36c

PIE PUMPKIN, certified brand choice quality, No. 2 1/2 tins. Special, 14c

PEACHES, Del Monte, halves, in heavy syrup, No. 2 tins. Per tin, 26c

APRICOTS, Silver Bar, California, No. 1 tins. Special 18c; 2 tins, 35c

PINEAPPLE, whole slices, Singapore, No. 2 tins. Special, 15c

GOLDEN SYRUP, Lyle's, pure cane, 2-lb. tins. Special, 24c

JELLY POWDERS, McLaren's, pure fruit flavors, assorted, 4 pkts. 25c

CORN FLAKES, Kellogg's. Special, per pkt. 10c

CREAMETTES, cut macaroni, 10-oz. pkts. Special, 7c

SUGAR, granulated, fine or medium, 10-lb. sacks. Special, 72c

## FANCY GROCERIES

STUFFED ORANGES, Harewood, 1-lb. 7-oz. bottles. Contains nuts, dates, cherries, etc. Delicious for salads or cocktails.

FRUIT SALAD, minced brandied, Raffetto brand, 22-oz. glass. Something different.

PEACHES, minced brandied, Raffetto brand, 22-oz. glass. Will improve and flavor salads.

OLIVES, stuffed with pearl onions, Cresco, 6-oz. glass. Try them and enjoy the flavor.

DATES, stuffed with nuts, Cresco, 14-oz. glass. Very tempting combination.

FIGS, stuffed with nuts, Cresco, 14-oz. glass. Packed in the most sanitary way.

CHASTENET, French Fruit Syrup, Strawberry, Apricot, Grenadine, Creme de Menthe. Packed in fancy decanters containing above flavors.

## Diabetic Jams and Marmalade

APRICOT JAM, Keiller's, in glass.  
GOOSEBERRY JAM, Keiller's, in glass.  
BLACK CURRANT, Keiller's, in glass.  
ORANGE MARMALADE, Keiller's, in glass.

These goods are sugarless, made in Scotland.

CANARD AUX PETIT-POIS (Duck with green peas).

CIVET DE LIEVRE (Jugged Hare).

PIGEON AUX POIS (Squab with Peas.)

PIGEON AUX POIDS (Squab with Peas.)

The above are just a few of the many lines we carry in fancy groceries.

Very Fine Selection of

## Imported Cheese

ENGLISH STILTON. Per lb. 38c

FRENCH ROQUEFORT. Per lb. 45c

ITALIAN GORGONZOLA. Per lb. 40c

SWISS GRUYERE. Per lb. 35c

DUTCH EDAMS 1-lb. cuts 30c



### A New Device

enables you to reach all departments in the New Store on one telephone call.

Try It Now  
Dial—322

# Hudson's Bay Company

INCORPORATED 2<sup>ND</sup> MAY 1670.

Store Hours:  
9 a.m.—6 p.m.  
Daily.

### Common Sense

Says that better vision is the direct result of proper eye care; of eyes properly equipped to see.

Have your eyes examined. We are particularly well equipped to serve you.

Optical Department  
Mezzanine Floor, H.B.C.

## The Men's Shop in the New Store

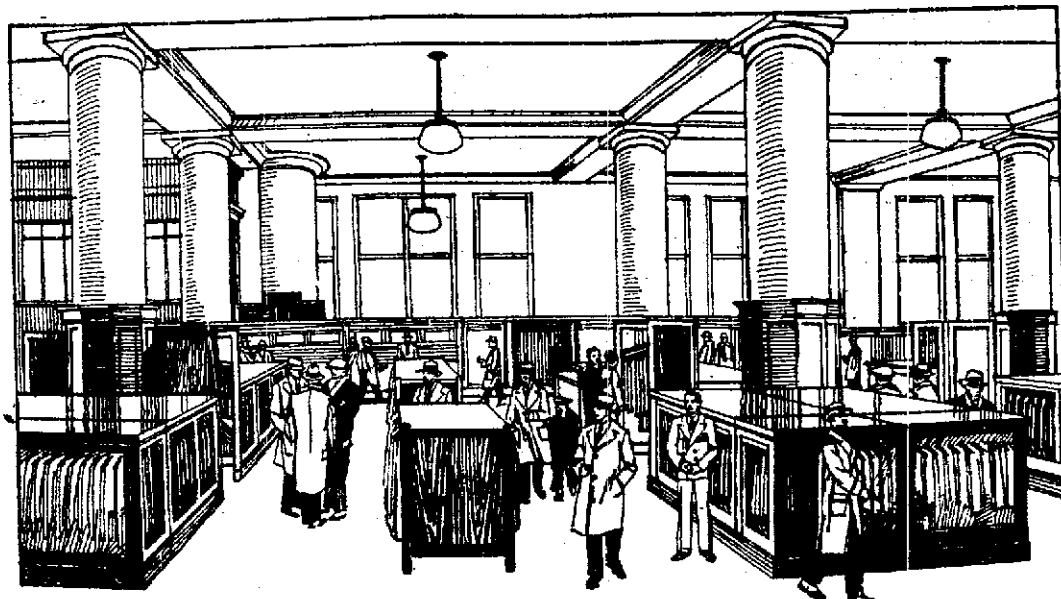
*Reflects Quality at Every Turn--And to Quality Is Added Completeness--With a Fine Understanding of What Men Want*

