

TOMORROW! GRAND OPENING



CHECK ZELLER'S 8-PAGE CIRCULAR FOR OUTSTANDING "BUYS" DURING THREE DAY OPENING SALE! DOWNTOWN AT 159 KENT STREET.



SALE!

ZELLER'S

Be sure to visit our Ready-to-Wear Department for the latest Fall Fashions at exceptionally low prices.



UP TO \$30.00 SAVINGS FUR-TRIMMED WINTER COATS

REG. TO \$69.97! THIS MEANS YOU SAVE UP TO \$30! And what do you get? Just the most elegant Winter coats ever, luxuriously trimmed with genuine mink, Norwegian fox, Icelandic or Persian Lamb! Imported all wools, solids, novelty tweeds, in the season's new slim silhouettes. Fall palette of colours in sizes 8 to 15. 8 to 20, 16 1/2 to 24 1/2. DON'T MISS THEM!

YOUR CHOICE
\$39.00
Pay Only 1.25 weekly



FALL DRESS NEWS -- SAVINGS UP TO \$6.99!

A cavalcade of Fall dresses—wool flannels, satin-backed worsteds, tweeds, wool jerseys, double knits in Fall's up-to-the-minute styles! Come to Zeller's now and see all this fashion excitement! Beautiful shades in sizes 10 to 20, 5 to 15, 16 1/2 to 24 1/2. Reg. \$14.99.

YOUR CHOICE
\$8.00



Your Choice
\$2.37
ea.

COSY AND WARM FOR COLD WINTER NIGHTS!

The prettiest most wickedly-alluring flannelette shirt gowns ever! In all over print with embroidered white yoke, print collar or scooped necklines. Elasticized sleeves, and femininely ruffled hem!

Choose from flannelette "Capri" novelty printed tailored pyjamas with glamour lace and touches of piping! Neat Peter Pan collar, tailored sleeves and pants... or flared printed "Rendezvous" full pyjamas with floral embroidery and scalloped stitched edge! Gowns or pyjamas in white ground with pink or blue. Sizes S-M-L. Reg. \$2.99 each.

SAVINGS PRICED LINGERIE

FULL SLIPS
\$2.97

Reg. \$3.99! See our sleek slim line in slips... trimmed to entice! Selection of soft colours. Sizes 32-42.

HALF SLIPS
\$2.37

Reg. \$2.99! "Arnel" and "Pima" Cotton half-slips. Wide selection of colours. Petite and regular lengths. Sizes S-M-L.



Fashion Shop the easy way — "Charge It" — 3 Convenient Credit Plans Available.



\$4.47
ea.

FEATHERY FLATTERERS, REG. TO \$6.99! A flurry of feathers goes to your head in hand-made marabou hats, novelty feather hats, many combined with deep-glowing velvet! The season's newest shapes in a rich array of Fall colours. Tremendous fashion buys!



**\$5.97 &
\$2.97**

HANDBAGS GALORE! Reg. \$7.95 and \$3.99! Great value in fashion black or brown leather-like Vinyl handbags. Beautiful Italian-inspired styles, smooth dressy bags, roomy casuals... all at big savings! OR youthful casual bags in mottled tone Vinyl... barrel shapes, satchels, carryalls, in Fall colours!