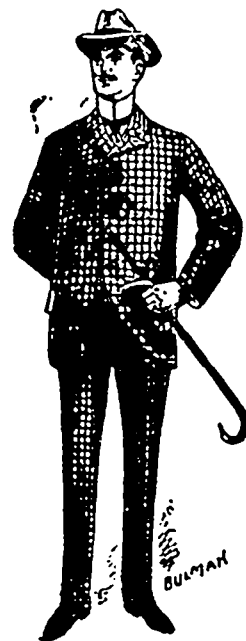


THE RISE OF THE "Ready-to-Wear"

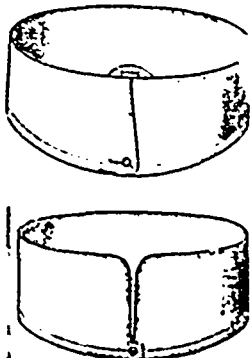
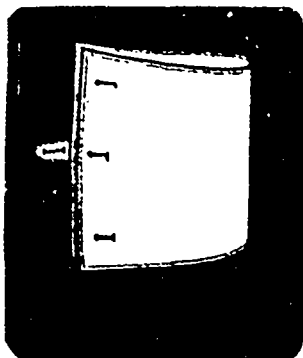
Every clothing man now-a-days is eagerly looking for a chance to decorate his belt with the scalp of a merchant tailor. The time is fast approaching when millionaires will not be the only buyers of "HAND-ME-DOWNS." They will be thought good enough for junior clerks.

We all know that "READY-MADES" are not what they used to be, even in name. The improvement extends right down the line to **WORKINGMEN'S GARMENTS.** "OVER-ALLS" have been elevated to "PANTS," "SMOCKS" are now "JACKETS" or "COATS," and it is a hard fact that their make, shape and fit abundantly justify the added dignity of appellation. In all kinds of workingmen's goods we have been gradually **CHISELLING DOWN PRICES** and urging **BETTER VALUES**, with results which surprise us, and may surprise you.

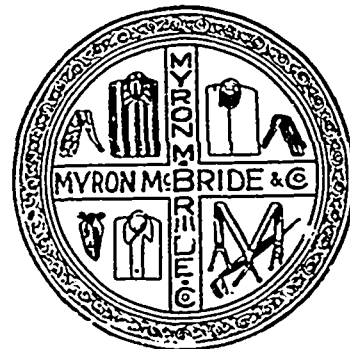
We are not the **ONLY ONES** handling **MEN'S FURNISHINGS** in the Northwest, nor have we a monopoly of the "GOOD THINGS," but—we sell men's furnishings **ALONE**, which means a large stock; we buy them **FOR CASH** (a very old argument, but one that has lost none of its strength) and we know **WHERE** and **HOW** to buy. Does it not appear reasonable to suppose that we can **SAVE YOU SOME MONEY?** At any rate there is no risk in a trial order.



SOME SUGGESTIONS



Neckwear
Collars and Cuffs
Mackintoshes
Gloves and Mitts
Shirts
Hosiery
Suspenders
Long Sox
Umbrellas
Handkerchiefs
Underwear
Mufflers
Moccasins
Summer Clothing
Smallwares



Western Canada's
Leading Wholesale Furnishers

WINNIPEG.