

AMHERST, N.S.



Announcing

THAT the side fastening for coats is without competition and is marked with one or two fancy buttons. Smaller buttons are largely used for trimming, especially on the more tailored styles. Fur banding for trimming is a new feature in addition to the usual fur collar and cuffs. The straight line coat predominates. Belts are conspicuous by their absence. In addition to the prevailing shades of Autumn browns and fawns there will be forest greens and coppertones that will appeal to smart women.

Wrap around and pleated skirts are still the prevailing styles and the hips are invariably snug fitting.

Many straight line dresses are being shown with the beltless idea emphasized, while slashed tunic effects add a note of novelty. For ordinary daytime wear tailored styles with narrow shoulders and fitted sleeves are very smart. Wool crepes and fine twill fabrics are again well to the fore, while in silks much is being made of crepe satin, although crepe de chine, canton crepe and flat crepe are still very popular. Pleating, tucking, bead embroidery, fancy braids and laces add smart trimming touches.

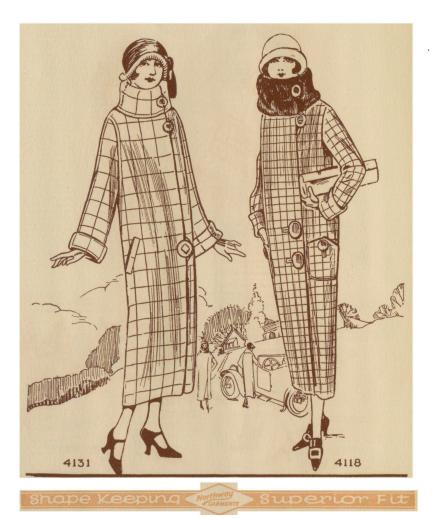
NORTHWAY GARMENTS have that distinctiveness which not only appeals to the most discriminating wearer, but covers such a variety of styles that choosing is easy, and at prices that anyone can afford to pay. Not the least of many desirable features are their perfect fitting and "SHAPE-KEEPING" qualities. When making your selections look for the "NORTHWAY" label; it is your guarantee of lasting and perfect satisfaction.



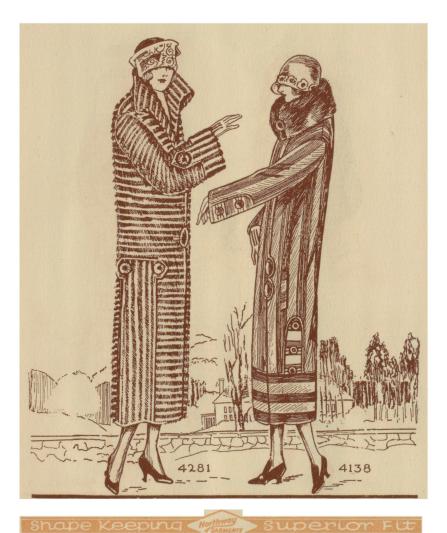




















- 4370—A ladies' velour coat with Beaverine collar and lined throughout with mercerized. The back is trimmed with cording and small panels with silk stitching, and the sleeves are trimmed to match. Sizes 36 to 44. Comes in sand, reindeer and brown \$29.00

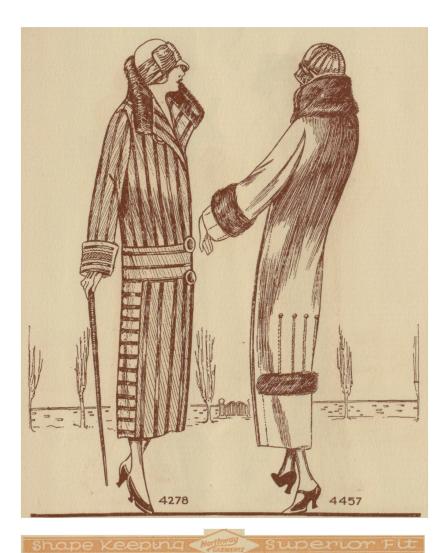




Shape Keeping (Monthered Superior Fit

- 4454—A misses' coat of cut Cameline in small or large block design, with Viatka Coney collar, and lined throughout with satin finish Venetian. The back and sleeves are finished with scallops trimmed with fancy buttons. Sizes 14 to 20. Comes in sand, reindeer, rust, grey, brown and lanvin green ______\$30.00





