



VOGUE PATTERNS

No. 8655
No. 8656
No. 8657

New Fabrics

—have arrived!

Albatrosse

36 in. \$1.65 yd.

FOR yourself or the children, nothing is smarter or more practical than albatrosse. A light weight woolen fabric in many colors.

Velveteen

36 in. \$2.95 yd.

FOR coats, dresses, blouses combined with chiffon or georgette, velveteen is particularly recommended for the younger set — and women of slender figure. All the wanted colors are here.

THE new fabrics are here—in the new colors! Ready to entice you into making your frocks for fall. Not a difficult task if you have Vogue patterns to guide you, and the results are bound to be successful for the same reason. A perusal of Vogue Fashion Bi-monthly will enable you to decide the smartest way to make them, a review of our materials will help you decide on the smartest fabric to use.

Challis

27 in. \$1.25 yd.

ONCE again this charming material has come back to share the gay afternoons of the younger generation, as well as the busy mornings of their mothers. A varied assortment.

Viyella Flannel

\$2.00 - \$2.50

THE first price applies to the solid colors, the second to plaids and stripes. This soft flannel is washable and pre-shrunk, making it particularly suitable for girls' frocks.

Satin Crepe

40 in. \$2.95 up

FOR fall this is the fabric among silks. A number of patterns in Vogue suggest its use with georgette, or the two sides of the material can be played against each other, one for the dress the other its trimming.

Mingtoy

40 in. \$2.75 yd.

HERE is a crepe which will stand repeated washings beautifully, the colors retaining their original cast. We feature this cloth, and carry a selection of colors including all of the new fall shades.

Georgette Crepes

\$1.85 - \$2.45

THE colors in this fabric are always delightful—and our selections include those new shades which Paris dictates for Fall use.



The Bolero

In velveteen and chiffon, the two smartest dress fabrics of the season. Vogue Pattern No. 8607. Sizes 14 to 20. Price 65c.

We have vacancies in various departments for experienced saleswomen. Applications being received now.

Lord's