



... concerning upon the respective merits of some sweet chintzes which they had seen at Shoolbreds in the Tottenham Court Road ... ("The Adventures of Philip.")

DOWN the stream of a century's summers they have passed—the dainty Georgian chintzes, the demure dimities, the prim Victorian muslins. And Shoolbreds, in its hundred years of life, has seen them all come and go.

But if the House be thus old in years and experience, it is Youth itself in welcoming, and even anticipating, the change and innovation that are the breath of Fashion.

Shoolbreds have called upon the world's looms for their best, that you may fittingly greet the summer (which is, after all, on its way). Come to Shoolbreds and see the wealth of new designs, new textures, new colourings, new ideas in fabrics and frocks!

**FOR RIVERSIDE.** She's just stepped from the steamer, the slim young thing on the left, to the deck of a punt, that you may see her frock. Its wonderful little short-sleeved bodice develops into a sophisticated scarf-drapery at the side of the skirt. The material is soft, supple, gorgeous crepe. 8 gns.

#### Summer Frocks & Fabrics

**35-INCH SHANTUNG.** Nothing better for summer frocks or children's wear than this heavy cloth. Nothing more economical, too, at the usual price of 3/- a yard.

**MERCERISED POPLIN.** Many colour-harmonies are here in this soft, lustrous material—stripes that are really fun on a variety of grounds. 3/-

**FOR RIVER.** If the more lady at the end of the right-hand punt would only stand up, you could see that her charmingly-simple river frock is of costly schiap crepe, the long sleeves piped with the same material, and the sole adornment a coloured wide belt. 6 gns.

JAMES SHOOLBRED & CO., LTD., TOTTENHAM COURT ROAD, LONDON, W.1.  
 Bus in Essex Square or Warren Street Station. Bus Services 1, 14, 15, 16, 24, 26, 73, 716

# SHOOLBREDS

The Quality House  
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H. FORSTER

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