

HOLLINGER STORES LIMITED

The CHRISTMAS GIFT Store



We call this page of Gifts for Her "Gifts of the Hour" because each is up to the minute in smartness and desirability and practicability. They are typical of the kind of gifts to be found in every department of this Christmas store. Here you are sure to find a gift which expresses the personality of the one for whom it is intended, and carries with it that atmosphere of quality and fashion rightness that will please even the most discriminating. And it's nice to remember that this year the gift of quality costs considerably less! So select all your gifts... for the young... for the old... for the frivolous... for the practical... here where assortments are marvellously complete... where gift money goes farther!

Gifts of the hour

When in Doubt Give Her Fine Silk Hosiery



One gift the more duplicated the more welcome! Hollinger Stores carries the best known quality brands. You can select her gift hosiery here with the comforting knowledge that it will be not only fashion right—but probably the very hose she buys the year around for herself. Priced according to quality and sheerness—in Christmas boxes of course!

\$1.00 to \$3.25

Gift Hand Bags

Not in years have we had such a stunning assortment of gift bags to choose from. And no matter how little or how much you want to pay you can be certain of each bag's fashion rightness. All leathers—all colours—all styles and shapes. Nearly all have complete fittings and are beautifully lined.

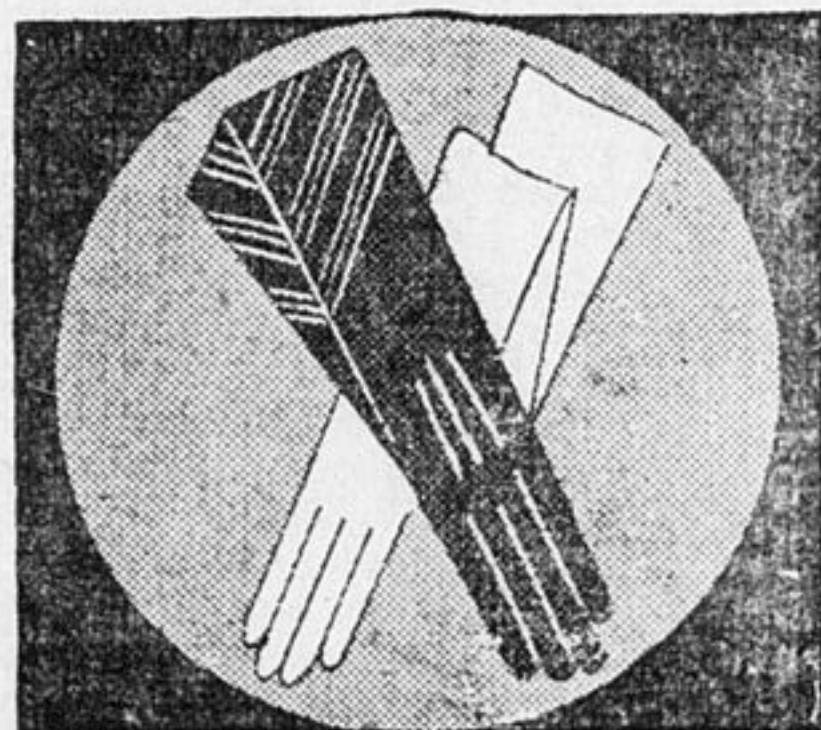
\$2.49 to \$10



New Umbrellas

with novelty handles of fine silk or Gloria... varied colours, designs and sizes.

\$3.25 and up to \$6.50

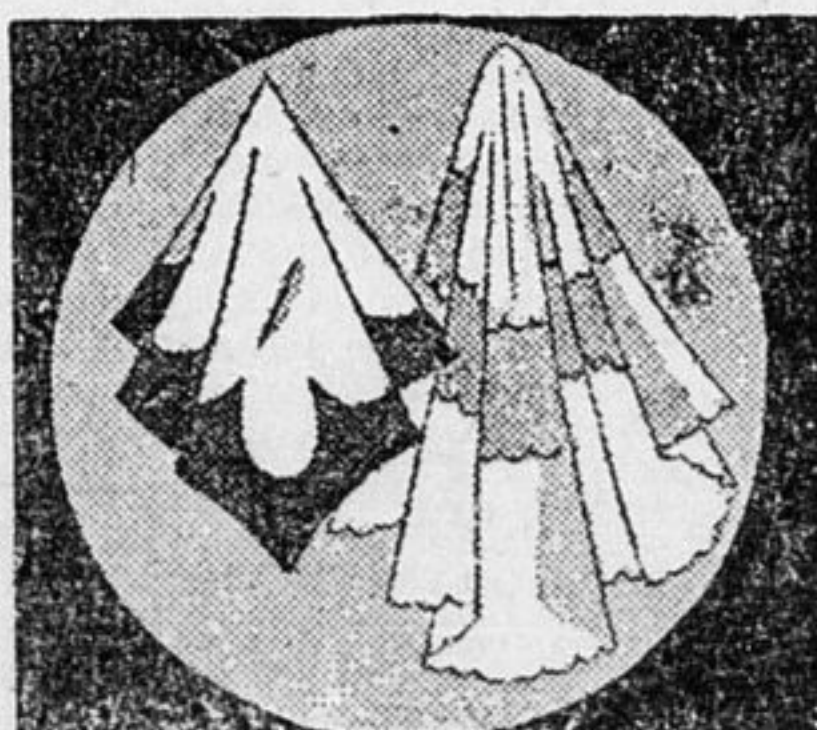


Gloves

Pull-ons, Buttoned and with fasteners. Fabrics, Wool, Kid and other Leathers

75c to \$3.50

That combine lightness, warmth and beauty.



