

SHOP EARLY for these NOTABLE FEATURES -- at Your FRIENDLY STORES

Men's New Fall OVERCOATS

FEATURING the Famous BAR ELYSIAN **59.75**



Tops In Overcoat Value Smart In Appearance And So Warm and Comfortable

Street Floor Main Store
It's the wool that counts in an Overcoat, (lightweight Virgin wools that insulate your body), the weaving of that wool into flawless cloths—the exact cutting, the exact care in needling and stitching of these garments—proportioned to your fit. All this is what you get in an Overcoat at SMALLMAN'S. Regular and Tall models, in sizes 36 to 42.

See Our Exciting New Fall Dresses

Wools, Crepes, Taffetas, Moires and Gabardines.

You've heard about the New Dress Creations, the Dresses that take you anywhere in the afternoon or evening. Dresses bound to be focal points at any time. Look over our Dream Collection of New Fall Dresses today. Glowing Fall colors in sizes 8 to 17, 18 to 20, 22 to 24, and 26 to 28½. (Upper Floor—Main Store).

12.95 to 19.50



Hosiery Style News!

NYLON HOSE with DUPLICATE HEEL

They are definitely New and Different, and Exclusive with SMALLMAN'S

Glamorous Sheer Hosiery made of 51 gauge —15 Denier Nylon (which is equivalent to a single thread silk). The new heel treatment is sure to be a favorite. Shown in Taupe-Beige and Tonder Beige, 8½ to 10½. (Accessories — Street Floor—Main Store).

1.95



Style Leaders in Fur Felts

by MALLORY; PARKLEIGH and DOMINION

Featuring the newest and smartest modes for Fall to meet your every mood with easy flattery. Styled of quality fur felts with pretty trimmings of feather, veillings and ribbons. (Upper floor—Main Store).

7.95



New Forsythe SHIRTS

Sanforized Broadcloth, in

plain tones. Fused Collar **3.95**

Here is Canada's supreme value in Shirts—expressed in expert cutting, fine workmanship, fabrics of lasting Worth and Service. For the utmost in value—buy Forsythe. All sizes.

Men's Wear — Street Floor — Main Store

Repeat Shipment of these Popular Gabardine Suits

Styled by DEBWEAR **29.95**



Ideal Garments For Business and Casual Wear

Correctly styled and strictly feminine in every way—these Gabardine Debwear Casuals are excitingly different. In sizes 12 to 20. These Suits are available in six different styles—in a Harvest of colors.

Upper Floor — Main Store



Warm Yama Cloth Pajamas

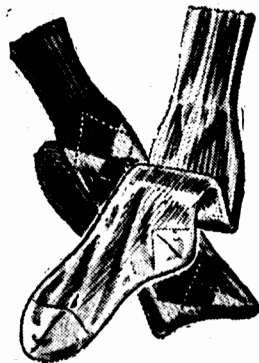
Better quality Pajamas for longer wear. The closely woven, deep napped finish insures extra warmth. (Men's Wear—Street Floor).

3.75

New Shipment Of Diamond Hose

Colorful, all wool diamond Hose — full range of men's sizes. (Men's Wear —Street Floor).

2.50



Colorful... New Umbrellas

Sturdy 10-rib umbrellas in a good assortment of Taffeta coverings, Plaids, Checks, Borders and Novelty Prints. (Accessories—Street Floor). Other umbrellas — 16 rib. \$4.95 and \$5.95

by BROPHY **3.95**



SEE OUR Gala Assortment Of Costume Jewellery

by CORD A sparkling collection of Costume Jewellery, featuring Earrings and Novelty Pins. (Accessories—Street Floor).

1.00



Rexoleum

Rexoleum floor coverings in colorful patterns suited to most every room. 3 yards wide—per running yard—

Upper Floor — House Furnishings Store

85c

Kenwood Blankets

EXCLUSIVE WITH SMALLMAN'S IN SUMMERSIDE

The Virgin Wool Blanket with the downy, lightweight warmth. In plain shades, bleached, and colored borders. Also whipped ends. Individually boxed. From—(Upper Floor, House Furnishings Store).

10.50 UP

SMALLMAN'S