

# SMALLMATT'S PRE-STOCK TAKING CLEARANCE

## Saturday, January 21st to Saturday, January 28th

**BOTH DATES INCLUSIVE**

### GROCERIES

- ROBIN HOOD FLOUR** 5.98  
96 lb. (cotton bag)  
Regular value \$6.15.  
CLEARANCE PRICE .....
- TOMATO JUICE COCKTAIL** 2 tins for 29c  
Aylmer brand. 20 oz. tin.  
Regular value 17c.  
CLEARANCE PRICE .....
- KING COLE COFFEE** 79c  
1 lb. tins. Regular value  
88c per lb.  
CLEARANCE PRICE .....
- EVAPORATED MILK** 2 tins for 27c  
Borden's brand. Regular  
16c per tin.  
CLEARANCE PRICE .....
- SOAP DEAL** 38c  
1 pkg. VEL soap flakes, reg. value  
37c. 1 cake PALMOLIVE soap,  
reg. value 10c. Total combination  
value 47c.  
CLEARANCE PRICE .....
- TOMATO KETCHUP** 18c  
Aylmer's brand. Regular  
value 21c.  
CLEARANCE PRICE .....
- FRESH BEEF** 46c  
1 lb. tins. Regular  
value 55c.  
CLEARANCE PRICE .....
- VEGETABLE JUICE** 29c  
Aylmer's brand. 20 oz. tins.  
Regular value 17c.  
CLEARANCE PRICE .....
- TOMATOES** 20c  
Lynn Valley Brand. 25 oz. tins.  
Reg. value 24c.  
CLEARANCE PRICE .....
- HERRING IN TOMATO SAUCE** 35c  
Fancy quality. 14 oz. tins  
Reg. value 21c.  
CLEARANCE PRICE .....

### DRY GOODS

- WOOL JERSEY & WOOL CREPE** 1/2 PRICE  
Dress goods, with material  
enough for several dresses in  
almost each end. Shades —  
lime frost; spring sky; sugar  
blue and scarlet. Regular  
value \$2.95 to \$3.75 per yard.  
CLEARANCE PRICE .....
- REMNANTS**  
Coating, Suiting and Dress Goods  
AT GREATLY REDUCED PRICES

### LADIES' WEAR

- COTTON HOUSEDRESSES** EACH 2.98  
57 only, in sizes 12 to 20, and 38  
to 44. Regular value  
\$3.50 to \$4.95.  
CLEARANCE PRICE .....
- NURSES UNIFORMS** EACH 2.98  
9 only. Broken sizes — 18 to 44.  
Long sleeves.  
Regular value \$5.95.  
CLEARANCE PRICE .....
- PURE WOOL SWEATERS** EACH 3.99  
Pullovers and Cardigans. Long  
sleeves. Sizes 32 to 40.  
Reg. value \$5.50 to \$9.50.  
CLEARANCE PRICE .....
- WOOL & CREPE DRESSES** EACH 4.98  
40 only, in broken sizes. Colours—  
green, grey, aqua, navy and black.  
Reg. value \$12.95 to \$19.50.  
CLEARANCE PRICE .....
- SKI PANTS** 1/2 PRICE  
5 pair only—wool ski pants.  
Regular value \$4.95.  
CLEARANCE PRICE .....
- WOOL JERSEY BLOUSES** 1/2 PRICE  
21 only, in sizes 14 to 20.  
Reg. value \$2.95 to \$7.95.  
CLEARANCE PRICE .....
- WOOL AND ALPINE SKIRTS** EACH 3.99  
Sizes 12 to 18, in colours of brown,  
grey, blue and navy. Regular value  
\$4.95 to \$9.95.  
CLEARANCE PRICE .....
- GABARDINE JACKETS** EACH 3.99  
3 only.  
Reg. value \$6.95 and \$11.95.  
CLEARANCE PRICE .....
- LADIES' WINTER COATS**  
Every coat in stock falls within one of the three  
price groups below.  
**GROUP ONE** EACH 39.50  
Untrimmed Coats.  
Reg. value \$49.50 to \$69.50.  
CLEARANCE PRICE .....
- GROUP TWO** EACH 29.50  
Untrimmed Coats.  
Reg. value \$35.00 to \$45.00.  
CLEARANCE PRICE .....
- GROUP THREE** EACH 17.50  
Untrimmed Coats.  
Reg. value \$24.75 to \$29.75.  
CLEARANCE PRICE .....

TERMS . NO EXCHANGES . NO RETURNS . NO REFUNDS

### FOOTWEAR

- LADIES' PUMPS AND STRAPS** PAIR 6.95  
100 pair in Kid and Calf leathers,  
in black and brown, including 32  
pair of the famous Golden Pheasant  
shoes. Sizes 5 to 9 in half  
sizes in the group. Widths AA's  
and B's. Reg. value \$7.95 to \$12.00.  
CLEARANCE PRICE .....
- LADIES' OXFORDS, ETC.** PAIR 3.95  
125 pair of oxfords, sandals, pumps  
and ties by famous shoe makers.  
Broken lines, sizes 4 to 9 in half  
sizes in the lot. Regular value \$6.00  
to \$8.95.  
CLEARANCE PRICE .....
- ODDS AND ENDS** PAIR 2.98  
24 pair of broken lines in broken  
sizes. Regular value \$3.69 to \$4.50.  
CLEARANCE PRICE .....

