

# A Price Calamity Rears It's Ugly Head And Strikes Hard

## Greendal's Entire New Giant Winter Stock NOW ORDERED SOLD

YES, THE ORDER HAS GONE FORTH -- "SELL EVERY DOLLAR'S WORTH OF WINTER STOCK -- DON'T STOP TO COUNT COSTS, BECAUSE COSTS DON'T ENTER INTO THE PICTURE NOW"! AND SO THIS SUPREME CLEARANCE GOES INTO HIGH GEAR AND BRUSHES ASIDE EVERY PRICE BARRIER! THE BARGAIN CROWDS WILL BE GREATER THAN EVER... AND THAT'S SOMETHING! BECAUSE GREENDAL SALES ARE NOTED CROWD BRINGERS.

### SALE STARTS TODAY 9 A. M. IN BOTH STORES

#### VESTS AND SNUGGIES

Don't worry, we'll give you plenty - - - but you'll need to be early! Ladies' Snuggies, Vests to match go on sale at 49c when the doors open! **49c**  
Take 'em away!

### Exclusive Ladies' Store

**1/2 PRICE DRESS SENSATION**

**ALL NEW! \$10.95 TO \$37.50 HALF PRICE!**

Here they are by the score in all their glorious new beauty! Lovely Wools! Crisp Taffetas! Failles! Gabardines! Crepes! Each and every dress a brand new style - - - each and every dress exactly half price. The big crowds will go mad with excitement because this, truly, is a dress sensation. Finest 10.95 to 37.50 dresses now **5.49 to 18.75**

**SWEATERS TO \$4.95 . \$2.95 | SWEATERS TO \$5.95 ... \$3.95**

### Taffeta and Wool Crepe Dresses

Another great dress bargain - - - another smashing value! Glorious new Taffetas, smart new light-weight Wools now grouped at 4.95 for a total, complete sell-out **4.95**

### Evening and Wedding Gowns to 39.50

Many less than half price - - - anticipate your needs for months ahead and get these lovely frocks now. We can't describe 'em - - - you really have to see these beauties - - - to 39.50 **\$10**

**\$49.50 RAINCOATS .. \$29.50 | \$34.50 RAINCOATS ... \$19.50**

**SUITS TO \$19.50**

Want a smart suit, lady? Well here's an unequalled chance - - - they're all new, all truly smart and best of all - - - they're a bargain! **10.**

**SUITS TO \$32.50**

Handsome Glen Checks, marvellous "Woodwind's" and others - - - here's lovely new suits to 32.50 going on the bargain block for fast selling **19.50**

**SUITS TO \$69.50**

The finest - - - the very finest 69.50 Wool Gabardines for 39.50! There's real class in every line - - - now buy Canada's finest **39.50**

### An Entire Complete Sell-Out

HERE'S THE SALE MANY HAVE BEEN WAITING FOR

LADIES' NEW To \$37.50 To \$59.50 To \$75  
**COATS 24.50 39.50 49.50**

LOVELY FUR TRIM COATS TO \$95 **54.50** TO \$125 **69.50**

### Fur Coat Prices Utterly Smashed

**\$195 Beauties!**

**Reg. \$250 Best**

**USE LAY-AWAY**

**AT SALE PRICES**

SMALL DEPOSIT RESERVES

Superbly rich Coney's - - - positively the last word in style - - - genuine \$195 Coats now sale priced below factory cost! you'll never equal this bargain! **\$129.**

Rich glossy Northern Seals, deep heavy pile Mouton - - - Canada's finest \$250 Fur Coats now go on sale at a staggering reduction! Every coat brand new! **\$149.**

### Items On Sale Lower Price Store

**Flannel Gowns**

Ladies' white flannelette Gowns with colored trim at 1.49. What a bargain - - - what a crowd bringer - - - all sizes **1.49**

**F'lette Pajamas**

Girls' lovely quality Hannelette Pyjamas - - - pink or blue with floral trim! Never before and never again such a price **1.29**

**Lace Trim Slips**

Ladies' crisp, new lace trim silk Slips - - - it seems a shame, but when Greendal's start to sell they cut to the bone. All sizes **1.49**

**Satin Blouses**

Crepes or Satins - - - they're all new, all lovely! This truly is a knockout bargain without equal in all Canada! All sizes **1.49**

