## Our January Sale Commencing Wednesday 2nd Is to be Unprecedented and Unparalleled in Values and Prices!

ly our paramount position enables us
prices anywhere in this Province. Finally, the past year, ending with beyond all normal calculationatif perity has result
ters not in what part of the globe we have to obtain the goods that are worthy of our reputation,
On the threshold of the New. Year we wish all our patrons and friends our sincerest good wishes.

To the Refidents and Non-Residents of Victoria : simply remind you that Oar Store being the greatest in Western Canada, our customers must indisputably be the greatest in number, our stock must of necessity be the largest, and conssequently
through the enormity of our business, influence and capital, we absolutely stand alone in our abil. ity to give you the Winter Clearances at the lowest possibie prices extant in Western Canada Spring is fast approaching, and so are car loads of spring goods. What does this meain to you?-and ns?

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## Lace Department

## clearantee of Embr early purchase.

 A magnificent stock ofbuny to the parting of the
uncommon sale prices.


## Staple Department





Night Gowns for Ladies


## Gents' Furnishings Dept.

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## Men's and Boys' Clothing Department

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## The Silk Department


this store. Nine departments have been opened; never such volumes of business transacted, which is perity has resulted from our determination to serve your interests in the minutest detail, and it mat-


Hose for Ladies and Children


## Dress Department



Fancy Work Department


