

THE ALASKA EXPLORATION COMPANY

.....EXTEND TO ALL.....

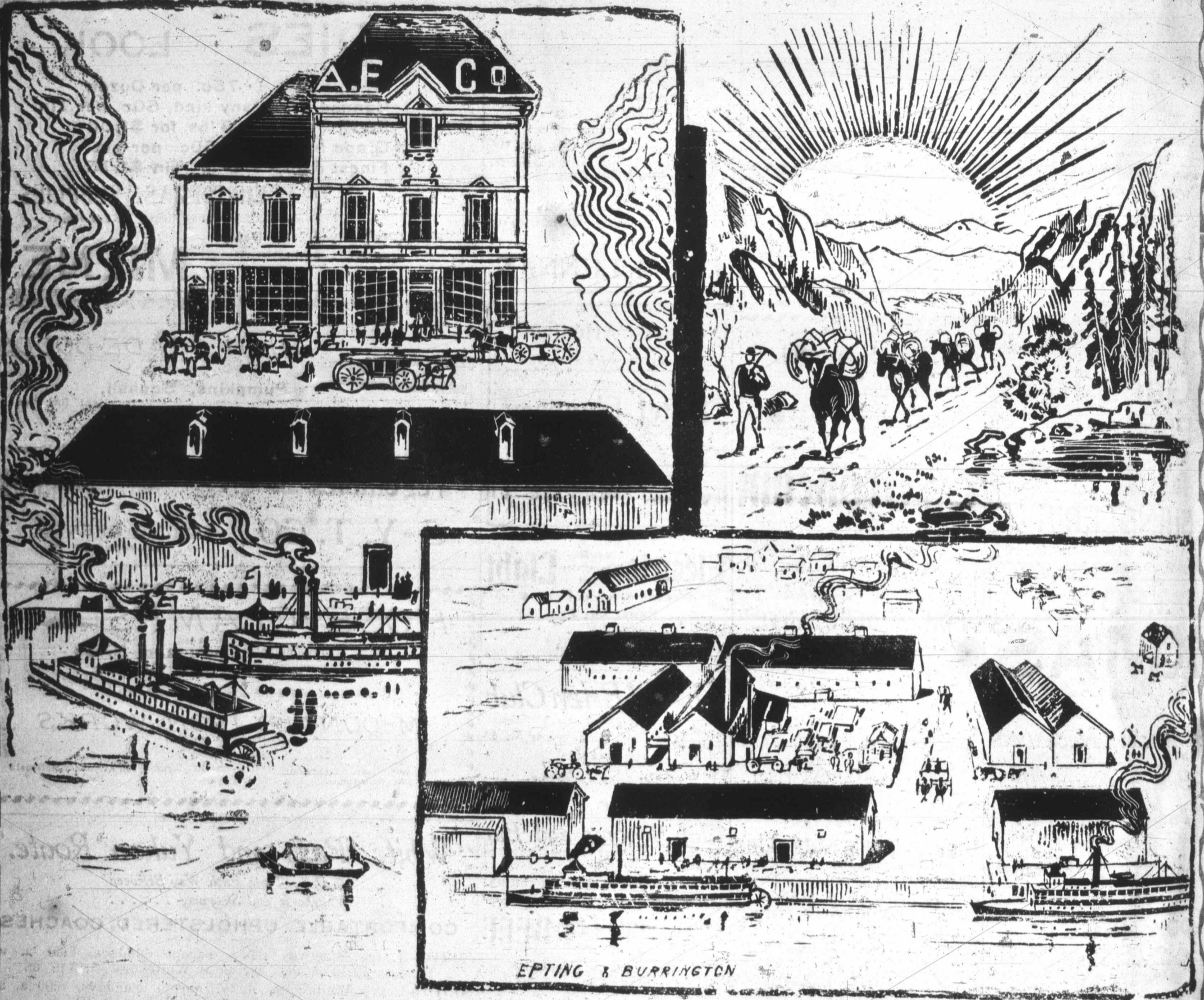
"A Merry Christmas and a Happy New Year."

THE ALASKA EXPLORATION COMPANY

Less than three years ago occupied one small one-story building, but like a wise architect it began to build a business on a solid foundation. The miners were not slow to realize that the coming of this company which sold better goods at lower prices meant a new era in the development of the Yukon gold mines. **THE MAMMOTH DEPARTMENT STORE** together with eight large warehouses now occupied by this company stand as a living monument to the energy, progressiveness and fair dealing of this company. Even now these stores are getting too small for the great volume of business transacted daily.

This company has been actively identified with every movement for the progress and development of the Yukon and is today looking forward to even greater commercial strides for the coming year.

It will be our great aim in the future as in the past, first to secure to the people of the Yukon the best products of the world's markets at prices that will be fair to you and fair to us.



Mining Machinery Department

Our Chief Engineer, has just left for the outside with a thorough knowledge of kinds of machinery best adapted for use on the creeks and will make purchases for the coming year accordingly, at the same time securing the very best values.

Hardware Department

Our line of Builders' Hardware is the most varied and extensive in the Yukon, while the stock of fittings and tools is most complete.

Grocery Department

Our line of Groceries, Provisions and Table Delicacies is unexcelled anywhere. The standard of values maintained this year will be excelled, if that were possible, during the coming year.

Dry Goods Department

The magnificent showing made by this Department during this season is very encouraging. Both American and Canadian markets will be searched thoroughly for the newest and best goods for the coming year.

Ladies' Cloak and Suit Department

This department proves the possibility of getting the latest styles in time to be appreciated by the ladies of Dawson. Our waiting room in connection with the cloak department is a special feature that appeals to the feminine heart. Much can be expected this coming season.

All other departments are clamoring for a word which for want of space we have to deny them this time. Our friends and patrons can feel assured that this store will continue to merit their confidence.

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