

J. M. Gidding & Co.

OFFER TODAY Flannel Lined 'Vassar' Coats FOR GIRLS 10, 12, 14 AND 16.

Of handsome English and Scotch mixtures and plain Kerseys or Chevots, lined with a flannel to match the material—satin sleeve linings—regularly sold for \$13.50—

At \$10.00

In sizes 2½ to 8, regularly \$10.75—

At \$8.50

GIRLS' "SWAGGER" and REGULATION COATS of excellent quality chevots. Finely tailored—generous in size. Regularly sold by us for \$7.50—

At \$5.75

Special Values in COATS FOR TOTS 2 to 6

BEARSKIN COATS \$3.50—

3 to 8 years—all colors.

FLANNEL LINED COATS \$5.00—
3 to 8 years.

CHEVIOT COATS \$3.75—

Bearskin collars and cuffs.

SPECIAL VALUES TODAY IN UNDERWEAR AND KIMONAS

(Annex.)

"HARVARD MILLS" HAND FINISHED UNDERWEAR UNION SUITS.



Light weight, medium and fleeced in fine combed cotton, \$1.25; special \$1.00. White and natural, medium and heavy weight Merino, \$2.25; special \$1.75. White and natural, winter weight Merino, \$2.75; special \$2.25. Silk and wool, medium weight, \$2.50; special \$2.00. Silk and wool, heavy weight, \$4.25; special \$3.75.

Vests, Pants and Tights, light weight, medium and fleeced in fine combed cotton; special 50c. White and natural, medium weight Merino, \$1.25; special, \$1.00. White and natural, heavy weight Merino, \$1.75; special \$1.50. Silk and wool, medium weight, \$2.50; special, \$2.25. Silk and wool, heavy weight, \$2.75; special \$2.00.

LEWIS' TAILOR MADE UNDERWEAR Vests, Pants and Tights. White and blue grey all wool medium weight \$2.75; special \$2.25. White and blue grey all wool heavy weight \$3.00; special \$2.75. Silk and wool heavy weight \$4.75; special \$4.25. Silk in flesh color, \$3.50; special \$7.50. Union Suits.

White and blue grey all wool, medium weight, \$4.75; special \$4.25. White and blue grey all wool, heavy weight, \$5.50; special \$4.75. White and blue grey silk aid wool, \$5.50; special \$7.50. Ypsilanti union suits, silk, \$11.50; special \$10.00.

"Lents" Extra Fashioned Tailor Trimmed Underwear. The highest perfection ever attained and the highest honors ever given an underwear company, grand prize at World's Fair, Union Suits—or separate garments of all pure silk, silk and wool or pure wool—in flesh, light blue and natural, \$2.50 to \$12.00 per garment.

Giddings
(Annex)

Knitted Blouses for Women (Annex.) SPECIAL VALUES

We have on sale today a complete line of selected colors in women's blouses at special prices—\$5.00 values on sale today at \$3.75; our \$3.50 values at \$2.50, our \$2.50 values at \$2.00. These sweaters come in Norfolk style at same prices.

Children's Sweaters
SPECIAL VALUES TODAY.

\$2.00 Values \$1.50

A full line of children's Norfolk Sweaters in plain and combination colors. The plain colors are red, blue, white, grey, pink, sky blue, etc. The assorted colors are white, trimmed blue; red with white; blue with white, etc.

\$1.50 Values at \$1.

We have a \$1.50 value in different colors at \$1.00 for today.

75c Angora Tams

(Annex.)

Special Today at 50c

Angora Tams in all the shades. We have at \$1.00 a line of fine large tams with knitted bands to pull over the ears. Regular value of these is \$1.50. Imported Angoras—plaids and plain colors in large shapes, round or square, also the "Roosevelt" Tourist cap in different shades, in Angora wool and also in velvet, \$1, \$1.50 and \$2.

Velvet or Cheviot Tams
75c Values 50c.

Also serge of different shades in plain or with the shield, including navy, red, brown, etc.

Wool Elderdown Jackets trimmed with crocheted edge. Colors red, pink, blue and grey, \$1.00.

Wool Elderdown Jackets trimmed with figured silk ribbon bands of colored embroidery and applique. Red, pink, blue and grey, \$2.00.

Elderdown Lounging Robes trimmed with bands of colored embroidery. Persian silk ribbon. Colors, red, blue and grey. Price \$5.00, \$6.50, \$8.00 and \$10.00.