### WHAT IS QUALITY?

—An old dictionary defines it as "rank, title, noble birth"—as in the phrase "a gentleman of quality."

—Nowadays we accept Quality as meaning superiority, dependability, distinction—in no snobbish sense, but as indicating real worth.

—Quality applies to men and to merchandise; as well as to the service which results when good merchandise is pleasantly introduced to you by men who know their business. For example, as in the phrase "H.B.C. Quality."



—Whether you are classed as a "young" man (that most elastic of groupings) or have arrived at the age when "mature" is more accurately descriptive, the H.B.C. Men's Shop may well be particularly YOUR Shop. For here are the correct clothes for men of every age, all types and a hundred varying fancies as to colors, materials and styling.

—The H. B. C. Men's Shop is COMPLETE. Here you may select correct apparel to meet every demand of business and sports—as well as formal or semi-formal wear for evening occasions—together with all the accessories that complete the costume.

—It will be with real pleasure and pride that the H.B.C. Men's Shop will see to it that you are properly FITTED with garments that take advantage, in an unobtrusive way, of your particular characteristics—for this is a branch of service in which the Men's Shop excels.

## The Boys' Shop

*Will Very Quickly Win Favor*

—Mother will find everything in the way of apparel for her boys of any age, with H.B.C. Quality and reasonable prices always in evidence.

### Boys' Ulsters

*To Brave Winter Blasts*

\$10.50

—Styled with the "grown up" air that modern youth expects, and made to withstand all the demands vigorous young chaps will make upon them.

—Fashioned from high quality tweeds, blanket cloths, chinchillas or Scotch overcoatings in the most popular shades of the season. Linings of sateen, polo flannel, teddy bear or red flannel. Sizes 22 to 28.



### Larger Boys' Ulsters

H.B.C. Priced \$10.50 to \$19.75

—In tweeds, blanket cloths, plaid back, Whitney's and overchecks. A wide choice of colorings. Quilted sateen, polo flannel or Italian linings. Sizes range from 29 to 36.

### Boys' Two-Bloomer Suits

H.B.C. Priced at \$15.00

—Golf knickers and bloomers or bloomers and breeches. A choice to satisfy the boy and his parents.

—Sturdy wearing tweeds and worsteds in smart single or double-breasted styles. Many of these suits have vests.

### Boys' Bloomers, \$2.50

—Made up from men's suiting cloths of high grade tweeds and fine worsteds.

—They are values above the ordinary at this low pricing of \$2.50.

### Boys' Furnishings

—BOYS' TWO-PIECE PYJAMAS — Made from a good quality flannelette, trimly cut and finished with the best of workmanship. Sizes 24 to 34 \$1.50

—BOYS' BROADCLOTH SHIRTS — Popular plain colors of blue, white, and tan. Collar attached style. Sizes 12½ to 14. At \$1.25

—BOYS' JERSEYS, wool and cotton mixtures. Navy, brown and green, but not all colors in each size. Sizes 26 to 32. Special \$1.00

Second Floor, H.B.C.



### New Felts and Velours

—The Hat Section of our new Men's Shop is a revelation of style and specialized service to the man anxious to choose the right hat for his particular type of features.

