



the forward look of today's Canada

For Home and Family

More Great Values Every Day

AT YOUR VARIETY DEPARTMENT STORE

Be an expert shopper!

Look For Diamond-S Tags

They mean Super-Savings on

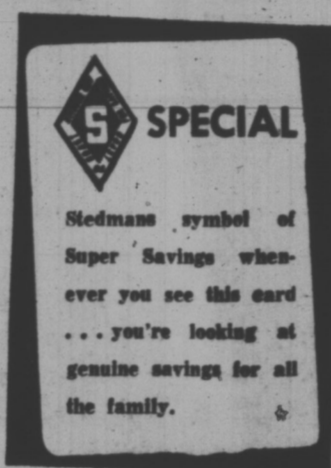
DIAMOND-S DAYS



DIAMOND-S DAYS

START 10 A.M. THURS!

Did you ever feel frustrated in looking for real value? Sometimes it is hard to decide, even for professional buyers. NOW, Stedmans, famous for thrifty-priced good quality, bring you a Value-Symbol that you can spot at a glance . . . a symbol that calls, "Look! I am an honest-to-goodness bargain". A bargain that means something worth much more than its price. The kind you'll find marked with Diamond-S.



We are introducing our Diamond-S values with a special 3-Day Sale. Every item denoted by the Diamond-S card is from our regular stock, regular quality (unless clearly marked otherwise). Listed below are only a few of the varied Diamond-S Values you'll find throughout the store. It will pay you handsomely to come and find all of them . . . you'd never believe your money could go so far! Don't miss this spectacular Value-packed event!

SAVE ON CLOTHING FOR MEN,
WOMEN, CHILDREN!

SAVE ON FURNITURE AND
FURNISHINGS FOR THE HOME



3 DIAMOND-S DAYS START THURSDAY

NO DOWN PAYMENT — PAY IN '67

Ladies' Slip
100% Arnel Crystal pleated bra, and hem. This is a top quality slip and is sure to please.
Comparable Price 2.99
Selling Price **2.44**
Stock No. A 50



Boxed Towel Set
Handsome gift set by "Lady Galt" consisting of 1 bath towel, 2 hand towels and 2 face cloths. Mixed, plains and prints in assorted colors to please everyone.
Comparable Price 3.98
Selling Price **3.37**
Stock No. C 120/6

Diesel Dump Truck
Rugged, large capacity dump back. Has lever action hinged tail gate. Approx. 18" long, moulded in brightly colored plastic. Has realistic motor sound.
Comparable Price 3.98
Selling Price **3.18**
Stock No. G 203/500

Ladies' Shell
2 Styles — 1 Plain, scoop neck 1 Two tone. These are beautiful shells and at this price present a great chance to "stock up on style".
Comparable Price 3.98
Selling Price **3.17**
Stock No. A 189

Pillow Cases
Hemstitched boarder. 6 1/2" boarder embroidered in colors. Assorted patterns and colors.
Comparable Price 2.99
Selling Price **2.57**
Stock No. C 264



"EVEREADY" Flashlight Batteries
With nine lives. For toys and games or flashlights.
Comparable Price 2/55c
Selling Price **4 for 99c**
Stock No. H 86

Ladies' Nylons
Beauty and comfort combined — Ban Ion stretch top for extra comfort & wear. Fancy after welt 2 pr. in a box. Sizes 9 to 11. Rosebeige and taupe/one.
Comparable Price 1.69 Box
Selling Price **1.47**
Stock No. B 20/7



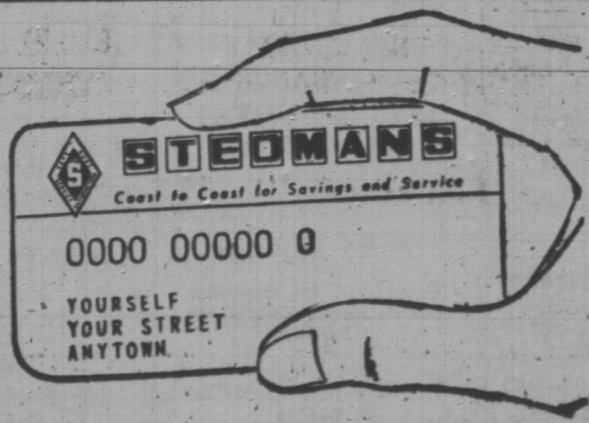
THESE
DIAMOND-S BUYS
GO ON SALE 10 A.M. THURSDAY

Stainless Steel
24 Piece flatware set service for 6 — Dinner Knives and Forks, Desert spoon and Teaspoon — all in colourful gift hose.
Comparable Price 4.99
Selling Price **4.66**
Stock No. H 9010

Desert Flower by Shulton
2 pce. set contains cologne and dusting powder.
Comparable Price 5.50
Selling Price **4.47**
Stock No. D 81/11

Road Race Set
Thrill Packed — This battery operated road race set includes 21 pcs. of track. In the 21 pcs. are a Le mons start, lap counter chicone track, parts for over and under 16 pcs. of fencing, ballista drums, start and finish gate, 2 battery boxes, two gear driven race cars. This set has all the thrills of auto racing.
Comparable Price 8.99
Selling Price **7.58**
Stock No. G 21/273

SCOTIA Portable Hand Mixer
Scotia hand mixer, 3 speed motor with plastic body. Chrome blades with reverse button. C.S.A. approved.
Selling Price **10.88**
Stock No. HH008



STEEDMANS

NO DOWN
PAYMENT
PAY IN 1967

VARIETY-DEPARTMENT STORE
ROYALTY MALL SHOPPING CENTRE