Quilted Lounging Robes and Jackets—Plaid and embroidered—Colors, blue, pink and black. Prices \$9.75 to \$25.00.

Kimono—Silk, French flannel and crepe. Colors, plain, figured, hand embroidered and Japanese designs. Prices \$5.00 to \$15.00.

J. M. Gidding & Co.



OFFER TODAY Fine Neck Scarfs

exactly like this—of squirrel, in Natural or Sable blend—value \$6—

At \$3.75

For women and girls.

In Addition They Offer Today

\$7.50 FOR GIRLS' SCARFS—

Of natural or sable blended opossum.

\$2.50 FOR SCHOOL GIRLS' SCARFS AND BOAS—

Several styles—hand-some blends.

\$3.50 FOR SCHOOL GIRLS' MUFFS—

Of brook mink in dark or light blends.

\$5.75 FOR SQUIRREL SCARFS—

Natural or blended; \$8.75 value.

\$10 BLUE WOLF BOAS

New lines just in.

\$12.50 FOR NATURAL MINK THROWS—

50 inches long; dark, rich fur.

\$12.50 FOR PERSIAN LAMB THROWS AND NOVELTY SCARFS—

Of fine lustrous curl.

\$8.75 FOR NATURAL MUFFS—

Natural or sable blend.

\$10 FOR FOX BOAS—

In Sable or Isabella. Full, long and lustrous furs.

HANDSOMELY TRIMMED BROADCLOTH COATS

—FUR LINED—\$32.50 VALUE, \$22.50—Black, navy, brown and red, with deep fur linings—sizes to 44.

FUR TRIMMED—FUR LINED BROADCLOTH COATS, \$35.00—Deep storm collar of persian lamb, marten and sable squirrel—all shades—lined with thoroughly drummed squirrel.

SPECIAL VALUES TODAY IN OTHER HIGH CLASS FUR LINED COATS—A saving to you of \$10 to \$50, according to the price of the garment you select. Blacks, browns, blue tan and red.

J. M. Gidding & Co.

OFFER TODAY

Handsome Coats

like this, of grey English homespun or heavy black Melton Cloth; body and sleeves satin lined; value \$35.00—

At \$25.00

Also eight other styles in handsome winter coats, loose or tight fitting effects, regularly selling for \$32.50, \$29.50 and \$27.50—

At \$25.00

Black and Colors, Tailored and Trimmed

ADDITIONAL LINES OF

Long Kersey Coats

in black, navy and tan, with bearskin storm collar; three sets of frogs at front; new cuff and excellently tailored. Regularly sold anywhere at \$15. In sizes from 32 to 44

At \$10.00

Full Length "Stroller" Coats of black Mountenac cloth and novelty mixtures; excellently tailored; sizes from 32 to 44. \$22.50 values

At \$15.00



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Mme. Coakley

Will Show Today
Many smart creations
in Flats for street and
dress wear in the new
shades at—

\$4, \$5,
\$6.50, \$7.50



Copies From Late
EUROPEAN
And
AMERICAN
MODELS

Giddings
(Annex)

LARGE and SPLENDID STOCKS of GLOVES AND MITTENS

A range of styles and kinds in high grades that appeals to the critical shopper—and the values are unusually strong—

as, for instance—
Ladies' silk lined Mocha Gloves—1 large clasp; in tans, browns and grays; regular \$1.25 value; special at \$1.00. Ladies' fine Mocha Gloves; silk lined; in black and colors at \$1.50 pair.

Heavy Reindeer Gloves; silk lined; at \$2.00.

Ladies' heavy Cape Gloves in tans only; silk lined; very man-nish; at \$2.00.

Ladies' Mocha Mittens in brown and black; fleece lined; at \$1.00 and \$1.50 pair.

Ladies' Cashmerette Gloves—silk lined—in black, grey, white and mode at 50c a pair.

Heavy Mercerized Gloves in grey, mode, navy, black or white at 50c a pair.

Fleece Lined Gloves in black and colors, special 25c pair.

Wool Golf Gloves in all shades; reg. 35c quality, special 25c.

Children's Kid Mittens in all shades at 25c.

Children's Kid Mittens, fleece lined fur top, at 50c only.



J. M. GIDDING & CO.
Superior St. and First Ave. W.

SIMPLIFIES HEALTH PROBLEM

Prompt correction of pain and incipient ailment, offset to fatigue or exposure, perfect regulation are supplied by Orangeine powder.

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They bring results.