

NOW IN FULL SWING!

A regular stampede of buyers flocked in here the opening days of this SALE. They came from miles and miles around, and went home with the most tremendous Bargains in years. A New Store, with New Goods, New Prices and New Methods. A Store chock full of New Spring Styles in COATS and HATS. Large as the crowds were who flocked in here and bought the past few days, they only scraped the outside edge of our stock. Hundreds and hundreds of NEW HATS and COATS now on display—the cream of the stock





One look at our great array of

Spring Coats and Hats

will convince you that we are offering the Greatest Values in town!



Mail Orders **Given Prompt** and **Careful Attention**

'Phone Inquiries answered. Call 1903.



COAT BARGAINS GALORE!

An entire Rack of Stunning Models at one

Another Rack Full COATS

Rich Wool Velours, Downey Wools, Velvetones, Camel's Hair and Cameline; highly desirable fabrics for this Spring are used to great advantage. All are lined with Silk or Crepe, and come in the New Shades, with attractive colorings in the Plaids among the group. All good values -Selling at One Price.

> \$17.95 SEE THEM!



Styles exactly as illustrated are in Our Store.



Jacquettes, Fashion's Favourite on display. Moderately Priced.

HAIS

Straw, Taffeta, Satin, Lace, in tailored and Dressy Models. Just the Hat you want for Easter Sunday is here. It is advantageous to make your purchase NOW, while the assortments are large. They come in such charming hues, as Almond, Copenhagen, Strawberry, Grey, Sand, Henna, Black, Brown and Navy.

See Our Bobbed Head Models--They are Chic!

and up

The moment you slip into one of our COATS, you are smartly dressed. They are COATS your good taste will approve at a price your judgment of good values will tell you cannot be equalled, and

You get a HAT FREE with



BACON

Boys' Flee

Lined Und

BOYS' SI

A new

Ladies' H

In Fawn,

SI

Store

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VALONT

For part

Box 579.

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Hundreds and hundreds of Hats to make your selection from. Come in and see



See Our Beautiful Window Display



every COAT purchased costing \$13.50 or more

Leave all your business and pleasure--follow the crowd to

The Store on the Corner

335--Water Street--335

Bishop & Sons Building

Coat and Hat Store

Not connected with any other Store



ERTISE