**SILK PANTIES .. 44c | BATH TOWELS .. 29c | GIRLS' FLEECE BLOOMERS .. 49c**

**Reg. \$2.95 Dresses**

Girls' Dresses 8 to 14 - - choose from lovely new Plaids or Silk Crepes. Here's a bargain that utterly and truly defies equal **1.49**

**\$6.95 Sno-Suits**

Kiddies' heavy all wool Snow Suits - - - we don't care where you look - - - you'll see nothing that comes anywhere near these **3.95**

**Housedresses**

Ladies' crisp new Cotton Dresses, sizes to 44! We'll turn the old town upside down with excitement! This is a real sale and no mistake **1.49**

**Girls' \$3.95 Skirts**

Girls' sizes to 14 years, absolutely new Wool Plaid Skirts at a price that utterly defies equal! Be early for these **2.49**

**LADIES' SILK AND WOOL, ALSO SILK HOSE — Take 'em Away ..... 39c**

**\$8.95 Housecoats**

Ladies' simply gorgeous new Chenille House Coats - - heavily tufted chenilles in various colors - - here's a genuine 8.95 bargain for the big crowds that flock to Greendal's **4.95**

**\$5.95 Ski Pants**

Ladies' 14 to 20 Ski Pants - - - mostly 5.95 values but that makes no difference now! All winter stock is "ordered sold" and here's the price to sell in a hurry **3.49**

**Girls' Coats**

Girls' lovely all wool Winter Coats - - - go ahead, search anywhere you like - - - you'll never equal a Greendal Sale Price! On sale at 9 a.m.—so be as early as possible **10.**

**Coats To \$29.50**

Girls' Coats to 29.50 - - - simply marvellous styles and simply superb quality! These 29.50 new beauties will be sale priced at 16.95, a truly smashing coat bargain **16.95**

**NEVER! NO NEVER SUCH VALUE**

### SKIRTS

Positively all new! Lovely Plains and Wool Plaid Skirts - - - away below half price - - - a daring bargain! **2.95**

**Ladies' Robes**

Ladies' Eiderdown Robes - - - want a good warm robe? Here's your chance, yes, an unequalled chance to save. Be early **3.95**

**Cotton Frocks**

Brand new patterns, crisp Broadcloths and Prints in the smartest, newest styles. We'll give you plenty of these new beauties **2.49**

**Table Cloths**

Here's a 9 a.m. bargain smash! Truly wonderful Rayon Plaids - - bright, colorful and good size! The crowds will eat 'em up! **98c**

**\$19.50 Ski Suits**

Ladies' all wool Ski Suits - - - truly wonderful quality - - - originally priced at 19.50 now we "shoot the works" at 10.95 - - - take 'em away **\$10.**

**To \$5.95 LADIES' WOOL JERSEY BLOUSES — Long, Short Sleeve ..... \$2.95**

**GIRLS' \$14.95 SKI SUITS**

The very finest All Wool Ski Suits for girls, sizes to 14! There'll be a rush to grab them at this price, so, be early **8.95**

**BOYS' HEAVY LINED BREEKS .... \$2.49**

**BOYS' \$4.95 JACKETS ..... \$2.95**

**Men's Fleece COMBINATIONS**

Positively the best fleecelined garment in Canada! "Tiger" brand's heaviest quality at a price never before seen in Canada **2.49**

**Boys' Fleece COMBINATIONS**

Boys' "Tiger" brand fleece Combinations - - - beyond all shadow of doubt - - - Canada's best! All sizes go on sale today **1.98**

**Men's Fleece SHIRTS, DR'WS**

"Tiger" brand fleece Shirts and Drawers - - - here's renowned quality sale priced beyond all hope of equal! Better be early **1.39**

**Men's Heavy WOOL PANTS**

Men's heavy wool Work Pants at 4.49 is a bargain well worth hurrying for! We'll hand 'em out as long as stock lasts **4.49**

**MEN'S \$29.50 OVERCOATS**

Never, no never, an Overcoat Bargain to compare with this - - - all brand new, all sale priced below factory cost. When Greendal's cut - they surely cut 'em to the bone. **14.95**

**GREENDAL'S LADIES' STORE 99-101 Queen**  
**LOWER PRICE STORE**