



# SMALLMAT'S Automatic

## BARGAIN BASEMENT

Lower Floor — Main Store Section



**OPEN TUESDAY TO SATURDAY** INCLUSIVE  
CLOSED EVERY MONDAY FOR RE-STOCKING AND RE-PRICING

**GRAND OPENING -- TUESDAY, NOV. 18<sup>TH</sup> -- 9.00 A.M.**

**CASH BASIS ONLY      NO RETURNS      NO EXCHANGES      NO REFUNDS**

### Ladies' Wear

Fur Coats—2 only, brown coney. Shortie coats. Sizes 12½ and 13½. Regular 125.00      Disc. 30%      87.50
Curl Cloth Coats, sizes 14 and 16, grey. Regular 59.50      Disc. 30%      41.65
Coats—trimmed and untrimmed. In tweeds, boucles, twills, wool crepe, and suede cloth. Trims in squirrel, muskrat, persian lamb and beaver. Sizes 14 to 20, 18½ to 26½. Regular 35.00 to 115      Disc. 30%      24.50 to 80.50.
Hats—felts. All sizes—all shades. Reg. .98      Disc. 20      .75 1.95      50      1.00 2.95      60      1.20 3.50      60      1.40 3.95      60      1.55 4.95      70      1.50 8.95      80      1.80 9.75      80      1.95
Bath Robes—flannel. In wine, green, rose, brown and blue. Size—small, medium and large. Reg. 3.50      Disc. 20%      2.80
Coats—Lightweight, sport and rainwear, in gabardine, corduroy, etc. Weather resistant fabrics, all sizes—all colors. Reg. 6.95      Disc. 30%      4.85 11.95      30      8.35 15.95      30      11.15 17.95      80      12.55 19.50      30      13.65
Dresses—cottons. All sizes and shades. Reg. 4.89      Disc. 20%      3.90 4.95      20      3.95 5.49      20      4.39 5.95      30      4.15 6.49      30      4.55 6.95      20      5.55 8.95      20      7.15 10.95      20      8.75 12.95      20      10.35
Dresses—wools, cottons, silks, and rayons, etc. All sizes, all colors and shades. Reg. 25      Disc. 30%      17.50 22.95      40      13.75 19.95      40      11.95 19.50      40      11.70 15.95      30      11.15 14.95      30      10.45 17.95      30      12.55 13.95      20      11.15 12.95      20      10.35 10.95      20      8.75 8.95      20      7.15 6.95      20      5.55 4.95      20      3.96

### Children's Wear

Snow Suits—3 piece outfits (caps, leggings and coat) sizes 2, 3 and 4. Reg. 4.80      Disc. 40%      2.70
Romper and sweater suits—all wool, two tone. Sizes 1, 2 and 3. Reg. 4.50      Disc. 20%      3.60
Sweaters—cardigan, wool and cotton. Sizes 2, 4 and 6. Reg. 1.75      Disc. 20%      1.40 3.50      20      2.80
Sweaters—cotton pullovers, small, medium and large. Reg. 1.00      Disc. 30%      .80 1.35      30      1.10
Sweaters—pullover and cardigan, all wool, sizes 2, 4 and 6. Reg. 2.95      Disc. 20%      2.40
Bathrobes—brushed cotton, sizes 2, 4 and 6. Reg. 1.59      Disc. 20%      1.25
Bath Robes—wool. Sizes 4, 5 and 6. Reg. 4.75      Disc. 20%      3.95

These, and many more articles — shoes, clothing, accessories, etc. far too many to mention in this limited space—values of 10c to \$75.00—all going at discount ranging from 20 to 70 and 80 per cent.

### Miscellaneous

Chesterfield Suits—3 piece Reg. 2.75      Disc. 20%      220.00
Play pen pads—39" x 39" Reg. 3.95      Disc. 20%      3.18
End tables— Reg. 13.00      Disc. 20%      10.40
Stromberg-Carlson Radio Phonograph Combination. Reg. 129.50      Disc. 20%      105.00

A limit has been placed on the time merchandise may remain in our regular department. When this time expires, merchandise will be transferred to Automatic Bargain Basement and reduced systematically on our Automatic Discount Plan.

#### HOW DOES THE AUTOMATIC DISCOUNT PLAN WORK?

1. When merchandise enters our Automatic Bargain Basement it is reduced to 20%.
2. After two weeks it is reduced 30% off the original price.
3. An additional 10% will be deducted each successive two week period thereafter, until the maximum discount has been reached.
4. Any odds and ends of merchandise unsold after bearing the maximum discount of 90% will be offered free to charitable institutions.
5. Bargain Basements as generally known usually promote the sale of CHEAP MERCHANDISE.

Under Smallmat's Automatic Bargain Basement Plan this is the case, as merchandise at all prices (10 cents to 500 dollars) will from time to time be found here.

Smallmat's Automatic Discount Plan will bring savings to not just one income group, but to every individual on Prince Edward Island—regardless of income.

**This AUTOMATIC DISCOUNT PLAN assures our Customers of Up-To-The-Minute FIRST QUALITY MERCHANDISE in all our Departments at all times.**

### Men's Wear

Caps—cloth Reg. 1.50      Disc. 60%      .60
Topcoats—wool. Sizes 36, 37, 39 and 40. Reg. 29.75      Disc. 20%      23.80
Reversibles— Sizes 36 to 42 Reg. 23.75      Disc. 20%      14.35
Top Coats—tweed. Sizes 34, 35, 36, 37. Reg. 23.75      Disc. 30%      16.60
Caps—leather. Reg. 1.95      Disc. 50%      .98
Underwear—shirts. Fleece lined. Reg. .79      Disc. 20%      .65
Underwear—shirts. All wool. Reg. 1.20      Disc. 20%      .96
Overcoats—silvertone cloth, fully lined. Sizes 35 to 44. Reg. 55.00      Disc. 30%      38.50
Overcoats—navy. Reg. 16.95      Disc. 20%      12.95
Pants—wool, sizes 34 to 44. Reg. 5.95      Disc. 20%      4.75
Pants—Khaki Duck, sizes 32 to 36. Reg. 7.95      Disc. 20%      6.35
Mackinaws—Melton cloth, with beaver lamb collar. Lined. Sizes 36 to 44. Reg. 16.95      Disc. 20%      13.55
Sport Coats—Men's Tweed Reg. 12.95      Disc. 30%      9.00
Jackets—Outerwear. Wools, cottons, gabardine, meltons. Small, medium and large. Reg. 5.95      Disc. 30%      4.15 9.95      40      5.95 14.95      50      7.50

### Juveniles Wear

Pants—Boys' tweed. Browns, greys and herringbone. Sizes 27 to 32. Reg. 5.95      Disc. 20%      4.75
Jackets—Boys' Gabardine. Sheepskin lined. Sizes 10 to 14. Reg. 13.95      Disc. 30%      9.75
Jackets—boys' melton. Sizes 26, 28 and 30. Reg. 8.50      Disc. 20%      6.80
Ski Caps — Reg. 59      Disc. 50%      .25
Jackets—Boys' Melton—Sizes 30, 32 and 33. Reg. 7.95      Disc. 20%      6.35
Jackets — two tone Melton. Reg. 8.95      Disc. 20%      7.15

### Shoes

Womens shoes, all styles, all sizes, all colors. Reg. 2.95      Disc. 50%      1.45 3.95      50      1.95 4.50      50      2.25 6.00      50      3.00 6.50      50      3.25 7.50      50      3.75
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DEPARTMENT STORE

**TWO** BIG MODERN **STORES**

HOUSE FURNISHINGS STORE

Where Price Is Matched With Quality

