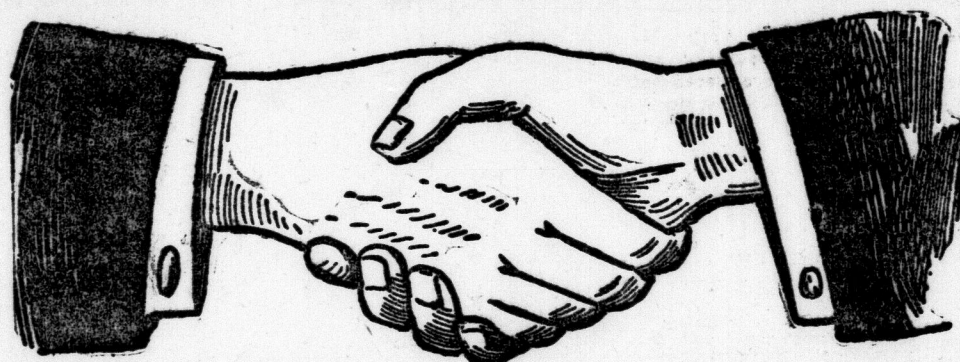


THE RAPHAEL-MACK CO. PRESENTS THE GREATEST BARGAIN EVENT OF THE SEASON!
COMMENCING THURSDAY MORNING, APRIL 22nd, at 9 O'CLOCK

**Its Avowed Purpose Is to
 Make New Friends and
 Draw Old Friends Closer!**



**Not to Make Profits or
 Clear Old Stocks
 —But to Build Business!**



**MORE Than a
 Sale in the
 Ordinary
 Sense! A
 Demonstration
 Of Our Ability
 to Serve!**



FRIEND-MAKING

BUSINESS - BUILDING SALE



**To Establish
 Clearly
 the FACT
 That We Are
 Supreme in
 Value-Giving!**



Some stores buy garments regardless of quality—to sell at popular prices during "sales." The Raphael-Mack Co. never follows that course! Our policy—to which we rigidly adhere—is to provide stylish new apparel, thoroughly reliable and desirable in every way—and to sell it at prices so much below regular, that the values are irresistible.

This sale, therefore, presents ONLY "quality" merchandise; absolutely no jobs or special sale lots included! Every garment is from Raphael-Mack's own regular stock—is reduced from our regular price—and is today actually worth 15 to 25% more than its regular marked value. Is it any wonder we say: "LET'S BE FRIENDS" for mutual benefit?

Unquestionably! The Greatest SUIT Values This Spring—
Nearly 1,000 Beautiful New Garments

Every Favored Style.

Every Suit Reduced!



\$28.75

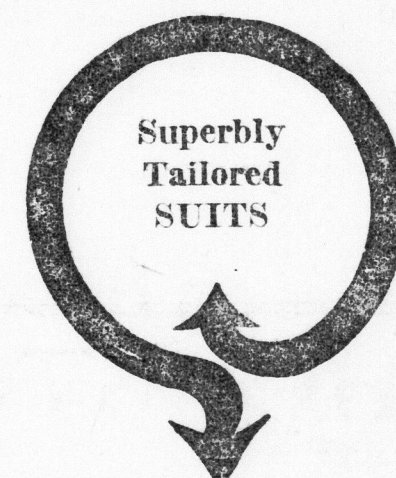
Good Serge and Poplin Suits—navy, brown, taupe, black—tucked and braided—novelty pockets—tailored and belted.



"Friend-Making" Sale Involves Our
 Entire Stock!

\$39.75—\$58.75

Even the higher-priced exclusive models are reduced for this business-building event. The moral is: GET YOUR SUIT NOW!



\$49.75

High-class Gabardines, Serges, Poplins and Tricotines—gentle-tailored and box effects—flared, rippled, braided—favorite shades.

Scores of Smart New Suit Styles—the latest Eton and Bolero effects, tailored and mannish types, hip-length coats, vestee features—of Serges, Tricotines and Gabardines, in new shades—entire Raphael-Mack stock at "Friend-Making Prices."



Reg. to \$12 Waists

\$4.98

Lovely Crepes and Georgettes—some slightly soiled from display use.



Reg. to \$30 Coats

\$19.85

Practical styles of good serviceable Tweeds, in attractive shades.



Reg. to \$18 Skirts

\$9.85

Both Serge and Silks—in the latest styles, novelty pockets, etc.



Reg. to \$9 Sweaters

\$4.95

The popular "pullover" style in every color that's favored this Spring.



\$35 Leatherette Coats

\$19.85

Sports style, double texture, gabardine back. Amazing value!



Odd Dresses to \$25

\$9.85

Only one of a kind—but big variety in all, every shade.



ALL COATS

Reduced for "Friend-Making"

We don't urge you to buy—but we DO urge you to SEE these wonderful business-building values. There are two wonderful groups worthy of special mention (in addition to the extra specials) at—

\$23.85 and \$38.85

Exclusive Models at—
 \$43.85, \$48.85, \$57.85

EXTRA SPECIAL:

\$29.85

—Velours, Poplins, Polo Cloths, Tweeds and Gabardines; all Polo Cloths, shades—all sizes!

ALL HATS

Reduced for "Friend-Making"

Every mode, material and shade that's popular this spring—real quality combined with real style! One big extra special group at

\$8.95

Others: \$4.95, \$6.95, \$10.95, \$12.95

RAINCOATS

Reduced for "Friend-Making"

We offer three wonderful values in these practical garments—one of which should be in every woman's wardrobe, ready for instant use.

\$12.85—\$15.85—\$18.85

Get a Raincoat Now—Useful All Year Round!



ALL DRESSES

Reduced for "Friend-Making"

Business-building prices on every garment—from the simple little frock for everyday home or business wear, to the most elaborate "creation" for special occasions. Both Silk and Cloth Dresses—

\$23.85 and \$38.85

Exclusive Models at—
 \$43.85, \$48.85, \$57.85

EXTRA SPECIAL:

—Taffetas and Messalines, also Serges in dozens of charming styles; every dress a real "Friend-Maker."

\$29.85

THE RAPHAEL-MACK CO.

236 DUNDAS STREET