### MEN'S & BOYS' WEAR

- MEN'S JACKETS** EACH 6.95  
Melton and Frieze cloth. Unlined.  
Regular value \$7.95 to \$13.50.  
CLEARANCE PRICE .....
- MEN'S UTILITY COATS** EACH 15.95  
Khaki Duck coats, waterproof.  
Mouton collar, sheep lined. Broken  
size range. Regular value \$20.75.  
CLEARANCE PRICE .....
- MEN'S UTILITY COATS** EACH 18.95  
Blue Melton fabric, with Mouton  
collar. Broken size range. Regular  
value \$25.95.  
CLEARANCE PRICE .....
- MEN'S WOOL SOCKS** PAIR 79c  
Heavy weight, white, all wool  
socks. Regular value \$1.00.  
Large size only.  
CLEARANCE PRICE .....
- MEN'S MITTS** 1/2 PRICE  
Regular value  
\$1 pair for \$1.00.  
CLEARANCE PRICE .....
- MEN'S HUMPHREY PANTS** PAIR 2.98  
Heavy weight Humphry Pants.  
Broken size range.  
CLEARANCE PRICE .....
- BOYS' MACKINAW COATS** EACH 9.95  
Melton and Frieze fabric, in plain  
and leather trim. Colours blue,  
brown, also plaids.  
Regular value \$12.50 to \$13.95.  
CLEARANCE PRICE .....
- BOYS' MACKINAW COATS** EACH 6.95  
Same fabric as above, in lighter  
weight.  
Regular value \$8.95 to \$11.95.  
CLEARANCE PRICE .....
- BOYS' PARKAS** EACH 10.95  
Complete stock of Boys' Parkas  
on sale.  
Regular value \$13.75 to \$16.95.  
CLEARANCE PRICE .....
- BOYS' JACKETS** EACH 3.95  
Melton and Frieze cloths.  
Reg. value \$4.50 to \$5.25.  
CLEARANCE PRICE .....
- MEN'S PARKAS** EACH 10.95  
Balance of stock.  
Reg. values \$13.95 to \$26.95.  
CLEARANCE PRICE .....
- MEN'S JACKETS** EACH 10.95  
Lined throughout, with fur collar.  
Two price groups.  
Reg. value \$12.50 to \$14.50.  
CLEARANCE PRICE .....
- MEN'S ALL WOOL MITTS** PAIR 69c  
Extra heavy weight, made by  
Penman's.  
Regular value 95c.  
CLEARANCE PRICE .....

### LINGERIE

- LADIES' VESTS, BLOOMERS, PANTIES** 1/2 PRICE  
Odd lines of Ladies' cotton  
knitted winter weight  
Panties and Bloomers. Strapless,  
half sleeve and long sleeve  
vests. Sizes are small, medium,  
large and oversize. Reg.  
value 79c to \$1.35.  
CLEARANCE PRICE .....
- CHILDREN'S UNDERWEAR** 1/2 PRICE  
Odd lines of Children's winter-  
weight underwear — briefs,  
panties, and bloomers. Sizes 2 to 14  
years. Regular value 50c to \$1.00.  
CLEARANCE PRICE .....

### CHILDREN'S WEAR

- CHILDREN'S JACKETS** 1/2 PRICE  
3 garments only, in size 10.  
Regular value \$12.95.  
CLEARANCE PRICE .....
- CHILDREN'S SWEATERS** 1/2 PRICE  
100 Sweaters in full Children's  
size range. Regular value \$2.50 to  
\$4.50.  
CLEARANCE PRICE .....
- CHILDREN'S COAT SETS** 1/2 PRICE  
15 only coat sets. Regular value  
\$10.95 to \$17.95.  
CLEARANCE PRICE .....
- CHILDREN'S DRESSES** 1/2 PRICE  
60 only, children's dresses in full  
size range. Regular value \$1.95  
to \$4.95.  
CLEARANCE PRICE .....
- CHILDREN'S SNOW SUITS** 1/2 PRICE  
13 only snow suits. Regular  
value \$10.95 to \$17.95.  
CLEARANCE PRICE .....

