

# GRAND OPENING!

It is with a great deal of pride and pleasure that we to-day are able to invite you to the opening of our new store on Third Avenue. We have done everything within our power to make your shopping facilities as pleasant and convenient as possible. We are prepared and have in stock merchandise of the highest quality it has ever been our pleasure to handle.

We hope to make our store your "permanent headquarters" and a place for you to visit--where you can meet your friends and see the fine new things we shall endeavour to have on hand at all times. A cordial welcome awaits you!

## The "IMPORTANTANTS" of

Importantly  
Low Priced!

Proudly we present the "Importantants" of Paris... the newest, most brilliant fashions for Fall... all destined for big success and just look at their low prices! Definitely a glamour season, these new fashions are full of allure for YOU. Frocks are softly moulded... hats go HIGH and FORWARD... coats are magnificently furred... accessories elegant... even tweeds and woollens are in the luxury class! Exciting to see... thrilling to wear... these Paris "Importantants" are importantly low priced! Choose your Fall wardrobe here.



*Paris*



### Luxuriously Furred COATS

choose here with confidence! We assure you of the choicest furs, expert workmanship, fashion right styles! Specially priced for grand opening.

**\$19.50**  
to  
**\$145.**  
READY-TO-WEAR  
SECOND FLOOR



### DRESSES

The most exciting frocks you ever wore! Cleverly moulded, shirred, draped to highlight your best figure points! Shining satins, metallics, velvets, silk jerseys, bi-colour crepes! New sparkling trims! Black, newest solids.

**\$6.95 to \$29.50**  
READY-TO-WEAR—SECOND FLOOR

### Pure Virgin Wool BLANKETS BY "Kenwood"

The finest blanket on the Canadian market. Beautifully finished with satin borders. Shades of gold, rose, blue, green and mauve.

Bedding Dept.—  
Second Floor



**\$5.50**  
EACH

### Boy's Lined All Wool Tweed BREECHES

BY  
"Humphrey"  
Sizes 24 to 36. Zipper  
Pockets  
OPENING SPECIAL

**\$1.69**  
BOYS' SHOP  
BASEMENT

### Boys' All Wool GOLF HOSE

Regular 59c value  
OPENING SPECIAL

**39<sup>c</sup>**  
BOYS' SHOP—BASEMENT

### Girls' Fur Trimmed Winter Coats

REGULAR \$12.95  
OPENING SPECIAL

**\$5.69**  
BASEMENT

### LADIES' DRESSES

Crepe, Wool and Satin  
Dresses

On Sale Friday 9 a.m.  
One Only to a Customer

**\$1.00**  
BASEMENT



**O'Coats SUITS**  
**\$8.95 to 65.00 \$17.50 to 45.00**

A grand selection of new overcoats for late fall and winter wear. Every new style, fabric, patterns and colour is included and you are assured of a perfect fit. If you need and want a better overcoat, see these.

If you want a conservative and new drape, or if you want smart new sport styles, be sure that you see our great selection. You have your choice of all patterns, fabrics and new colours. Two Pairs of Trousers.

DOORS OPEN TO-MORROW AT 9 O'CLOCK!

CLOTHING DEPARTMENT—MAIN FLOOR

Opening Special!  
MEN'S

### "Gladstone" BAGS

As Illustrated

Strongly made of split cowhide and durable linen linings. Well fitted with hangers and shirt pockets.

EXTRA VALUE

**\$8.95**  
MAIN FLOOR



# SAM BUCOVETSKY LIMITED, TIMMINS