THE DAILY ADVERTISER, LONDON, CANADA
3-TŨESDAY, JaN: 5, 1897.

## WHISKARD'S <br> TWO BUSY DEPPRTMIEETTLL STORES <br> Confidence

 This gives you the keynote of our success. The active merchent,the intelligent buyer, the live dollar-these move the universe. And while the love of life and the incessant struggle for its brightest attainments
make the people dependent upon their merchant, and the merchant equally deperdent upon the peopie, the one tremendous idea which perours and success ours. Our customers have the greatest confidense in

Those Silks in Our East Window Ah 1 there's the rub ! Where did we get them? Well, we evidently go
them, and we are selling them, and no wonder. SUCH SILKS AT

Have You Seen



## It Doesn't Take Much

Ot vour tine, or make any tooble tor you waite ver,
gount tor sour witer
HAT OR BONNET

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\begin{aligned}
& \text { If you come to WHISKARD'S for it, because we have the stock and } \\
& \text { the styles. }{ }^{\text {and }} \text {, we have bright ideas and busy fingers of experiend } \\
& \text { millinery, trimerers; and, best of all, we have that lowness of price which }
\end{aligned}
$$ is so desirable just now

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\begin{aligned}
& \begin{array}{l}
\text { Ladies' Heavy Fleeced Cashmere Gloves, worth } 40 \\
\text { Ladiess Fine Cashmere Gloves, 2oc pair. } \\
\text { Ladies' Black Ringwood Gloves, } 20 \mathrm{and} \text { and } 25 \mathrm{c} \text { pair- }
\end{array} \\
& \text { Ladies' White Ringwood Gloves, 25c pair. }
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Read these prices and see if you can afford to stay away
Got There!




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