

RAPHAEL-MACK

236 Dundas Street

What Is Value?

Many stores are trying to meet the higher price conditions of today by luring the public into buying clothes that are low in price—with absolutely nothing else to recommend them. That isn't value-giving!

Value depends on what you GET—not what you pay

Raphael & Mack's is becoming one of the foremost specialty stores in Canada by selling garments of authoritative style, dependable materials and expert tailoring, at prices LOWER THAN ELSEWHERE—quality considered.

True economy is in getting **LASTING SATISFACTION**—and Raphael-Mack guarantees that!

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Figure This Out!

Just take a pencil for one moment and prove for yourself how attractive our prices really are.

Dependable materials are selling today at \$3.00 to \$8.00 a yard. Get from any good tailor or dressmaker the prices for making clothes—and add up just a rough estimate of the cost that way.

Then consider the **EXTRA** style and distinctive class of the garments we show—and you'll appreciate what great savings Raphael & Mack offer.

Raphael-Mack's Garments are good when you buy them; they remain good till worn out—and they don't wear out till they've given the utmost service, consistent with their price!

**New Suits**

Assortments Ranging from \$35 to \$125—Which Contain Every Autumn Style Success, and Testify Convincingly as to Raphael-Mack's Ability to Give "Style Without Extravagance."

At \$45.00

Unusually smart Suits of Velour, Serges and Gabardines, in tailored and belted types, many trimmed with modish muffer collars, cloth and bone buttons, tucks and braid. Rich shades of taupe, brown, navy and black.

At \$55.00

Classy Suits of Tricotines, Silvertones, Velours and Serges in all the very newest shades of brown, navy, plum, taupe and black. Belted, semi-fitted and flared styles, trimmed with embroidery, tucks and buttons.

At \$67.50

Rich Broadcloth, Tricotine and Silvertone Suits, in semi-box, belted, flared, paneled and Russian blouse effects. Some finished with choker collars of sealine or opossum. In French blue, navy, plum, beaver and taupe.



Choose Now---and You'll Have Your Fur Paid for by the Winter Time

That's the most sensible way of buying a nice fur we know of. You won't feel the expense, and you'll get something really good.



—Seal —Squirrel
—Sable —Mink
—Opossum —Raccoon
—Beaver —Fox

These and other luxurious fur coats, neck-pieces and muffs are here in great variety. Priced on the Raphael & Mack "small profit—many sales" basis.

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Luxurious New Coats

Striking Styles and Rich Fabrics In a Display Which Will Meet With Every Fancy: \$19.75 to \$97.50.

Never has Raphael & Mack's dominating SUPREMACY in the ready-to-wear field of London been so clearly defined as it is this season. Keen foresight and alertness combined with a purchasing power which enables us to buy where we can buy best, have scored a distinct triumph in all-round value-giving. Three specially inviting groups of coats for Saturday, are these:

At \$34.75

Coats of Velour, Pompom, and Silvertone, in striking new styles — flared backs, belted fronts, etc. — with tucks, fancy buttons and brocade linings. Burgundy, brown, beaver, taupe.

At \$44.50

Rich Silvertone and Velour Coats, in flared and deep yoke styles, some with dolman sleeves and choker collars, new narrow belts and half belts, luxuriously trimmed with plush or fur.

At \$52.75

Magnificent Coats of Broadcloth, Silvertone or Velour, some having dolman sleeves, shawl and muffer collars, wide cuffs, etc. Trimmed with "Sealine" or self. In gendarme blue, brown, taupe, plum.

**New Dresses**

An Extensive Display of Distinctive Styles—\$15 to \$65—Revealing All the Latest Ideas in Flaring Hips, Shorter Skirts, and Fur and Fringed Trimmings.

At \$29.75

Beautiful Russian Blouse, Vestee, Tunic and Tailored Dresses, of serge, satin and jersey—cleverly trimmed with soutache braid, silk braid, curved pin-tucks and bone buttons. Jap waist linings and narrow skirts. All shades.

At \$35.00

Charming Dresses of satin or serge, also satin and georgette combined, in oriental blues, burgundy, navy, black and brown. Styles include pointed tunics, ruffles, draped and straight silhouette effects. Finished with shoestring belts, girdles, georgette pipings, silk cords and tassels.

At \$49.50

Dresses of rare quality, charmeuse satins, georgettes, serges and Tricotines, in the newest straight line, vestee, tunic, draped and ruffled effects. Clever trimming ideas, including fancy buckles, belts, girdles, accordion-pleated lace collars, also collarless effects.

Newly Arrived Waists of Rare Charm

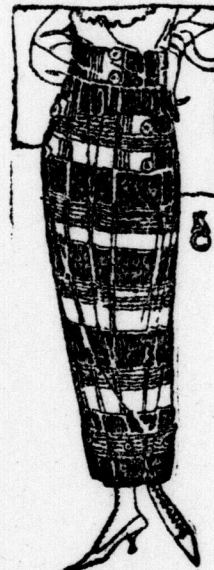
Dainty Crepes and Georgettes in Endless Variety—These Two are Typical Values.

At \$8.98

Dainty Georgette and Crepe Waists, in flesh, navy and white, hand-embroidered, beaded, braided and pin-tucked styles, round or square collars, side and front fastenings, elastic waist bands.

At \$11.75

Exclusive styles in Georgettes and Crepe de Chines — of lovely flesh and ecru shades; also white, black and navy; bell and cuff sleeves, valenciennes laces and insertions, etc.

Skirts That Are Different

Styles That Are Out of the Ordinary, Even at These Ordinary Prices!

At \$11.75

Splendid ALL-WOOL Serge Skirts, in navy and black only. Newest narrow and medium widths, finished with slashed pockets, self buttons, braids and tucks.

At \$15.00

Excellent Skirts of ALL-WOOL poplins and serges, some belted and with centre pleat in back, many finished with slash pockets, buttons, braid and tucks.

Chic New Fall Hats for Tomorrow's Buyers

Priced at \$8.95, \$10 and Up to \$20, If You Wish.



This is truly a season when all may be becomingly hatted, so great is the variety of new millinery models. Velvets and velours are here for all occasions, the newest idea being those with the soft ruffle brims, usually with the glycerine ostrich or flowers and ribbon, which are equally attractive. It will pay you to see our present display at \$8.95, \$10 up to \$20.

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