—Styles, shapes and colors in felts are the latest from such recognized authorities as:—

Stetson  
Brock  
Borsalino  
Biltmore  
\$5.50 to \$9.50

—The velours are imported from Austria. In pearl grey, brown and biscuit. Richly silk lined. At \$8.00.

### Scarves

—Of every type are here, from the light weight silk or rayon to the heaviest, wooliest, styles a man could ask for. New colors, new designs, new shapes.

Imported Cashmere Scarves, \$2.50

Silk Reefers and Squares, \$2.50 to \$5.00

Knitted Scarves \$1.95 to \$9.50

First Floor, H.B.C.

## French Montagnac Coats

*Are Easily Distinguished--So Are Their Wearers*

—Montagnac Coats are a revelation in luxurious quality of cloth and distinctiveness of cut.

—They are noted for their long wear, unchanging style and the prestige they confer on their wearers. Worn by successful, substantial men in Paris, London and New York.

—Full ulster styles in grey or navy. H.B.C. priced at \$85.00.

## The Favored Blue Coats

*In a Group That Offers Outstanding Value, at \$29.75*

—High type Melton, Whitney or Chinchilla Cloths in the correct blue shade of the smart fashion. Full ulster styles with linings of soft grey plush.

—The other smart coats on display in the New Men's Shop include large, roomy ulster styles, belted or beltedless. Chinchillas, Meltons and Whitneys, art silk linings. From \$35.00 to \$65.00.



## Young Men's Suits

*Distinctively Cut—Finely Tailored*

At \$35

—New models in plain grey, blue or novelty worsteds and imported tweed cloths. An exceptionally handsome choice of colorings and patterns is represented. Priced at \$35.

At \$40

—Beautifully tailored suits in plain, stripe and novelty worsted cloths. Featuring the newest single, double and triple colored stripes on plain dark grounds. Every suit silk lined. Priced at \$40.



## The Blue or Grey for Business

*With Two Pairs of Trousers.*

—"If it isn't a blue it's a grey," you'll find when the personnel of the most exacting firms are observed.

—These all-wool imported Worsteds Suits are comfortable and smart fitting, the two pair of trousers is an exceptional feature.

—Only the highest grade Overseas woollens, trimmings and linings are used in them. Winter weight cloths.

H.B.C. Priced at \$50

First Floor, H.B.C.

Introducing

## H.B.C. "Straight Eight" Shoes

*Created for Young Men of Every Age*

—For the man who wants dash, individuality, color, and "snap" the new Men's Shoe Shop has obtained an entirely new line of novelty oxfords.

—We have stamped them H.B.C. Straight Eight and every pair is uniformly priced at eight dollars.

—For "gentlemen who prefer blondes" there is a choice of blonde and blonde two-tone combinations. Other striking colors, tans and browns, wine, hog grain tones and black patent or calfskin.

—New perforations and serried rows of smart stitching explain why, although they are made in Canada, the maker receives orders from exclusive Broadway Shoe Shops.

—Every pair stresses the wide toe last, accepted by the best posted men everywhere. As the name suggests. They are priced at \$8.

—The H.B.C. Men's Shoe Shop was offered and has accepted the exclusive agency in Winnipeg for these unusual shoes.

First Floor, H.B.C.



## High In Favor for Men's Shirts

## C-H-E-C-K-S

—Are particularly smart for business wear—especially when found in shirts of H.B.C. Quality.

—Almost every other wanted pattern or fabric is displayed in our selection of quality shirts for men.

—English broadcloths, plain or striped, tricolines or rayons designed to satisfy the most particular men. Featuring a more complete choice in the various sizes and an excellence of tailoring and cutting that makes for the maximum of comfort and ease in wearing \$1.95 to \$6.95



## Windbreakers Styled for Young Men

*And Perfect for Winter Sports*

—The windbreaker has almost taken the sweater's place in the affections of Winter sports lovers.

—These are knitted of woven all wool materials with snug fitting knitted waist bands.

—A pleasing variety of colorful designs. At \$5.95 to \$9.50.

First Floor, H.B.C.



**A New Device**

enables you to reach all departments in the New Store on one telephone call.

Try It Now  
Dial --- 322



# Hudson's Bay Company

INCORPORATED 2<sup>ND</sup> MAY 1670.

