

opens its 44th store in Mall-Pickering...

exciting reasons for you to celebrate!

the same day—we start the celebrations of
celebrate—and you're invited to join in!



24. **YOUNG MEN'S BLUE DENIM JEANS.** Blue denims — plus famous brand pinwale cords in navy and brown. The season's hottest styles. Sizes 28-38. Denims in blue, cords in navy, brown.

844

25. **BODY SHIRTS.** Young Men's woven and knit body shirts, in a vast selection. Plains, striped, and bold patterns. Sizes S.M.L.XL. Regular to \$12.00.

644

26. **BOYS' ESKIMO COATS.** These coats come in tough, hard-wearing Oxford weave nylon, and feature a quilted interliner for added warmth. Braid trim on bottom and sleeves. Navy, brown, sizes 8-16.

1244

27. **BOYS' SKI COATS.** Quilted ski coats in Schuss nylon. Warmly interlined with luxurious pile; stylish, too, thanks to contrast racing stripes. Belted style, heavy-duty zipper, hidden hood. Sizes S, M, L. Regular \$14.95.

1044

28. **BOYS' KNIT PANTS.** They look great. They wear well. They're easy to take care of. Perfect for school. In jacquard patterns of blue, brown, burgundy, sizes 8 to 16.

544

29. **BOYS' FLANNEL AND DRILL PANTS.** Stock up now! Sturdy pants to take whatever junior dishes out. A great anniversary buy! In blue, brown, grey and gold. Sizes 8 to 16. Regular to \$5.98.

344

30. **BOYS' SPORT AND KNIT SHIRTS.** A great anniversary value! Permanent press in sharp-looking checks, plaids and plain shades. Short and long sleeves. Blues, browns, greens, wines. Sizes 8-16. Regular \$3.95.

194

31. **MEN'S FAMOUS NAME NECKWEAR.** The pick of the newest shades and patterns. Huge selection at a really sensational anniversary price! Regularly valued to \$6.50.

194

32. **MEN'S FAMOUS MAKE SHIRTS.** This is a great buy. In whites and colours, sizes 14-18. Regular to \$8.00.

144

33. **MEN'S STRETCH SOCKS.** Plain shades of blue, grey, wine, gold, green. Regular to \$1.50.

.64

34. **BOYS' FAMOUS MAKE SOCKS.** You never have enough socks. And at this anniversary special you can afford to really stock up. Slightly irregular.

.54

35. **FREE BIRTHDAY CAKE.** If TODAY is your birthday, we'll provide the cake—free! Nothing to buy—just come in, show us your birth certificate — and have a happy birthday!

36. **ELKS' 12-MONTH SUIT FIT GUARANTEE.** A good reason to celebrate! If you lose or gain weight during the year after you buy the suit, Elks will keep altering it... free! And here are some more reasons to celebrate!

37. **YOUR FIRST DRY CLEANING FREE.** Yes, with every suit, you get your first dry cleaning free... compliments of Elks.

38. **FREE ALTERATIONS.** The fit has to be perfect — or you don't walk out wearing it. It's almost like buying a made-to-measure suit, ready-to-wear!

39. **FREE REPAIR GUARANTEE ON ELKS BOYS' WEAR.** Bring those tears and rips and other damage back to Elks — we'll repair them, free!

40. **VOLUME BUYING POWER.** Elks 44-store volume buying power means savings to Elks — that we pass on to you!

41. **PEOPLE WHO TAKE CARE OF YOU.** Our sales staff know and understand men's fashion. They want to see you well-dressed... so they always give careful, friendly service.

42. **PERSONAL CHARGE ACCOUNT.** You can shop with no money down and no interest for 60 days, by opening a convenient personal Elks charge account. Do it today!

43. **CHARGE, DINERS, AMERICAN EXPRESS.** Elks accepts all these credit cards.



44. **CONVENIENT LOCATIONS.** There's an Elks store near you — so you don't have to travel far to save! Travel in and join our celebration today!

Sheridan Mall - Pickering

Harwood Place, Ajax