### HOUSE FURNISHINGS

- KENWOOD BLANKETS** 10%  
Entire stock of Kenwood  
Blankets on sale.  
CLEARING AT A DISCOUNT OF
- CRETONNES** 25%  
Entire stock of 36" and 48" width  
cretonne on sale.  
CLEARING AT A DISCOUNT OF
- COTTAGE SETS** 4.95 SET  
Plastic cottage sets in white/yel-  
low; white/green; and white/  
black. Regular value \$6.95.  
CLEARANCE PRICE .....
- PAPER DRAPES** 1.00 PAIR  
2 1/2 yards long by 28" wide.  
Complete with valance and tie  
backs.  
CLEARANCE PRICE .....
- RAYON BEDSPREADS** 10.95 EACH  
2 only, frilled rayon bedspreads.  
Double bed size.  
Regular value \$16.50.  
CLEARANCE PRICE .....
- REMNANTS** 25%  
Of curtain and drapery  
material.  
CLEARING AT A DISCOUNT OF
- WALLPAPER** 1/2 PRICE  
Odd lots.  
CLEARANCE PRICE .....
- NET CURTAINS** 1/2 PRICE  
Entire stock of cotton and rayon  
Net Curtains.  
Regular value \$3.49 to \$7.95.  
CLEARANCE PRICE .....
- SILK DAMASK DRAPERY**  
SILK DAMASK DRAPERY in various pat-  
terns, all of which are 48" width.  
1 Piece only. Reg. value \$1.75  
CLEARANCE PRICE ..... 1 YARD  
2 pieces. Reg. value \$2.75  
CLEARANCE PRICE ..... 2 YARD  
2 pieces. Regular value \$1.50  
CLEARANCE PRICE ..... 1 YARD  
1 piece. Regular value \$1.95  
CLEARANCE PRICE ..... 1 YARD  
1 piece. Regular value \$2.95  
CLEARANCE PRICE ..... 2 YARD  
2 pieces. Regular value \$3.75  
CLEARANCE PRICE ..... 3 YARD  
1 piece. Regular value \$2.35  
CLEARANCE PRICE ..... 1 YARD  
1 piece. Regular value \$3.25  
CLEARANCE PRICE ..... 2 YARD

### MILLINERY

- LADIES' FUR FELTS** 3.95  
Complete stock of fur felts on sale.  
Regular value \$7.95 to \$10.95.  
CLEARANCE PRICE .....

### FOUNDATION GARMENTS

- ODD LINES CLEARING AT GREATLY REDUCED PRICES**
- GIRDLES**  
Sizes 27 to 31, medium and full hip, in colours of white  
and teardrop.
- CORSELETTES**  
Sizes 32 to 36. Colours—white and nude.
- BRASSIERES**  
Nylon Mesh, strapless, in white only. Sizes 32 to 36.  
Also a few Nylon and cotton Bras.

### HARDWARE

- TRICYCLES** 7.95 EACH  
Regular value \$10.95.  
CLEARANCE PRICE .....
- ROUND ROASTERS** 1.59 EACH  
Substandards in Ivory and red.  
Regular value \$1.95.  
CLEARANCE PRICE .....
- OVAL ROASTERS** 1.75 EACH  
Substandards in Ivory and red.  
Regular value \$2.10.  
CLEARANCE PRICE .....
- JIFFY TIRE CHAINS** 89c EACH  
No. 10's for 600 and 650 tires.  
Regular value \$1.55.  
CLEARANCE PRICE .....
- CREAM WAX** 59c BOT.  
Liquid veneer cream wax. 24 oz.  
bottle. Reg. value 75c.  
CLEARANCE PRICE .....
- FLITE** 79c PKG.  
Cold water paint. All colours. Fl-  
pound package. Reg. value \$1.20.  
CLEARANCE PRICE .....
- HOCKEY BOOTS and SKATES** 5.95 PAIR  
Sizes 7 and 8 only.  
Regular value \$8.25.  
CLEARANCE PRICE .....
- SKIS** 2.35 PAIR  
3 pair—5 foot lengths.  
Regular value \$3.25.  
CLEARANCE PRICE .....
- 1 pair — 4 foot length.** 1.89 PAIR  
Regular value \$2.50.  
CLEARANCE PRICE .....
- 1 pair—6 1/2 foot length.** 3.25 PAIR  
Regular value \$4.95.  
CLEARANCE PRICE .....
- 1 pair—6 1/4 foot length.** 3.95 PAIR  
Regular value \$4.95.  
CLEARANCE PRICE .....
- 1 pair—6 1/2 foot length.** 4.95 PAIR  
Regular value \$5.75.  
CLEARANCE PRICE .....
- 1 pair—7 foot length.** 5.95 PAIR  
Regular value \$8.75.  
CLEARANCE PRICE .....
- GLASS**  
Heavy, double-diamond, 24 oz. glass—sizes listed—selling  
at half price.  
Size 14" by 16".  
Regular value 39c.  
CLEARANCE PRICE ..... 19c EACH  
Size 14" by 20".  
Regular value 50c.  
CLEARANCE PRICE ..... 25c EACH  
Size 16" by 18".  
Regular value 52c.  
CLEARANCE PRICE ..... 26c EACH  
Size 16" by 20".  
Regular value 58c.  
CLEARANCE PRICE ..... 29c EACH  
Size 16" by 30".  
Regular value 94c.  
CLEARANCE PRICE ..... 47c EACH  
Size 14" by 28".  
Regular value 76c.  
CLEARANCE PRICE ..... 38c EACH

# SMALLMATT'S

Store Hours: Monday, Tuesday, Thursday, Friday, Open to 5.00 P.M.; Wednesday to 12 Noon; Saturday to 9 P.M.