THE VICTORIA HOME JOURNAL

THE GREATEST ATTRACTION

As the vast majority of the patrons of a Retail Dry Goods Establishment are women it follows as matter of course that the store that carries the lines most interesting and attractive to them fails not of its reward.

Among the useful and elegant articles which make the modern Dry Goods Emporium interesting to its principal patrons, are lines of stylish

CAPES, JACKETS, COATS AND WATERPROOFS.

Devoting a large share of our attention to this branch of our business we have achieved for our goods a reputation for

FIT, ELEGANCE AND DURABILITY.

We are now showing over 450 STYLES of

CAPES * AND * JACKETS

In new and striking designs, the best materials, the highest workmanship and at POPULAR PRICES.

Rubber Coats and Mackintoshes.

Perfectly Waterproof, but not Airtight; Odorless and made in a large variety of patterns and styles.

UMBRELLAS

Are nearly as old in the service of mankind as the rain or sunshine from which they protect him. We have a comprehensive line, embracing every quality, style and material, in frames, sticks, covers and handles, direct from the manufacturers. PRICES RIGHT.

DRESS 600DS. 25 CASES.

DRESS GOODS.

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We have just marked off our new Fall Dress Goods, and an early inspection is solicited. The variety of designs to choose from is very extensive. The qualities, the finish and the prices are the best. Glasgow Frieze, 54 inches wide, 75cts to \$1.75 per yard.

Caledonia Suitings from 50cts to \$1.00.

Diagonals and Serges, double width, 85cts to \$1.25. And other new and popular styles in great variety.

We invite your inspection.

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THE WESTSIDE, Sept. 29th, 1894.