

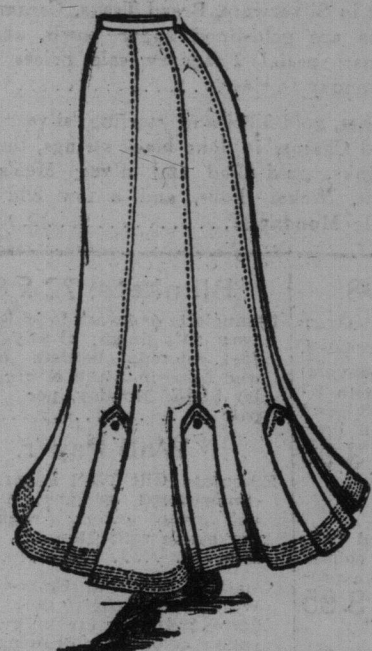
WHAT'S GOING ON HERE TO-DAY?

Crawford's - Grand - Opening!!

First Glimpses at New Silk Skirts, Black Silk Coats, Street Costumes, English and American Military Coats, Raincoats, Etc.

Style's birthplace is Paris. The designs are conjured there and brought back to be fashioned into gowns and coats. No other New York Tailor is so well equipped, so close in the confidence of these fashion-fixers as the one from whom we have garnered these beautiful creations.

Come and See These Exclusive Models.....
To-day is our first showing of them. Early purchasers will display wisdom in the fact that they will have first choice.



Women's Dress Skirts.

These stylish 7 gore skirts have stolen smartness from the newest, tailor-made creations—they are our own make, which should be a good recommendation—trimmed with the new strap seam, finished with buttons, black, blue and grey chevrons, grand value at \$5, and unparalleled to our.

Special Price, \$3.25 Underskirts.

A Very Rich Mercerized Satin Underskirt, with extra wide frills of accordion pleating and dust frill, regular price \$1.50.

Special Price, 75c.



Wear "E.T." Corsets

We have secured a full line of these best of all! Straight Front Corsets. We can recommend them because they are full of exquisite lines of grace—they give military style and graceful dip effect sought for by smart women, and they combine the perfection of workmanship and material with the beautiful symmetry of the best Parisian models.

"E. T." CORSETS.

All Styles, Special Prices, \$1.00 and \$1.50.



1904 Spring Blouses.

A large and exclusive assortment of high-grade Blouse Waists, made for us by a famous New York tailor in peau-de-soie and other silks at special prices from \$10 to \$12.

TAFFETA SILK BLOUSES—pale blue, black, cream, navy and white, trimmed with silk buttons and pin tucks.
Special Price, \$4.75.
BLACK AND CREAM SICILIENNE BLOUSES, trimmed with buttons and tucks, very latest style.
Special Price, \$2

**Everybody Knows
Crawford's
\$3.25
Trousers
They beat the world
for good value.**

**Canada's
Leading
Tailoring
Store**



Cor. Yonge and Shuter Streets.

Exhibition of Man-Tailored Ready-to-Wear Spring Millinery.

Here is a cordial invitation for every lady in Toronto who reads this ad to visit our new Millinery Department on the Second Floor. It contains not only the choicest of new designs, but exclusive models of the highest Parisian, London and New York milliners. The Ladies' Department is under the charge of Mrs. Fife, late of McKendry & Co., whose reputation as an expert in this line is so well known. On this the Opening Day of our large New Store, we start the Spring Season with all new goods, new ideas and new prices. Our stock is complete.

**Come and See.
Prices From \$2 up.**
Maybe there is no thought of your buying yet—time enough for that towards Easter perhaps, but just come and look and compare—you will not be pestered to purchase.



Men's 1904 Spring Suits.

The dainty touch of style—the indescribable something that makes it "high-class merchant tailoring"—the Crawford method of the very best to be had in linings, interlinings, etc., shows its supremacy. We clothe a great many of the best dressers in Toronto and vicinity, and this is a good opportunity for those who like to save money. These Suits are worth well nigh one-third more than we ask for them at this.

