

Sensational VALUES

in Our Mid-Season Sale

PRICES EFFECTIVE TILL SATURDAY NOV. 16

21 PINE ST. SOUTH

Right in the heart of the new season we present a remarkable opportunity to the people of this district to save on fashion-right clothes you need right now. We need the space for Christmas merchandise so no effort has been spared to place on sale the articles you need most, at prices that allow us very little. Don't hesitate! Come in right to-day and see for yourself the really fine values that we are offering during our Mid-Season Sale.

NOTE: Mr. Liebman representative of Majestic fashion creations will present a special showing of Afternoon, Sports and Dinnerwear at our store FRIDAY and SATURDAY. Don't fail to visit us and inspect this complete showing of really wonderful fashions. Arrangements may be made for Christmas delivery at our Mid-Season sale prices.



Coats

The Coat Sale that you have been waiting for

Featuring a huge assortment of luxurious new winter models!

\$4.95

Values in this Group to \$24.50

Smartly tailored, handsomely lined and warmly interlined. All new fall colours, topped with beautiful fur collars that are both long wearing and flattering.

\$19.95

Values you can't equal for \$35.00

Several manufacturers assisted us to make this coat event. For those of you who want style and quality in the low price field. This offering will never be equalled. All the latest collars and trim are featured in the group.

\$24.95

Every Coat ordinarily priced \$42.00

We know of nothing at a comparable price that will give you so much real coat glamour and distinction. Scrupulously tailored in rich woollens with marvelous full-skin collars of Sable, Persian Lamb, Squirrel, Mountain Sable, Red Fox, etc. Priced for our mammoth, mid-season sale at this one low price.



Evening Gowns

The newest, most exciting formals you could wear. Long sleeved jeweled jackets to shelter your shoulders with exciting dresses underneath. This style in chiffons, satin and crepes in all of the newest colours. The outstanding feature of our mid-season sale.

Values from \$24.50 Reduced

\$8.95

DRESSES.

Pinafore, Princess and Coat Styles of smartest materials and colours. One of the finest values we have ever offered. Be early Tuesday for these. Values to 5.95

\$1.95

They look three times the price, for they're copies of higher priced successes and dresses that we know you'll love! Inspect them to-day! Values to 6.95

\$2.95

The hard to find "young" dresses smart women always ask us for. Designed to make you look inches taller . . . pounds slimmer . . . and they're the newest fashion detail. See their suavely draped clever necklines and flared skirts. All the richest colours. Priced for our sale at . . . Values to 8.95

\$3.95

Terms Cash During Sale



See This Selection

New style successes. New turbans in novelty fabrics. New high shade felts in off-the-face, perky brims and sport styles. Veils and feathers new Fall Colours, priced for our Mid-Season Sale at only—

Values to \$5.95

\$1.95



House Dresses

More style than you'd expect to find in a dress of this type. Gay styles crisply tailored with full flared or pleat skirts. Guaranteed colourfast, priced for our mid-season sale at only

79c

Blouses

Long - sleeved beauties in crepes, satins. With tricks, smart buttons, bow ties, most colours and sizes. Reduced to only

99c

Sweaters

Expensive looking sweaters in glowing Fall colours. Part wool with ribbed waistbands. Only the most exciting styles. To clear at

\$1.95

Panties

Exquisite satin panties that ordinarily sell as high as \$1.00 reduced for our mid-season clearance at this real low price

29c

Flannelette Pyjamas

We had them made to our specification—so we know they're right, full-cut and made of softly napped warm flannelette. Priced for quick sale at only—

\$1.95 value

89c