**Store Hours:**

9 a.m. to  
6 p.m.  
Daily

## Let Our First Words Be "Thank You!"

The efforts of our co-workers, untiringly devoted to preparing a fitting welcome to the thousands of friends who thronged the New Store yesterday, were crowned by a response that will long be remembered. It is fitting that, at the outset of this new stage in our history, we say "Thank You!"—to our employees and to the people of Winnipeg. Sincere thanks also are extended to the many business friends who, by telephone, letter, newspaper announcement, in person, by means of floral offerings, congratulated us and wished us well. Outstanding and deeply appreciated were the felicitations of:

The T. Eaton Co. Limited  
J. A. Banfield

Robinson & Co.  
Ashdown Hardware Co. Limited

Henry Birks & Sons  
Winnipeg Piano Co.

The Winnipeg Retail Merchants' Association

Attention, too, should be made of the fine work of the Fire and Police Departments, whose co-operation enabled us to handle the large crowds with a minimum of inconvenience.

## Fashion Floor Awaits You

### Frocks

For Evening, Afternoon and Sports



The French Room is a treasure house of beautiful things. Here are displayed gowns that are ultra smart in origination. There are dresses from Martha—whose intuitive skill in the adaptation of the lovely pastel shades for evening wear is unsurpassed.

Paris models showing variations of the lovely simplicity of Lanvin, the demure youth of Chanel, the dignified grace of Vionnet and the daring modernism of Milgrim.

The fabrics too lend their beautiful quality to the final touch of elegance. Lovely metal cloths, soft georgettes, transparent velvets, shimmering chiffons.

There are captivating dance frocks for the young girl. There are charming dinner dresses for the mature matron. Priced, \$17.95 to \$150.00.

### The Clever Lines

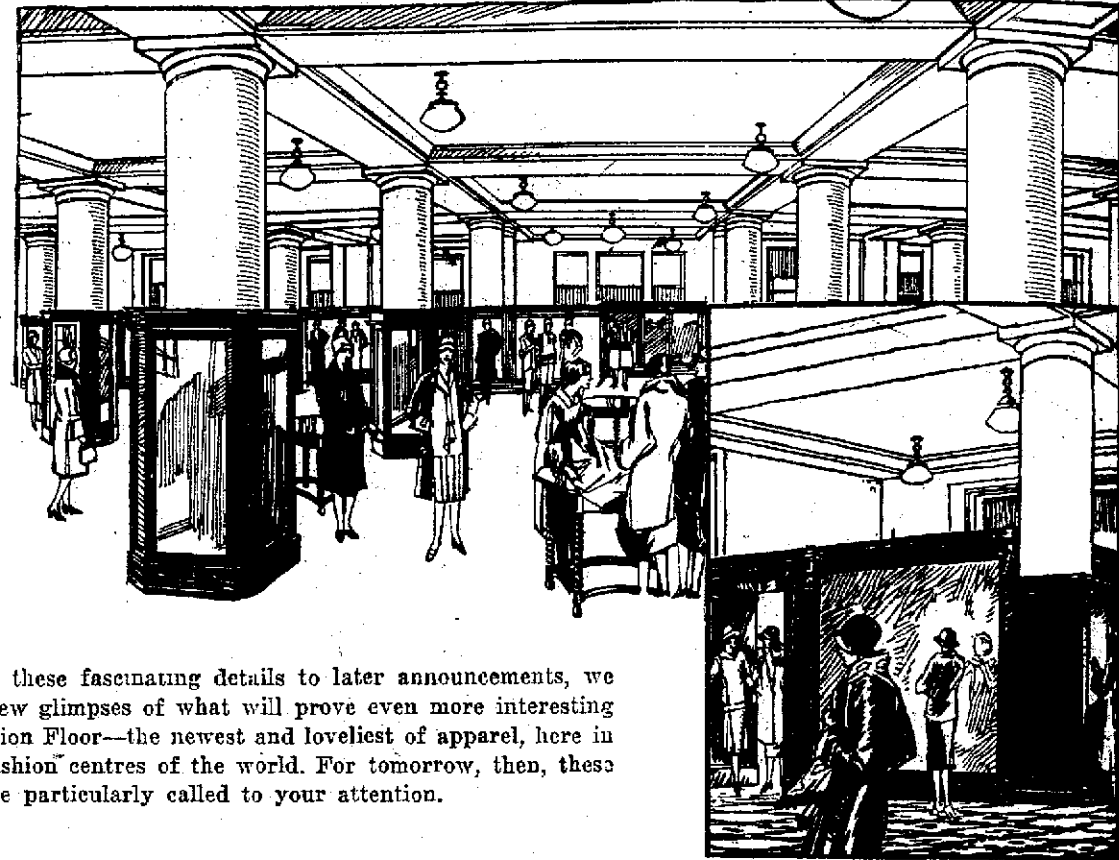
of the afternoon gowns are immediately traced to the creative spirit of the French. An unlimited choice of beautiful models—bloused silhouettes, dolmans, boleros, Bertha yokes, lace-skirt types and the very new three-piece dinner frock. New colors are shown in their smart combinations and the materials are beautiful quality crapes, georgettes and heavy silks. \$29.95 to \$135.00.

