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BIFF!

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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 so **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."

Sale Starts On Thursday Morning 9 o'Clock

"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.

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 Costumes—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

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

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

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 tricoots—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