

ains

on Cotton Combina- heavy ribbed well- hout, all sizes, \$2.50

tic Ribbed Shirts or ural shade, all sizes ..... \$1.25

veral lines of Wat- nations for Men at olesale prices, spec- ..... \$3.00

of Sweater Coats 0 up to \$9.50

will stand hard ossible to make 0 up to \$6.00

from ..... e up to \$1.50

outfitters d Boys'

Buy Your shoes at SELOH'S

ors from Post Office hone 671.

BIFF!

ting Liver and Bowels i violent drugs, but ke "Cascarets."

ing" bile out of your system l and other sickening purga- wrong. Salts, Oil and Cas- ers act by flooding the bow- digestive juices which are a stomach. Cascarets are They act as a tonic to the es, which is the only sensibl- ve a bilious attack, a sour, th, or constipated bowels, gripping or inconvenience- ly return to regularity and . Cascarets cost very little ork while you sleep.

E-MADE LOTION, & R WRINKLED, & FLABBY SKIN

re wrinkles and age lines, or eir formation, a simple lo- by dissolving one ounce of red saxolite in a half pint of l, will be found wonderfully This tends to tighten and relaxed skin, making it firm. The ingredients of course at any drug store or in toilet department stores.

o face with this harmless lo- of a while and every line will uding the deepest crowd-out l. Even the first application sing results. There is noth- or reducing double chin and nek muscles, as well as en- . No trace of the treatment as on the face, so your friends ss the reason for your repu- eance.

ames, Strathroy, had a pe from death while automobile over the rail- when a passenger train car smashing the two is.

ide branch of the Cana- herhood Federation was Belleville. ms have been closed in spears School, Stratford of the fear of smallpox. ern Council has declin- a ratemakers to grant y a G. W. V. A. home.

UM OF MONEY - Owner same by paying ad. and Dom. Express. 11-5-19.

Repairing

ate Shoe Repairing with pped machinery. First- k with satisfaction guar- E. Niergarth, next to Toronto, Waterloo.

"To make NEW Friends and Draw OLD Friends Closer

# FRIEND-MAKING SALE

## At The RAPHAEL-MACK Store

"Not to Make Profits, But to BUILD BUSINESS"

A sale that's away out-of-the-ordinary--in fact, it's the great special price event of the year and it comes right at the beginning of the season. Unlike other sales, the purpose of this event is not to reduce stocks--but to **SHARE OUR PROFITS** with customers, that those who know the Raphael-Mack Store will appreciate it more than ever, and those who do not yet know it, will find it to their advantage to "get acquainted."



"Friend-Making" Prices On All Our

### SILK and CLOTH Skirts

In serges and silks of every description, comprising a full range of the season's best shades and newest styles, with many clever trimming ideas you'll find in no other store.

\$4.98

\$6.98

\$8.98.

And the same prices apply on all

### Waists Too!

In georgettes, crepes and other lovely, sheer weaves. Our collection of Waists captivates all who see them! Not only is there a beautiful array of styles, but the color assortment affords unusual scope for individual selection. At

\$4.98

\$6.98

\$8.98.

## Sale Starts On Thursday Morning 9 o'Clock

Note, please, that every garment is fresh, new and thoroughly desirable! Absolutely no jobs or special sale lots purchased to sell at a low price just to attract your attention, regardless of reliability. Everything is regular stock--guaranteed fully up to the high Raphael-Mack standard of quality and style. Come and learn by actual comparison the tremendous value-giving made possible by our great four-store buying power, as clearly evidenced in these Friend-Making Sale items.



## Every COAT in Stock Marked at A "FRIEND-MAKING" SALE PRICE!

Women looking for out-of-the-ordinary styles and values in Coats, should certainly see these. Every material in popular use this season is to be found in our huge assortment--silvertones, velours, pom-poms and broadcloths, in all shades, including plenty of burgundy, browns, taupe, gendarme blue, plum, etc. Every Coat has that particular workmanship and smart tailoring which mean so much to the carefully dressed woman who demands perfect style. Reduced for "Friend-Making" to

# \$17.90, 24.90, 22.90, 34.90

And We Hope to Make Many Friends By This Wonderful Offering in **FURS** 25% Off Everything

An exceptionally choice collection awaits your selection--and with a straight reduction of ONE-QUARTER OFF to-day's regular values; the opportunity of buying a Fur is remarkable indeed. Neck-pieces and Muffs of every description--Coats, Capes and Coatees--all the very latest styles.

Seal, sable, opossum, beaver, squirrel, mink, racoon, fox, etc.--are all represented. Every piece offered at a clear saving of

25%

More Real "Friend-Makers"

## DRESSES

The most beautiful assortment of popular-priced and exclusive Dresses this store has ever offered--comprising clever originations and adaptations that have won highest approval in the leading style centers of the continent. Offered now at--

\$14.85

\$19.85

\$24.85

\$29.85

\$39.85



### SPECIAL

**PULLOVER SWEATERS**  
All colors, pure wool, combination colors.  
Reg. up to \$6.50  
**\$4.69**

**CREPE DE CHINE WAISTS**  
All colors and sizes  
Reg. up to \$5.50  
**\$2.98**

**TWEED COATS**  
Fine for motoring wear all year round.  
Reg. up to \$25.00  
**\$15.00**

**LOOK!**  
6 Suits worth up to \$35.00  
**\$19.98**

### Waterproof Raincoats

Just arrived. Fine tweed Raincoats. Purchased to sell at \$13.50.  
**\$9.85**

**UNDERSKIRTS**  
75 Heatherblooms, plain and flowered flounces. Reg. to \$3.00.  
**\$1.79**

## NO COMPARATIVE PRICES

We appreciate the confidence of the discriminating buying public of this city far too highly to risk losing any of it by quoting values which might even appear to be exaggerated. Suffice to say that the offerings of this sale are truly remarkable! You'll heartily agree to this, we're sure, once you see the actual garments. We prefer to have you make comparisons and judge the values for yourself.

Still More "Friend-Makers" in

## Smart SUITS

Every garment represents a value that is notable for both style and utility. Rich velours, serges, gabardines, silvertones and tricelines--all exhibiting the very newest whims of fashion--many of the better ones being luxuriously fur trimmed.

\$29.75

\$34.75

\$42.75

\$52.75



# THE RAPHAEL-MACK CO.

"THE STORE OF SMART STYLES AT POPULAR PRICES."

109 King St. West

FOUR STORES - LONDON - HAMILTON - KITCHENER - ST. CATHARINES