

We thank you . . . the public, for making this great event possible by your wonderful patronage during the past 21 years and it is with a feeling of pride and deepest gratitude that we announce the

GRAND OPENING TODAY

of our ultra modern

FUR SALON

Completely new fire resistant store and office building — located in the heart of the business district at 79 Grafton Street (next to the Canadian Bank of Commerce). Solid concrete and cement block construction, sprinkler systemed throughout for the protection of your furs — We extend an invitation to YOU to visit us and inspect this modern building. We will be proud to show you the 3000 coat capacity concrete storage vault — the modern repair dept. — the ultra smart fur salon which incorporates the latest features for enjoyable and easy shopping —

VISIT US TODAY DURING OUR OPENING CELEBRATION SALE

Complete new stock of over 250 Fur Coats, Jackets, Stoles, etc., all in the newest 1957 styles, especially purchased for this great opening event — here is a sale that guarantees you savings up to \$200.

NORTHERN BACK MUSKRAT COATS

Save up to \$80.00 on many of these fine quality coats, the largest selection of styles, colors and sizes in our history. Here is your opportunity to get the coat you want, and save up to \$80.00.

OPENING SALE PRICE from **\$245**

Other qualities \$295 — \$325 — \$385

BEAUTIFUL QUALITY MOUTON LAMB COATS

A magnificent collection of Mouton Lamb coats (died processed lamb), soft silky light weight pelts only. Supreme wearing qualities. You will be amazed at the wonderful values. Reg. \$215 and \$259.

OPENING SALE PRICE from **\$159**

BLACK PERSIAN LAMB

(died jet black)

Have you heard the news about the new featherlite Persian Lambs by "Hollanders"? Actually weigh less than many regular types of fur. Come in and see these masterpieces and save up to \$100.00 on many of these high quality coats.

OPENING SALE PRICE **\$495**

Others as low as \$345

MUSKRAT JACKETS

Here is the largest selection of Muskrat Jackets ever seen in the city—sizes from 8 to 20, newest shades of Mink, Charcoal, Marten, etc. sides and backs, long ones, short ones, box styles, flared styles. Reg. \$275. NOW

Others from \$179 **\$215**

CHINA MINK JACKETS from \$295

BLACK (died) PERSIAN LAMBS from \$225

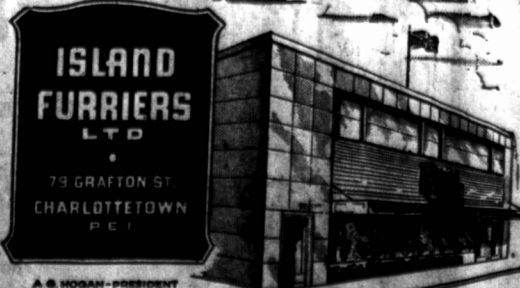
GREY PERSIAN LAMBS from \$295

GREY KIDSKIN JACKETS from \$149

LAPIN (died sheared rabbit) from \$ 89

CANADIAN SQUIRREL from \$319

STOLES IN WILD MINK, KOLINSKY MARMOT, MUSKRAT, etc. \$149 — \$379



Many, many Coats and Jackets not listed —
Make your purchase NOW!

CONVENIENT
TIME PAYMENT PLAN
TO SUIT YOUR BUDGET.
Free storage and insurance until wanted.