Handkerchiefs

for sports, afternoon or evening in many new pleasing hand-blocked or hand embroidered varieties.

25c and up to \$1.00

BLANKETS

Absolutely all wool. Crib size

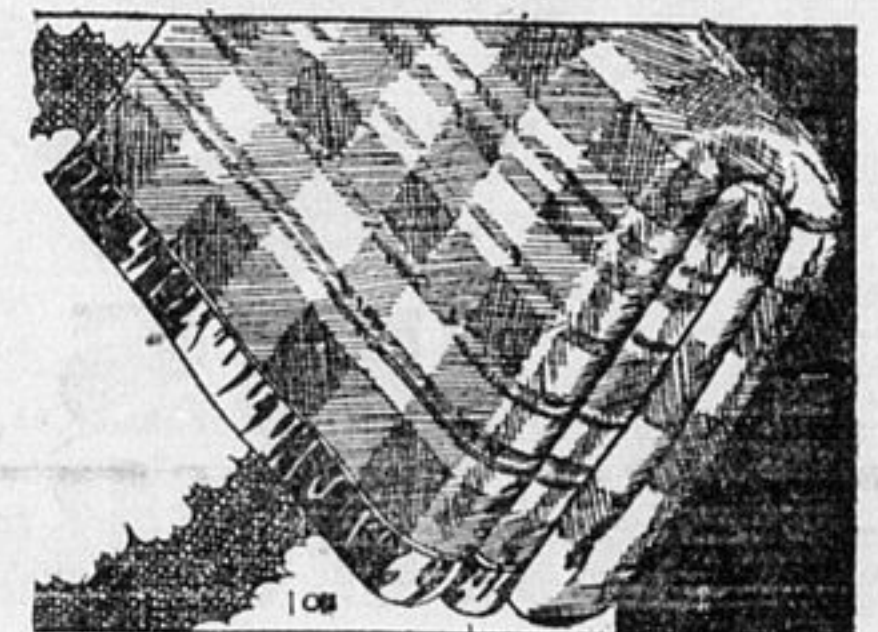
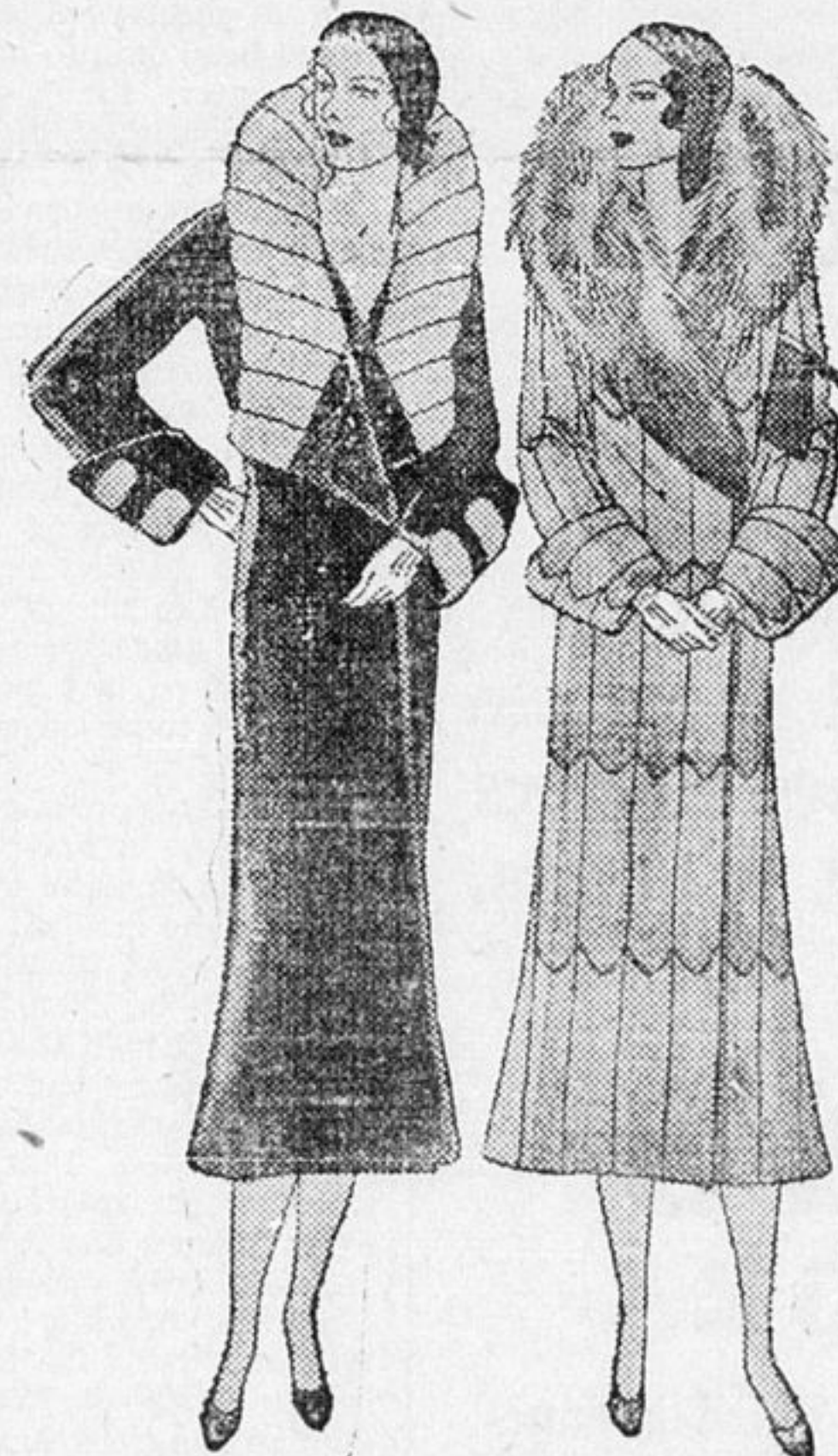
\$2.00 to \$3.75 each

