WHAT SHALL BE WORN

by Canada's Fair Daughters?

NEW STYLES IN

Outer Garments, Jackets, Cloaks and Capes.

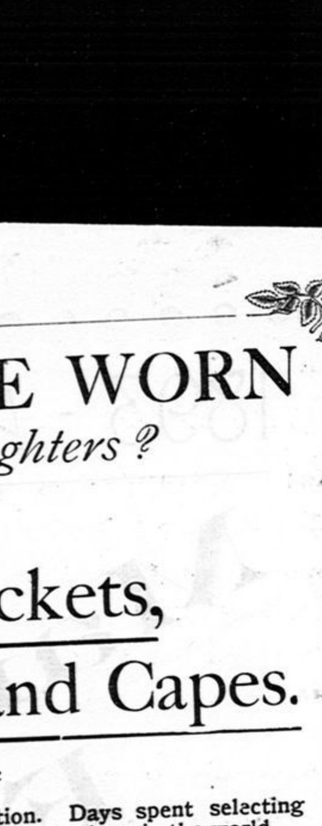
Experience has taught the necessity of early preparation. Days spent selecting from the best German Manufacturers, the greatest Mantle makers in the world, enab'es us to place before our customers STYLES, VARIETY and VALUES not known to home buyers. We sell these goods without the middle man's profit, which means no small item in favor of our customers. Our assortment covers 75 distinct styles, and numbers several hundred garments. Many of the New Jackets show the Empire Collar, edged with Fur. The Single Breasted Reefer is among the New Styles. Large Leg of Mutton Sleeves still predominate.

Prices range from $3 to $30 each

Our $6, $7.50, $9 and $10

Garments Simply Annihilate Competition.

Children's, Maids' and Misses' Jackets, Ulsters and Cloaks have all found a place in this great Jacket assortment. We press nobody to buy, but simply ask in justice to yourself that you should see our Goods and Styles and learn our prices.



FUR MANTLES AND CAPES.

This is the Fur Cape season. Capes vary in length from 18 to 36 inches. High shoulders and tight fitting garments are out of date. The low shoulder and military cape is the correct thing. We are prepared to show our customers superior values in SABLE, NUTRIA, Beaver and Greenland Seal Capes. Fur Ruffs, Muffs, etc., in endless variety. See our Astrachan Jackets.

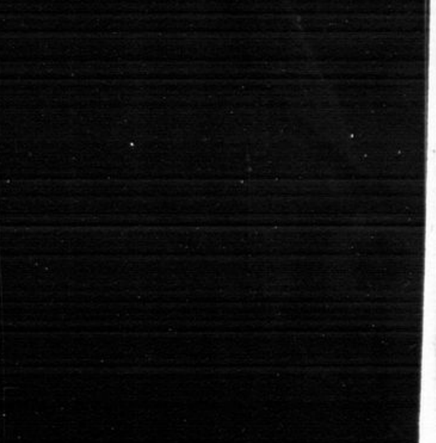
DRESS GOODS DEPARTMENT.

This department is the pride of our store, which we always keep full and assorted with the most fashionable things in All-Wool and Silk Henriettas, Serges, Ottoman Cords, Whip Cords, Amazon Cloths, Estamines, Hop Sackings, Fancy Shot Serges, Plaids, etc.; also a handsome range of Tweed Costumes, all prices.

See our Champion 50c. Wool Henrietta, all Colors.

See our Champion 45c. Serges, Shot Effects, all Colors.

See our Champion 25c. Wool Serges, all Colors.



TRIMMINGS.

This department is complete with all the new and fashionable things in Braids, all colors and widths, Fur Edgings, Shot Plushes and Velveteens, in fact everything that is fashionable.

STAPLE DEPARTMENT.

This department is full to overflowing with the choicest values in

Flannels, Ginghams, Cottonades, Shaker Flannels, Table Linens, Towellings, Towels, Cottons and Steamlooms, Etc.

See our 15 cent Grey Flannels.

GLOVES, HOSIERY AND SMALL WARES.

In this department we excel—for value and quality we are unequalled.

Millinery. We are prepared to show the Ladies of Victoria the finest assortment of Millinery to be seen in this part of the Country. For Taste, Neatness and good judgment this department is Lindsay's Leader of Fashions. Ladies, come and see this department, which is under the able supervision of MISS ROSS, one of the best known Milliners in the trade.