



After six long months of alterations, although not completely finished with our basement store, we are now ready for our Grand Re-opening on Thursday morning at 9 A. M. To Celebrate this re-opening, we have combed the markets in Montreal and Toronto, in order to secure these outstanding bargains. Four pages—just jam packed with tremendous bargains at rock bottom prices. Men's and Ladies' Wear—Ladies' lingerie, linens, house furnishings, and especially good buys in the new departments now on the first floor, including house dresses, lingerie and blouses.

TWO YARN SPECIALS

NO. 1

27c 1 oz. Ball
Reg. 40c

A factory special for our re-opening from our biggest yarn supplier. 12 beautiful shades, Cornflower, Spring Green, Lobster Red, Primrose, Copper, Pastel Blue, Beige, Ruby, Steel Grey, Aqua, Pastel Pink and White.

NO. 2

33c 1 oz. Ball
Reg. 48c

"TRIUMPH" yarn by "Cortecelli" Nylon and Botany wool mixture—Ideal for socks and sweaters—11 shades—Beige, Old Rose, Pink, Turquoise, Mauve, Dragon Green, Light Blue, White, Light Pink, Almond Green and Maroon.

NEW DEPARTMENT SPECIAL MAIN FLOOR

**BONE CHINA
CUPS AND SAUCERS**

69c

To celebrate the opening of this new department on the Main Floor, here is a wonderful collection of Bone China Cups and Saucers at this very low price.

ANOTHER NEW DEPARTMENT MAIN FLOOR

**SPECIAL
HOUSE DRESSES**

New stock just received for this sale. See the popular Brand Name. Only 200 dresses.

100 Dresses reg. 3.95 Re-Opening Special 2.95
100 Dresses reg. 4.95 Re-Opening Special 3.95



1000 Pieces Fashion Jewellery

Exciting Earrings — beautiful Necklets — smart Studs — sensational Glamour Pins — and Bracelets.

Our jewellery suppliers have really gone overboard to make this re-opening sale something to talk about.

One Price Only

\$1.00
each

Reg. worth up to \$4.00 each

Cosmetic Dept.

Many Factory Specials In This
Department

- Dorothy Gray Daintiness Cream Deodorant, greaseless, stainless and antiseptic, large 2 oz. jar. Regular \$1.25. Special at, each **75c**
- Odorono Cream Deodorant, regular \$1.00 value. Special at, each **69c**
- Odorono Liquid Spray Deodorant, regular \$1.25 value, special at, each **98c**
- Revlon Lipstick (lip fashion), long slender golden tubes, all good shades. Regular \$1.50, a wonderful special at only, each **75c**
- Dorothy Gray hot weather Cologne — "Sweet Spice", "Lilac Time", "Summer Bouquet". Regular \$2.50. Special at, each **\$1.25**
- "Spray a Wave" — simply spray on your hair for longer lasting waves—plastic spraying container. Regular \$1.25. Special, each **69c**
- "Three Secrets" Talcum Powder, Special, each **19c**
- "Petal Tone" Face Powder—four shades to choose from—Regular 50c value. Special sale price, each **19c**
- Henley's Country Garden Face Powder, five smart shades, going at less than half price. Each **29c**
- Blue Grass Flower Mist by Elizabeth Arden with atomizer. Regular \$3.00 value. Special at **\$2.00**
- "Summer Wise" Cologne — a special division of "Fabrege Perfumes" — regular \$2.50 — Re-opening Special **1.50**

**3000
-- PAIR --**

Kayser

Nylons

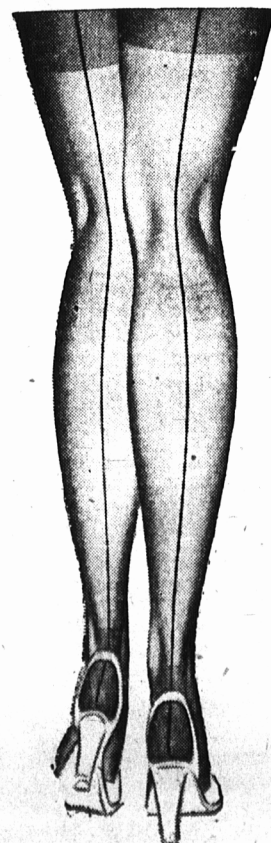
All First Quality New Fresh Merchandise from our MAIN SUPPLIER of hosiery — Specially purchased for this re-opening — a wonderful choice of summer colors—sizes 8½ to 11.

45 gauge 30 denier

97c PAIR

51 gauge 15 denier
1.12 pair
2 pr. for \$2.15

60 gauge 15 denier
1.29 pair
2 pr. for \$2.50



MOORE & McLEOD Limited