

HOWLAND'S

Entrances in Main Street, Fairfield Avenue, and Cannon Street

Bridgeport, Conn.,
Thursday, Oct. 24.

Forecast:—Probably rain late to-
night and Friday, warmer.

Store Hours:—Daily 8:30 A. M. to 6 P. M.
Saturday 8:30 A. M. to 9 P. M.

**Leather coats;
newest and smartest
for women.**



Leather coat has wonderful possibilities of service and protection.

Women who motor, first appreciated this. Others have been quick to see those possibilities. And today, the leather coat is in such high favor for general wear that 'tis hard to get a supply!

Yet, here is a limited quantity at attractive price! Splendid tan shade, a substitute for leather which is first cousin to real in appearance and wear.

Made in smart close-fitting single-breasted style. With a collar that buttons closely at throat, with strap-fastener at cuffs. And lined with a close-texture cotton flannel that adds comfort to warmth.

A coat that is impervious to the strongest blast of Winter. A coat that will shed rain. And a coat of marked good looks and fine style— **\$25.**

Second floor.

**Scores of girl's
warm coats.**



Is there some one color that your girl likes better than any other? That color is here in a coat of new style.

Is her preference for a coat of velveteen or of lustrous zizeline? or does she care more for one of live mixture? 'Tis here and of pleasing model.

For these are truly coats for girls. Planned by folks who have girlish hearts—and rare skill and taste.

Made with little touches of decoration that give them the brightness and alertness that girls enjoy.

And they are warm and comfortable too; 'tis safe to depend upon them for grateful protection all through the cold Winter months.

Coats for little girls and for big girls—but notable style for girls of 14 to 18 at \$18 to \$27.50

Second floor.

**Sleep safely
'neath comfortable.**



There is warmth and comfort assured, when one sleeps beneath a light comfortable filled with cotton or wool or down.

It weighs but little. Yet, the way it is made makes it a great safeguard against cold.

Its covering of sateen or silkolene turns aside any wandering breeze. And its filling is a cushion which prevents the warmth escaping from one's cosy bed.

A good cotton-filled comfort with covering of silkolene \$3

Bordered comforts of silkolene, pretty figured center, \$3.50

Sateen comforts with 9-inch border in plain color and handsome figured center— \$5

Silk mull comforts with filling of cotton, deep border of plain color,— \$6.50

Lambs-wool comforts, covering of handsome sateen— \$10

Fine down-filled comforts with rich coverings of sateen, very soft and fluffy and light—and wondrous warm— \$12 and \$15

Main floor, rear.

HOWLAND DRY GOODS CO.

HOWLAND'S

Entrances in Main street, Fairfield avenue and Cannon street

**The Rules of
The Council of National Defense on
Early Christmas Buying**

What retailers must do
What the public should do

YOU as patriotic men and women—eager to do whatever is needful to help win the war—are urged to co-operate with the retail stores of Bridgeport

in carrying out these four rules established by the Council of National Defense at Washington :

- 1—Sales forces are not to be increased above the yearly average, nor store hours lengthened beyond the normal.
- 2—The public to be urged to buy only useful gifts (except for young children).
- 3—The public to be urged to buy Christmas gifts during October and November.
- 4—Deliveries to be restricted, and the public urged to carry packages wherever possible.

What does this mean to the stores ?

It means that hundreds of additional sales people secured in past years to take care of late Christmas buying cannot be hired this year. It means that regular forces, working during regular, not lengthened, hours, must handle all Christmas selling and deliveries.

What does this mean to you, the public ? It means

- 1—That you should buy all Christmas gifts as early as possible—in October, if you can; if not, in November; the earlier the better.
- 2—That you should buy as early in the day as possible.
- 3—That you should buy only useful gifts (except for young children).
- 4—That you should carry your own packages wherever possible, and not expect too prompt deliveries in other cases.

Retailers are already obligated to carry out the Council's rules—made to release labor and transportation for war tasks. But whether the early Christmas buying movement is successful depends largely on **YOU.**

There is nothing to be gained by waiting. There is everything to be gained by buying now.

Will you co-operate with the Council of National Defense and the retail stores of Bridgeport. The need is **VITAL.**

THE HOWLAND DRY GOODS CO.