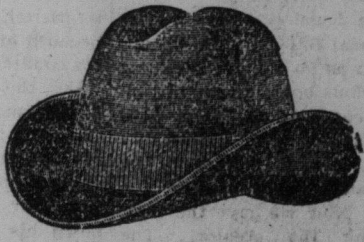
Special Price, \$13.50

CLAY'S FAMOUS WORSTEDS—blues and blacks, fast color guaranteed, the same of durability and smartness for business wear, tailored to your order in newest fashion.

Special, \$13.50

SCOTCH TWEEDS—in all the latest shades, checks, overchecks, etc., browns, greys, greens—made to your order, best New York style.

Special, \$13.50



Men's 1904 Spring Hats

Men can save money on their headgear by purchasing from us. We furnish you the style and quality at a saving of from 50c to \$2. This season's Hats are neat and natty, shaped after the most popular blocks, lending London and New York styles.

CHRISTY'S, Brown and Black.

Special Price, \$2.50

FUR FELTS, Stiff and Soft.

Special Price, \$1.75



Smart Men's Fixings.

CRAVATS—direct from the cradle of fashion. New flowing ends and English Ascots, regular 75c line.

Special Price, 25c

COLLARS—"Wing," "Ascot," "Maxim" and all the other favorite new shapes, regular 15c each.

Special, two for 25c

BUSINESS SHIRTS—special line, tailor-made, fast colors, all new designs, regular \$1.

Special, 50c

Something new in high-grade Collars and Cuffs. They are not linen, but look like linen exactly and will outwear the best linen collars and cuffs made, they will not turn yellow. **RUBBER COLLARS and CUFFS.**
Special 15c, reg. 25c.

THE DAY looked forward to by so many of Toronto's best citizens for the formal opening of our magnificent new store has come, and with it the great rush of people taking advantage of this opportunity of seeing the most up-to-date Men's and Women's Tailoring and Outfitting Establishment in Canada. This event marks an epoch in the history of Toronto Tailoring and Haberdashery business, and one the Canadian public will not be slow to recognize. The immensity of our premises and the new and modern ideas adopted are but additional evidences that we know what the people want, and that all our lines are in keeping with the progress and requirements of the present day. As the people have outlived the past, so have we. We are doing business for the future as well as the present. We will be found in advance of our competitors.

All Records Will Now Be Broken

by this Grand Opening Sale. It will be but natural, since the values which we shall offer will easily eclipse the offerings of any other sale ever held in Toronto. The crowds will increase as the news spreads throughout the city, because it is the grandest opportunity ever offered to discriminating women and men to purchase their new Spring Outfit where there is large choice, new stock and every new and modern idea, including the "Crawford Modern Plan" of "Small Profits and Large Turnover."

The following lines will be found most complete and splendidly selected:

**Men's Ordered Tailoring, Men's Hats and Caps,
Men's Furnishings. Ladies' Suits, Skirts,
Coats, Blouses, Ready-to-Wear Hats.**

We invite everybody to unite with us in celebrating this "Grand Spring Opening"—all our old patrons and friends and our unknown new friends will be welcome to join us in our jubilee.

Gilonnas Orchestra will be in attendance and beautiful flowers and souvenirs will be presented to every visitor.

Women's Costumes for 1904

Take the word of the delighted smart women who have already visited this exhibit of Suits and our invitation to enjoy the fashion show of our Grand Opening to-day will be quickly accepted. Women's tailors have accomplished wonders in the past year, and the betterment is all here. Interesting for fashion-study and helpful for spring decision.

New Combination Costume for Spring, 1904.

This new Eton Costume, which we take pleasure in displaying, deserves special mention, because it represents practically two costumes in one by reason of a coat-skirt, which can be worn when desired, making an entirely new and different effect to the Eton style—an exceedingly smart and chic costume.

SPECIAL PRICE

LADIES' ORDERED TAILORING—For this department we are showing a beautiful and exclusive line of Fancy Scotch Tweeds, which we make to order in skirts. To introduce these goods we offer
Special Prices To-Day and All Next Week.

CRAWFORD BROS.,

Limited

**Cor. YONGE and SHUTER STS.
Branch Store 490 QUEEN ST. WEST.**

TORONTO