

THE FLAG THAT WE TRAVE UNDER

IT HAS ALWAYS BEEN OUR STANDARD. DO YOU WANT TO COME UNDER ITS FOLDS?

The
City Store
Flag.

Honest Bargains and Good Treatment To All.

Our aim is and always has been to give an honest value every time.
If you ever catch us doing otherwise we will haul down our colors.
Trade with us and cultivate our acquaintance; you will find that
we are Telling the Truth.

THE CITY STORE JUST NOW IS BLAZING WITH NOVELTIES IN DRY GOODS;
MILLINERY AND CLOTHING FOR THE SPRING TRADE; EVERY DEPARTMENT IS
COMPLETE AND FILLED WITH THE CREAM OF THE MARKET, SO THAT IF GOOD GOODS,
HONEST PRICES, MILK-WHITE TREATMENT AND BED ROCK VALUE COUNT FOR
ANYTHING, WE WILL DRAW A LARGER CROWD THAN A CIRCUS, AND GIVE
EMINENTLY BETTER SATISFACTION.

WOULD YOU

like to see something of an exceptional character in Dress Goods? If you would, come to the City Store and spend a little time in looking over our Seasonable, Fashionable and Suburb Stock, which has been selected with great care, and is a wonderful aggregation of Bright New Goods with Trimmings to match. Regarding our Black and Colored Silks they must be seen to be thoroughly understood, because the prices are so low, the quality so high and the value so great. Everybody can rely upon a cordial reception and satisfactory bargain.

OUR STOCK OF MILLINERY THROUGHOUT IS ENTIRELY NEW, AND FOR BEAUTY AND GRANDEUR WE ARE CONFIDENT, WILL ECLIPSE ANYTHING HITHERTO SHOWN IN LINDSAY, WHILE OUR PRICES ARE VERY MODERATE. MISS ROBINSON, OUR NEW MILLINER, IS A LADY OF EXTENSIVE EXPERIENCE AND COMES TO US VERY HIGHLY RECOMMENDED.

MERCHANT TAILORING

is a specialty with us. Our Mr. Cathro, who is a thoroughly practical cutter of 25 years' experience, gives this department his entire and undivided attention. Our Stock of Woollens, comprising all the Newest and Latest Novelties in Suitings, Coatings, Vestings, Trouserings and Spring Overcoatings, has never before been equalled in extent, quality or value, and for style, fit, workmanship and finish we stand on the top rung of the ladder of fame. We have customers for our clothing from Halifax to British Columbia. Our prices are lower than ever.

Our Stock of General Dry Goods is now complete in every department with New and Seasonable Goods for this Spring's Trade. Our Prints, Ginghams, Seersuckers, Steamlooms, Factory Cottons, Shirtings, Tickings, Cretonnes, etc., were bought previous to the recent advance in prices, and we are actually selling these goods 10 per ct. below Mill prices to-day.

Ready-made Clothing has always been an important branch of our business, and this Season's Stock is fully up to the mark, while the value is decidedly superior.
In Hats and Caps of the Newest and Latest Styles we continue to carry the Excelsior Stock, while our Prices are only about half what a regular Hatter would demand.

***** We extend a very cordial invitation to everybody to call and see us and examine our Goods and Prices. Always a pleasure to us to show our Grand Stock. *****
Everybody and their Cousins and their Aunts made welcome at the City Store whether they purchase or not.

SOOTHERAN, CATHRO & MARK,

CITY STORE, No. 2 DOBSON'S BLOCK, 2ND DOOR WEST OF POST OFFICE, KENT STREET, LINDSAY.