# JOHI WHITIE \& to., <br> (WOODSTOCK, ONT. <br> <br> 17 \& 18 AJdersgate St . <br> <br> 17 \& 18 AJdersgate St . <br> LONDON, ENCLAND, <br> 48 West Regent st. <br> GLASGOW, SCOTLAND. 

## STOREKEEPING OF THE PERIOD.

The true theory of retail trading inthis generation is that the storekeeper is the consumers' agent The retail buger has a rixit to expect storekeeping to be managed in his interest. If prices are depressed he should get, all the advantages. A single small profit is all he should pay. This is equally true of Canadian, European or Asiatie productions. The great retailers of the word accept this theory find put capitar and capacity at the command of the smallest buyers. We accep, and abide by these principles. Witness the magnifioent stocks that fill our store and the extremely low prices in both respects we lead retailing. More than ever this business anpeals to your intellivent self interest. In every stock in our stores. such as DRESS GOODN: CARPETS, MILEINGRY, MANTI,ES, HOSIERY ANB GHOVES, CLOTHING there are harkain triumphs. Failure fo know what we are prepared to do upon anything you need to buy will cause sou loss of money. Thanks to the Gable and Quick Steamers, we are rilways receiving fresh hovelties for our many departments. Dressmaking at populsr prices, special attention given to Wedding Trousseauses and Mourning orders.

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