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Storekeeping of the Period

The true theory of retail trading in this generation is that the storekeeper is the consumers' agent. The retail buyer has a right 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 Asiatic productions. The great retailers of the world accept this theory. They put capital and capacity at the command of the smallest buyers. Mercantile genius is simply the finding and following of trade laws. We accept and abide by these principles. Witness the magnificent stocks that fill our store and the extremely low prices. In both respects we lead retailing. More than ever this business appeals to your intelligent self interest. In every stock in our stores such as **DRESS GOODS, CARPETS, MILLINERY, MANTLES, HOSIERY AND GLOVES, CLOTHING** there are bargain triumphs. Failure to know what we are prepared to do upon anything you need to buy will cause you loss of money. Thanks to the Cable and Quick Steamers, we are always receiving fresh novelties for our many departments. Dressmaking at popular prices, special attention given to Wedding Trousses and Mourning orders.

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