

You are cordially invited to the ...

# GRAND OPENING

## B & C DEPARTMENT STORES

29 MILL ST. E.

ACTON, ONTARIO

### SALE STARTS TODAY

Featuring the Best Known Brand-Name Lines — Shoe Department — Clothing for the Entire Family — Cosmetic Department — 300 Extraordinary Bargains for You, Your Home and Your Family.

B. & C. DEPARTMENT STORES  
29 MILL ST. — ACTON, ONTARIO

To the Citizens of Acton and District  
LADIES AND GENTLEMEN

We at B & C Department Stores are proud to have chosen your town for our new undertaking. We like to feel that we shall be making new friends.

All of us at B & C Department Store will do our best to deserve your friendship and your patronage. It is not for competition's sake that we are establishing this modern business in your community. It is rather to attract new customers and friends and to help in the development to Acton.

The degree of our endeavour cannot be expressed in a sentence. You will see that full picture when you drop in and get to know us.

We'll have a friendly hello for all.

Yours Sincerely,  
BILL WANDEL, Manager  
B & C DEPARTMENT STORES.

LADIES' NYLONS COMPARE 75c  
Seamless: 100 Needle Mesh  
Fine Quality  
OPENING SALE PRICE **29c**

LADIES' — SPRING and WINTER  
COATS \$ **9.95**  
Brought In From Our Other  
Store Reg. Up To \$39.90  
ALL SACRIFICED TO GO  
DURING THIS SALE AT

Boys' WINDBREAKERS  
COMPARE \$4.98  
SIZES 6 TO 18  
SALE PRICED - **\$1.98**

CREST Toothpaste  
REG. \$1.00 Economy Size  
REG. 60c Giant Size  
REG. 30c Regular Size  
SALE SALE SALE  
**79c 59c 29c**

MEN'S Dress Socks **59c**  
Wool and Acrylon — Lovely Patterns  
COMPARE \$1.00  
SALE PRICE

INFANT'S DEPARTMENT  
We Carry A Full Line For Babies  
OUTERWEAR, UNDERWEAR, MANY KINDS  
OF BLANKETS, DIAPERS and OTHER ITEMS  
WHENEVER YOU LIKE TO SAVE ... SAVE A  
LOT, VISIT OUR STORE AND BE  
THE JUDGE FOR YOURSELF

CURITY  
DIAPERS  
SALE PRICE **\$3.49**

Men's Dress SHIRTS BY FORSYTH  
OTHER MAKERS  
SPORTS SHIRTS **\$2.98**  
Large Selection  
Reg. \$3.95 and \$4.95, SALE PRICE

LADIES' DRESSES  
Magic Crepe — Many Styles  
Fashionable for Spring and Easter  
COMPARE \$15.95  
SALE PRICE **\$10.95**

MEN'S WINDBREAKERS  
LAMINATED, LARGE SELECTION  
Compare \$8.95 and \$10.95  
SALE PRICE **6.95-8.95**

CHILDREN'S DEPARTMENT  
BOYS' Dress Jeans COMPARE \$3.98  
Sizes 8 to 16  
SALE PRICE **\$1.75**

GIRLS' BLOUSES **\$1.98**  
Large Selection 8 to 14  
Reg. Up to \$3.98, SALE PRICE  
GIRLS' Reversible Skirts **\$2.98**  
Sizes 8 to 12 Compare \$4.98  
SALE PRICE

LADIES' BLOUSES by Lady Manhattan  
COMPARE \$4.95  
SALE PRICE **\$3.95**  
Other Blouses \$2.98

MEN'S Denim JEANS \$ **3.25**  
9-oz. Reg. \$4.50  
SALE PRICE

BOYS' LINED JEANS COMPARE \$3.49  
Sizes 6 to 18  
SALE PRICE **\$1.98**

GIRLS' VELVETEEN SKIRTS **\$1.98**  
Sizes 2-3-4  
Compare \$3.98 SALE PRICE

LADIES' GLOVES  
All Year Round Wearable  
COMPARE \$1.49  
SALE PRICE **79c**

MEN'S — % PURE WOOL  
SUITS  
COMPARE \$49.95  
SALE PRICE **\$39.90**

COSMETIC DEPT.  
KLEENEX - - - 2 Boxes for 29c  
NIVEA CREAM --Reg. 1.33 - 89c  
JERGEN'S LOTION - Reg. 69c - 49c  
VO-5 SHAMPOO - Reg. 1.19 - 89c  
RES DAN - Reg. 1.50 - - - 99c

SHOE DEPARTMENT  
WE CARRY SHOES OF WELL KNOWN MAKERS  
SUCH AS "PEDVIN"  
Men's Dress Oxfords from 7.95 pr.  
(Clearing Line)  
LADIES' SHOES - - - 2.98 - 4.98  
Slight Imperfection — Compare \$5.95 SALE  
BOYS' OXFORDS - - - - 2.98

LADIES' Fine Poplin  
TRENCH COATS **\$10.95**  
COMPARE \$18.95  
SALE PRICE

MEN'S FINE QUALITY FLANNELS  
DRESS PANTS  
ALL SIZES  
SALE PRICE **\$3.98**

LADY PATRICIA  
SPRAY - Reg. 99c - - 69c  
SCORE - Reg. 79c - - - 59c  
Williams  
AQUA VELVA - Reg. 90c - - 69c

MEN'S WORK BOOTS from 7.95 pr.  
RUBBER BOOTS - Sale Price 3.75 pr.

LADIES' Reversible — ¾ Length  
CAR COATS **\$10.95**  
COMPARE \$14.95  
SALE PRICE

WE HAVE A VERY GOOD LINE OF MEN'S  
BIB OVERALLS  
SALE PRICE **\$3.98 - \$4.98**

ALKA SELTZER - Reg. 78c - - 59c  
BAYER ASPIRIN - Reg. 93c - 69c  
VICKS SYRUP - Reg. 75c - - 55c

THESE ARE ONLY A FEW OF THE  
MANY BUDGET-SAVING VALUES  
ON SALE. MAKE B & C YOUR  
EASTER SHOPPING CENTRE AND  
SAVE . . . SAVE!

LADIES' SLACKS COMPARE \$8.95  
SALE PRICE **\$5.95**  
LADIES' DUSTERS  
WASH 'N WEAR COMPARE \$3.95  
SALE PRICE **\$2.49**