### There is Youth

in the cut and swing of the delightful one and two-piece sports dresses of French silk poplin, velveteens, wool crepes, jersey and tweeds. Some have smartly pleated skirts of novelty checks with plain material tops. Some have bloused backs, belts and flowered decorations. \$15.95 to \$69.50.

FASHION Floor is so beautiful that we are tempted to linger, in description, over this spacious Second Floor of ours where you may choose, authoritatively, from the finest of the world's fashions—under conditions that are well-nigh ideal, because everything that is new and more convenient in the way of equipment has been provided to that end.

Leaving many of these fascinating details to later announcements, we hasten to give some few glimpses of what will prove even more interesting to the visitors to Fashion Floor—the newest and loveliest of apparel, here in profusion from the fashion centres of the world. For tomorrow, then, these groups that follow are particularly called to your attention.



## The Luxurious Fur Trimmed Coats and Wraps In the Import Room \$125.00 to \$295.00

The discriminating visitor will be charmed with the lovely soft materials and the cleverly designed lines which are shown in these coats.

Velvet coats are smart and particularly when combined with fur—A jungle green chiffon velvet, has a double wedge collar and petal-shaped cuff of moleskin, and lovely long velvet ties effect a quaint bow at the neck. Another magnificent coat of Kashmirella cloth has inset of beige squirrel forming triangle in back that extends over the Dolman shoulder showing the line of a beautiful set-in sleeve.

Each coat shows an intricacy of detail and skill in combination of fabric and fur that is only achieved by master designers.

At \$59.50

Very straight and very slim are the lines of a group of beautiful quality needlepoint coats, which are also very notable values. Dyed lynx, sable, wolf, dyed opossum, mole, Canadian beaver. Colors: browns, reds, taupe, navy and black.

At \$89.50

Intricately designed features of spade motif seaming, inverted hip pleating, and novel diagonal stitching—all are shown in this collection of individual coats in needlepoint and suede cloths. Some are chamamois lined, others beautifully silk lined. The finest of furs trim them.



## The Fur Salon

It is a matter of tradition that the woman of impeccable taste should choose her furs at the Hudson's Bay Company. She knows that here she buys furs that are not only of the first quality, but in the styles, both elegant, and dignified, that are so smart for her.

### A Coat of Persian Lamb With Natural Lynx

all around flounce, collar and cuffs is suitable for day or evening wear. The heavy, flowered silk lining is an additional interesting note. A model that won unusual favor at the opening of Philippe & Gaston, is here sketched. It is priced, \$65.

### A New Note in Fur Fashions.

Is a coat of amber-toned Russian calf. Its collar of Lillie fox softens the line and gives unusual richness to this very smart coat, \$225.00.

### Russian Kolinsky

This supple, colorful, and very warm coat is ideal for afternoon wear. The upstanding collar is snug and cosy, with a flattering neckline. The lining is flame silk crepe and blends with the fur, \$1200.

### The Diagonal Treatment

of the fur in front and the vertical working of the fur in the back characterizes a beautiful grey squirrel coat. The roll collar fits very snugly and the facing extends down the front. Lined with silk crepe, \$595.

### Beautiful Coats

of No. 1 Hudson seal skins, with rich and becoming Kolinsky collar, will be appreciated by women of refined taste. Linings are of embroidered silk. Typical H.B.C. quality, modestly priced, \$395.00.

Furs May Be Purchased on Deferred Payments



## Hats of Velvet

And Satin With Metal Brocade Enrich the Winter Ensemble

A multitude of versions is on view in the new Millinery Salon. Velvet lends itself so admirably to the marked trend for draping in headwear, small wonder these newer models are so popular.

