## TVM PAGE FOUR

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5) 5 Shop Early 8 Ogilvie, Coctead \& Co e Shop Early Contented Happy Throngs of Christmas Shoppers Are Enjoying the Manifold Pleasures of This Christmas Store


## Heco is Youre Winter Coat!

Specially Priced for
Thursday's Selling.. $\$ 19.50$



Smart New Winter
Coats, Special at.... $\$ 24.50$
Women's and Misses' New Winter Coats - Made from burella velour, blanket
coating, baby lamb and tweeds. Some are made in the loosesestyle.o.thers belted
with novelty belts, button trimmed. Collar and cuffs plush trimmed and shot or with novelty belts, button trimmed. Collar and cuffs plush trimmed and shot or
patch pockets. Alt have larte convertible collars, in notch or shawl style. All
sizes. Coats worth ap to $\$ 36.00$. Spec ially priced Handkerchiefs "Ideal Christmas Gifts" When in doubt send Handkerchiefs, is
very good advice to follow when one is
busy selecting apropiate gitts at this
happy season. Everybody, men and wobusy selecting appropriate gifts at this
happy season. Everybody, men and Wo-
men alike, appreciate Handerchies,
eapecially when they are chosen with care men alike, appreciate Handerchies,
eppecially when they are chosen with care
from anmong such exquisite fancles as we
are showing here are showing here,
Women's Hemstitched Pure Linen Hand-
Lerehiefs. Priced Women's Hemstitched Pure Linen Hand-
kerchiess. Priced at
only .............................. Fine Trish Linen Handkerchiefs, hem-
stitched. Special value
at only ................... 25 C at only
Pure Linen Hand Embroidered Initial
Handkerchiefs. Priced at
350 28e and $35 \mathrm{c}, 28 \mathrm{e}$ and ..................2 2 bc
 Dianty Colored Embroidery Handker-
chifes. Very Special at only hansome assortment of dainty embroidered edge and lace edge Handker-
chiefo, lineen centre. At $\$ 1.50, \quad .25 \mathrm{C}$
$\$ 1.25, \$ 1.00$, $95 \mathrm{c}, 85 \mathrm{c}$ to $\ldots . . . .25$

## F



An Exceptional Selling! Silk and Velveteen
Smart Serge, New Dresses at Most of these Charming Frocks owe their attrac-
tiveness to their simplicity. A few are embellished with silk braid, but most of them rely on their perfeet lines and richness of fabric for distinctiveness.
Materials are serge, silk poplin, taffeta, messaline, Materials are serge, silk poplin, tafteta, messaine,
and charmeuse. Formerly priced
up to $\$ 12.95$

## Silk and Serge Dresses at $\$ 9.95$

Women's and Misses' Stik and Serge Dresses, Made
from taffeta, messaline and good quality, all-wool serge. These include sample dresses. Others are
taken from our regular stock. Priced up to $\$ 16.50$.


## $\$ 7.50$ Seperate <br> Skirts \$4.69

Women's Serge Skirts, in coiors of navy, biack anu
grey. These are nicely tailored with button trim-
med tabs over hips or pockets, gathered back with med tabs over hips or pockets, gathered back with
belts. These are worth $\$ 7.50$. $\quad$. $. . ., 44,69$
Special Sale Price ...........

