



the forward look of today's Canada

For Home and Family

More Great Values Every Day

AT YOUR VARIETY-DEPARTMENT STORE



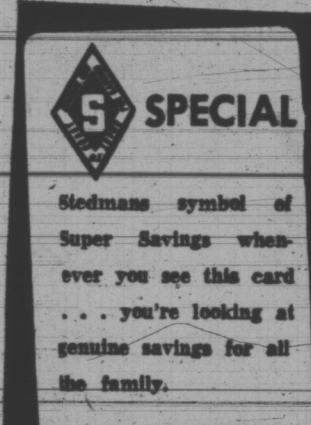
Be an expert shopper!

Look For Diamond-S Tags

They mean Super-Savings on

DIAMOND-S DAYS

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.

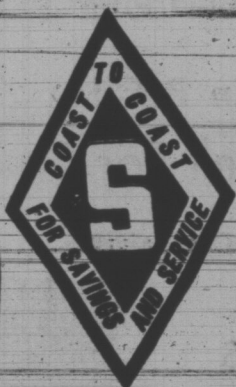


We are introducing our Diamond-S values with a special 3-Day Sale. Every item denoted by the Diamond-S card is from our regular stock, regular quality (unless clearly marked otherwise). Listed below are only a few of the varied Diamond-S Values you'll find throughout the store. It will pay you handsomely 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!

DIAMOND-S DAYS  
START 10 A.M. THURS!!

SAVE ON CLOTHING FOR MEN,  
WOMEN, CHILDREN!

SAVE ON FURNITURE AND  
FURNISHINGS FOR THE HOME



3 DIAMOND-S DAYS START THURSDAY

Ladies' Bulky Knit  
**Cardigans**  
100% Orion, button front, pearl tone buttons, rib knit sleeves and waistband.  
Reg. 4.98 **4.17**



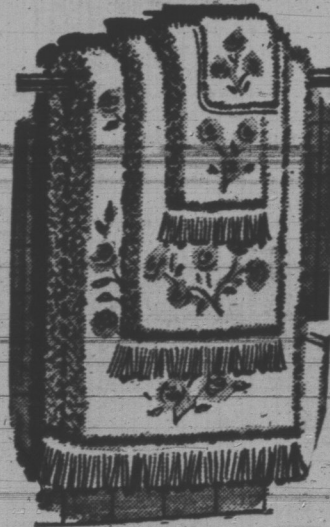
**3 pce. Tank Set**  
For your bathroom. Baby chenille, for tank, tank cover and seat.  
Regular 3.29 set **2.87 set**

**Work Socks**  
Nylon reinforced heel and toe  
2 1/2 W. Size 11 only.  
Reg. 59c **53c SPECIAL**



**Ladies' Slims**  
Stretch nylon with foot strap. Assorted colors in sizes 10 to 20. Ideal for fall wear.  
Regular 5.98 **4.87**

Large  
**Bath Towels**  
Size 22" x 48"  
Jacquards, fringed ends, in colors of rose, blue, gold or green.  
Reg. 2.95 pr. **1.27 ea.**



Cooy  
**Shotguns**  
Single Barrel  
12 gauge 30" barrel  
16 gauge 30" barrel  
20 gauge 28" barrel  
410 gauge 26" barrel  
Regular 29.95 **23.66**

**Ladies' Satinise Slips**  
Crystal pleated bra and hem, white only. Sizes 32 to 42.  
Regular 3.98 **3.19**



MORE THAN 80  
DIAMOND-S BUYS

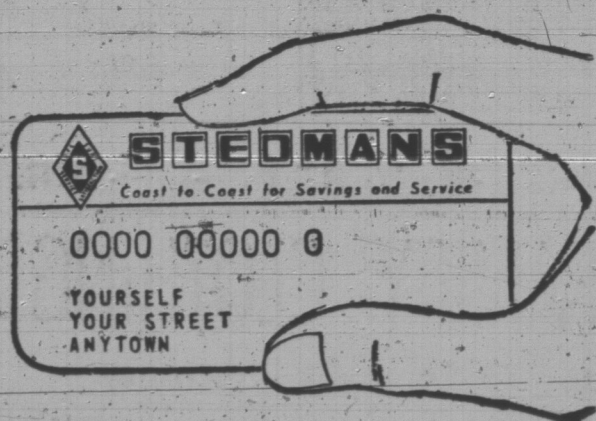
GO ON SALE 10 A.M. THURSDAY

**Lloyd's Stroller**  
Baby-Foam, padded back and arm rests. Blue, grey or beige tone.  
Regular 27.95 **23.37 SPECIAL**

**Children's Half Socks**  
Hi bulk orlon with stretchy nylon in foot. Assorted colors. Sizes 6 - 7 and 7 1/2 - 8 1/2.  
Regular 79c **63c SPECIAL pr.**

**Noxzema Products**  
Make up liquid; Cover Girl Face Powder; Cover Girl Matte Make Up; Cover Girl Medicated Lipstick. All popular shades.  
Regular 1.35 **99c SPECIAL**

"SCOTIA"  
**Electric Can Opener**  
Automatic, white plastic case. Built in bottle opener. 110-120 volts AC only. Boxed.  
Regular 14.50 **12.88 SPECIAL**



STEDMANS

VARIETY-DEPARTMENT STORES

ROYALTY MALL SHOPPING CENTRE