You will admire the becoming flat, backward drapes shown in various clever ways. The rakish, folded model, sketched, is a beret of black velvet combined with brocade.

A noteworthy assemblage priced at \$7.00 to \$25.00.

## Artistry and Chic Pervade the French Millinery Salon

Where are assembled importations from Louison, Reboux, Talbot, Hyland, Bendel and Agnes. Hats indicating the Russian influence; others inspired by Hindu, African and Persian tendencies. An authoritative review of the Hat Mode.

## The New Shoe Shop

Ushers in Newest Modes of Footwear

The Salon is all a-glitter with Evening Slippers—metallic fabrics, Paisley tints and delightful slippers of gold and silver kidskin will sparkle their way through all the formal functions.

### For Afternoons

The smart woman will choose lines of simplicity and graceful elegance. Black predominates in the world of fashionable footwear. Conspicuous only for their expert workmanship and perfection in style, we find the pump and one-strap slipper rapidly gaining favor.

### "La Verne"

This Gore Pump, with its high, flatter arch and spike heels, brings out the fine foot contours very effectively. The jeweled buckles add a subtle Louis XV. touch. All fits, in both the patent and black satin. \$12.00.

### "Spanish Rose"

Interprets the leading one-strap slipper in a splendid design. The spike heel and slightly suggested round toe is cleverly fashioned to make the foot look smaller. Comfort and beauty here unite with striking success. Featured in both the patent and black satin. \$11.00.



## Corsets

The Foundation for the Mode

The stouter woman who desires to look her best should choose the new "compact type" of brassiere and corset combined. They are here in different lengths to suit every type of figure and are very moderately priced.

The boneless or lightly boned garment for the more slender silhouette transforms body lines into lines of ease and grace. Even the daintiest girdles are tailored to give the diaphragm and abdomen the proper support and help in preserving and molding youthful lines.

## Underthings of Feminine Loveliness

Exquisitely fine, yet wholly practical are the dainty voile Nightgowns, Step-in Panties and Step-in Chemises from Belgium.

A deft touch of simple embroidery, a delicate bit of applique, a little ingenious handwork, the simple use of real Valenciennes lace—all enhance the beauty of these fineries.

Matching sets in a great variety of pastel shades. Very moderately priced from \$2.50 to \$5.95 per garment.

## Gay Sweaters for Women and Misses

What a delightful range of the season's most popular sweaters. The college girl will find their youthful jolly well expressed in these pure wool, cricket-neck Pullovers, Cardigan Coats and Lumber Jacks, \$4.95 to \$8.50.

Jaucy Cardigans and cricket-neck Pullovers, tailored on slenderizing lines, \$4.95 to \$7.95.

## Outfitting the Younger Set Smartly, Healthfully, and With Quality Uppermost in Mind

The New Children's Shop is equipped to clothe the wee boy of 2 to 6 years and the girl of 2 to 14. In addition it offers mothers the services of

### A Complete Layette Department

situated at the rear of Fashion Floor, where adorable "First Things for New Babies" can be chosen in an atmosphere of quiet refinement. Many of the garments are exclusive imports.

### Fashion Has Set the Pace for the Juvenile World

The ensemble idea is dominant—the coat, hat, and dress must match. The dainty French dresses present a great variety of styles and colors. Shirred neck-lines, delicately smocked shoulders, tiny plaits, picoté scallops, flying ribbons, and frills make these dainty wee garments so fascinating and delightful.

### A Complete Ensemble

Comprises hat and cape coat of the loveliest soft wool material in deep rose. The cruched collar has alternate rows of brown fur and shirings of the material—and a cape hangs down at the back to keep the little one very warm. This hat is indeed an adaptation of the poke, and has touches of the same lovely fur. Coat, \$32.50. Hat, \$10.50.

### A Harmony of Colors

Truly French is found in a dress of taffeta for the girl of 14 years. The novel top skirt has little frills of mauve and flesh georgette around the scalloped edge, and hangs softly over another fluffy skirt of georgette. The cleverly hand-painted motifs are in spring flower colors, and the little sleeves have a hand fagot stitch around the shoulder. Priced \$45.00.

Floor Two, H.B.C.

