

MAGICAL TOY TOWN NOW OPEN on LOWER FLOOR at SMALLMATT'S

WEEK-END SPECIAL



Genuine WOOLCOT Blankets

50 only WOOLCOT REVERSIBLE BLANKETS. Ends bound with triple stitched cotton. Woolcot is made from wool and cotton—COTTON because of its great strength, wearing qualities and lightness. WOOL because of its added warmth. Expertly combined in making a blanket of extreme warmth, lightness and long wear. Size 66 x 80.

SPECIAL —

Upper Floor — House Furnishings Store

4¹⁹
EACH

Wool Crepe

by the yard

Nowhere will you find a finer selection of crepe fabrics to create your visions of Fall fashions into reality. Sew your wardrobe from these wool crepes . . . from the new styles in our pattern books. See these fine fabrics today, in your favourite tones of grey, brown, cardinal, wine, green, kout green, and black. 54 inch width, per yard—

3⁷⁵



Fashion - right
BUTTERICK PATTERNS
at our pattern counter

Upper Floor — Main Store



Street Floor — Main Store

Earrings and pins \$1

Coro Jewellery—the perfect gift. Coro originals—are always fashion favourites. See the lovely assortment of earrings and pins at our accessories counter—TODAY, selling for only



Romantic Fur Felts

With gala touches of romantic velvet . . . a breeze fluttering feather . . . on hats shaped to your head . . . shaped and curved to your face in a flattering frame. In a wonderful selection of fall colours.

7⁹⁵



Upper Floor — Main Store

Look and Feel Wonderful by wearing a Wonder-Bra

It's the diagonal slash that does it—gives firm beautiful separation—takes all the strain off your shoulders. Even in the Pretty—V low neck line—Wonder-bra lets you bend, turn and twist without a fear.

Choose the Wonder-bra to suit your figure type from our many, many styles . . . in a wide variety of fabrics for different occasions.

Fine cotton bra, exactly as illustrated with two hook elastic web fastening. White only, in Junior and Medium, 30 to 36.

1.19

Same garment as described above—in satin.

1.75

Fine cotton bra, exactly as illustrated, with two hook elastic web fastening. Narrow waist band. White only, in Small and Medium, 30 to 36.

1.49

Same garment as described above—in Satin.

1.98

Satin bra, exactly as illustrated, with 6 double hook fastening. Deep waist band, with stay down fasteners. White only, in Medium and Full cup, 38 to 42.

2.98

Upper Floor — Main Store



The Coat You Want

Is casual . . . comfortable . . . wonderful for wear Now and Through Winter. . . . Everywhere! Every time!



Coats that are set to go places! These are the coats you'll find in our new-for-fall-and-winter collection. Slim lined, many in boxed or belted styles. Every coat fabric-ed exquisitely in a most desired wool twill, suede, duvtyne, and alpaca. In your choice of Smart-go-Everywhere colours. Come and see.

Sizes 9-19, 12-20, 16 1/2-22 1/2

45⁰⁰

Upper Floor — Main Store

Here is Real Value, in 'MAGICAL' TOY TOWN

Two popular dolls, Alice and Annette, and are they ever big girls. Both stands 20 inches tall, are all-composition and fully flexible. They have lovely moving eyes and lashes, wigs that are almost like human hair—and oh—so prettily dressed. Individually boxed. You'll want to shop early for these as the quality is limited. Your choice of Alice or Annette, or both. EACH—



3⁷⁹

TOY TOWN — Lower Floor — Main Store

Plain and Printed Gowns

Plain colored gowns with printed yoke, buttoned front, with and without collar. Gowns have long sleeves and tie back waist. Colors are pink and blue, in size small, medium and large.

2⁵⁰

Upper Floor — Main Store

Every Women's Love

Every woman's love! The Crepe Dress! So pretty—so appropriate for any occasion! Styles are exciting too, in designs temptingly beautiful. Smart new button downs, romantically trimmed fashions, hip accented variations—each and every one sure to look like a dream. In plain tones of grey, green, wine, brown, navy, blue and black.

Sizes 11-17, 12-20, 38-44, 16 1/2-24 1/2

12⁹⁵

Convenient Purchasing Terms
CASH CHARGE
LAY-AWAY and BUDGET

SMALLMATT'S



'Tom Girl' Pyjamas

Tom Girl flannelette pyjamas. Casual and comfortable. Double breasted coat with notch lapel collar. Pants have shirred elastic waist back. Double seam stitching throughout. Cellophane wrapped.



Grey and white with predominating stripes of green, yellow, pink and blue. Sizes small, medium and large.

3.95

Floral designs with white, pink or blue backgrounds. Size small, medium and large.

3.95

Plain colors of pink, blue and yellow, with figured yoke and eyelet trim. Sizes small, medium and large.

3.50

Plain colors of pink and blue, with printed yokes.

2.95

Misses' Sizes — 8 to 16

2.95 and 3.95