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MAKERS OF GOOD CLOTHES

## Economy in Clothes

The desire for economy in clothes seems to be widespread. It is some thing we have been trying to encour age. We consistently urge economy We believe that people who do no need clothes should not buy them There have not been enough "good" clothes to go around, and anyone he has, is rendering a public service

We have also said that if you d buy clothes, for reasons of self respect or other feelings, ---you should buy the kind of clothes that will be the least wasteful. Economy in clothes is not simply in paying a low price for them; it is not in getting a certain amount of cloth and tailoring -- for clothes are something more

You'll find true economy in Ed. Mack clothes; we guar antee that they'll give you you expect to get in style you expect to get in good anu
ED. MACK, mump
167 Yonge St. Opp.Simpsón's



Choice of Combination Season's Ticket For Two or $\$ 60.00$
Mcleod Bicycle For Beat Guess on Opening Day Attendance-Ako Other Prize.


| Attendance Coupon |
| :---: |


${ }^{\text {sumer }}$








## Raincoats

This lot is comprised of two-purpose tweed coats in shades of brown and gray Made up in the Trencher model with allround belt, convertible collar and slash pockets. Also plain dark gray paramatta cloths made up in the motor model with convertible collar and regular pockets with flaps. Sizes 34 to 44 . This morning at $\$ 15.00$.

Young Men's Brown Tweed Overcoats at $\$ \mathbf{2 6 . 5 0}$ Singic-breasted, form-fitting model, with long soft sell hapsis and slash pockets. Sizes 35 to 40


Fine Rugs From the Orient From Persia, China, Asia Minor, India and the Caucasian districts do they come in all their wealth of beauty and gorgeous colorings. Our assortment is a mos exclusive one.

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## The Secret of the New Sweater Coat

"However did you get your sweater to look so nice?" said a little friend of mine the other day, and when I told her the secret-Monarch Wool-she almost hugged me with delight when visions of her new sweater, so soft and downy yet so durable and strong, flitted across her vision.

And the wonderful shades too-all the exquisite delicate colorings of Summer time, every iridescent and rainbow tint imaginable.

Start to make yours today.
Monarch Floss, a 2-ply yarn of soft downy texture, yet strong and durable, suitable for light-weight sweaters, scarfs, shawls. All the Summertime shades of pink
rose, old rose, strawberry, cardinal, apricot orange, burnt orange, brown, henna, pale rose, old rose, strawberry, cardinal, apricot, orange, burnt orange, brown, henna, pale
blue, turquoise, Oriental navy, emerald, orchid, lavender, purple, American beauty and
buff. 1-oz. ball ......................................................... 35 Monarch Down, a heavier 4-ply yarn in amethyst, purple, heather, brown, Nile,
rose, old rose, cardinal, maroon, royal blue, jade and Oxford, 2 ,oz, balls Monarch Down, a heavier 4-ply yarn in amethyst, purple, heather, brown, Nile,
rose, old rose, cardinal, maroon, royal blue, jade and Oxford. 2 -oz. balls ........ . 65 Monarch Dove, a lighter weight, 4 -ply, twisted yarn, in lemon, buff, heather shades,
ender, pink, rose, sky and black. 1-oz. ball ..................................... . 35

Have You Seen
The Monarch Illustrated Instruction Book on Wool Work ? Miss Rhoda James, expert teacher of knitting, will be in the Art Needlework Department, Fourth Floor, daily to demonstrate new stitches and teach the
art of knitting any garment desired. Hours: 9 to 12 in the morning, 2 to 5:30 art of knitting any
in the afternoon.


New Jersey Suits For Misses Are Charming

With the tang of the windy links and the breeziness of the upper deck in every sportive line.

- Qualities, too, that will brave wind and weather, sun and shower, and preserve their abundant freshness and dashng lines.
Mostly loosely-belted styles with long Tuxedo collars, often in some gay coninverted pleats, clever stitchings.
Vivid jade, marine blue, Italian green, rose and cardinal, or sturdy taupes, browns, gray and navy. Priced, $\$ 35.00$ to $\$ 62.50$, with very special value in an excellent assortment at $\$ 35.00$.


## We Are Selling Furs to Women Now For Wear Next Winter

Scarcely a day passes but some woman purchases furs for future wear-they know how the price of peltries is rising. And, by the way, any furs purchased now may be
kept in our Cold Storage Vaults until required, if you so desire. Handsome Lucille Fox Scarfs are particularly in demand
Handsome Lucille Fox Scarfs are particularly in demand, and there is both the
double-furred style and the chic choker. Trimmed with head, tail and aws Mink Chokers, too, are here in one-skin styles of attractive variety at $\$ 25.00$ to $\$ 40.00$, and Pine Marten at $\$ 50.00$.

White Iceland Fox (Electrified Thibet) Scarfs in newest shapes, $\$ 9.50$ to $\$ 12.75$.


## Boys! A Tweed Suit $\$ 12.45$

250 Suits, two styles illustrated, that combine excellence in fabric, style and finish.

Distinctive and attractive patterns in heather mixtures, fawn and black stripes and gray and black broken check effects in wool and cotton mixed tweeds. Double and single-breasted models, with all-round belt at waist. Some have vertical pockets, others patch, with buttoned
flaps.

Full-fashioned bloomers, equipped with gow ernor fasteners and belt loops. Sizes 6 to 12 years, 24 to 30 . Regularly $\$ 16.50$. Today, spe-
cial price .............................. 12.45


So Many Pretty Afternoon Frocks at $\$ 29.75$

Frocks of taffeta-with frilled or scalloped tunics, knife-pleated flutings and sometimes leeves and vestees of georgette.
Prettily-embroidered satin with draped tunics, novel pannieres, bolero and surplice bodices.
A smart Crepe de Chine has an accordeonpleated tunic and chic vestee.

And so on throughout a charming variety for women and misses, mostly in navy, taupe, mid night blue and black, with a few in sand, French blue and rose. Special value at ......... 29.75