- 4278—A misses' coat of dullbrite with fancy cut front and sides showing the brushed mohair stripes running in opposite directions and lined throughout with satin finish Venetian. Sizes 14 to 20. Comes in beaver, reindeer and brown..... \$41.00 Also made in cut duvetyn, in striped designs. Sand, taupe and brown.... \$42.50
- 4457—A misses' velour coat lined throughout with mercerized and trimmed with bands of Beaverine. The inside of the collar is finished with silk chain stitching to match the back and cuffs. Sizes 14 to 20. Comes in sand, taupe, reindeer and brown ______\$33.50 Also in cut velour in stripe design, in taupe, reindeer and brown ______\$35.00



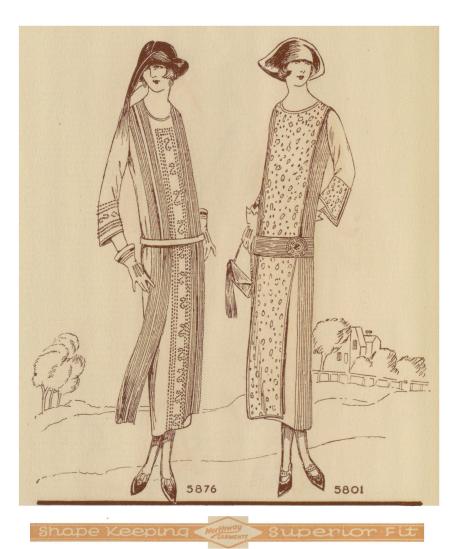


- 3850—A misses' suit of fine tricotine with narrow bias pieces inset on the sides and trimmed with groups of embroidered narrow straps. Wrap skirt with pocket. Sizes 16 to 20. Comes in navy and black\$50.00









- 5801—A ladies[;] canton crepe dress with loose panels of crepe Jeany, (figured crepe in self colors) on the front and back, and a tucked belt with ornaments. Fine knife pleats on the sides give ample room in walking, while retaining its straight lines. Sizes 36 to 44. Comes in black, navy, brown and cocoa.. \$42.50















4700—A wrap skirt of checked worsted, trimmed with large fancy buttons. The buttonholes and lap are piped with a plain color to match. Comes in sand ground, with brown and green, or brown and blue overcheck. Also in black or navy, hair-line striped flannel.
Stripe \$ 9.50 Check \$ 11.00
4802—The same style as 4700, but made in wool crepe marocain trimmed with large pearl buttons
4714—A wool crepe skirt with fine combination pleats on a camisole top of white lawn. For further particulars of skirts in various styles and materials see the following page.

SKIRTS WITH CAMISOLE TOPS

Combination Pleats:

4722—Flannel	\$5.75
4732—Fancy weave crepe	6.75
4714—Wool crepe	7.50
4712—Crepe de chine	11.50
4706—Canton crepe	
Narrow Box Pleats:	
4709—Wool crepe	7.50
4710—Crepe de chine	11.50

SKIRTS ON BANDS

Combination Pleats:

4721—Flannel	7.00
4733—Fancy weave crepe	8.00
4701—Fine Ottoman	9.00
4708—Wool crepe	
4729—Wool crepe marocain	10.00
4705-Wool crepe, woven cord stripes	11.00
4715—Crepe de chine	12.00
4703—Silk and wool crepe	13.50
4711—Canton crepe	15.50
4702—Rochanara crepe	

COLORS CAN BE HAD AS FOLLOWS:

Fancy weave crepe—Sand, cocoa, brown, navy and black.

Flannel-Sand, taupe, beige, brown, navy.

Plain wool crepe—Grey, sand, cocoa, brown, navy and black.

Wool crepe marocain—Black, navy, brown, taupe, cocoa.

Wool crepe, woven cord stripe—Grey, sand, cocoa, navy, black.

Silk and wool crepe-Cream, grey, navy, black.

Crepe de chine—Grey, sand, cocoa, brown, navy, black and cream.

Canton crepe—Grey, sand, cocoa, brown, navy, black. Rochanara crepe—Grey and black.

Fine twill Ottoman-Grey and sand.