Full size. Fancy and Plain \$6.00 to \$10.50 each

GIVE HER A COAT

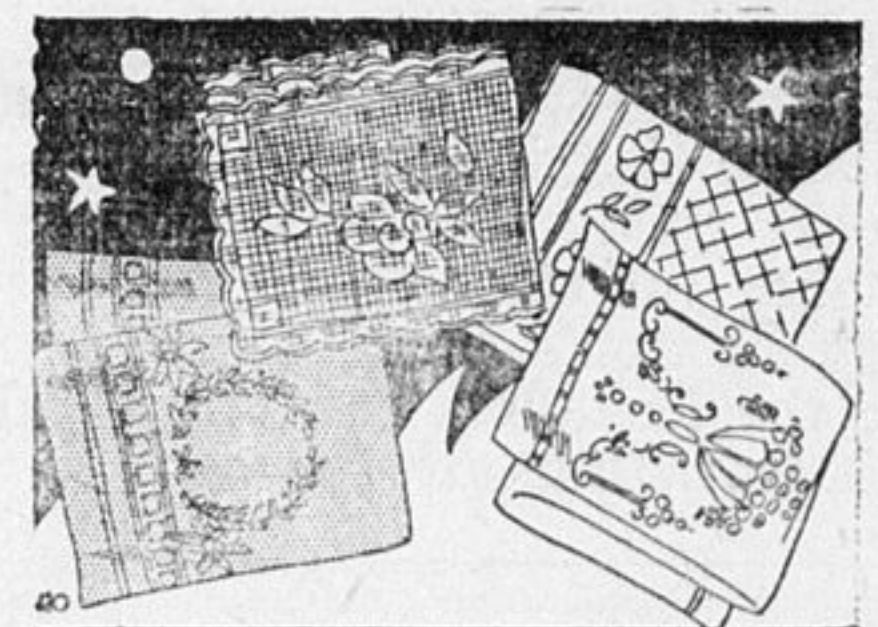
She may not have said that she wanted a new coat, but you know how it is. And the styles are so different, and altogether pleasing this year. Furs being cheaper makes them better value for the money than ever.

\$9.95 to \$95.00



DOWN COMFORTERS
That combine lightness, warmth and beauty

\$10.50 to \$30.00



TOWELS OF ALL KINDS

Linen Guest Towels, embroidered

75c to \$1.50 each

Towel Sets. Bath Towel and Wash

Cloths to match

\$1.00 to \$1.75

Bath Towels

49c to \$1.75 each

DRESSES

Nothing more welcome than a new dress. She will be delighted with one of the new Sunday Night Dresses. They are charmingly graceful and reasonably priced

Other numbers in the newest styles, materials and colourings from

\$4.95 to \$29.50

GIFT LINGERIE & NEGLIGEEES



Her Christmas without a gift of lingerie or a lovely negligee just wouldn't be Christmas at all! Silk underthings needn't be expensive (especially this year) so our prices range from—

\$1.00

to \$8.95

Which includes gowns, pajamas, dance sets, chemises, slips, vests, bloomers, panties — everything! Tailored and lace trimmed in all colours and fashioned in the new manner. Whether a trim tailored flannel robe or a frivolous silk negligee we have it.

Kimonos and Dressing Gowns

In Silk, Heavy Kimono Cloth and Wool,

All sizes to fit the entire family

\$2.95 to \$25.00

Zipper Play Suits

Coats and Dresses for the little tots. All sizes from one year up. A great variety of styles.

