

"FORWARD, NOT BACKWARD"

"UPWARD, NOT DOWNWARD"

IS THE MOTTO OF

# H. FREEMAN

## THE WORKINGMEN'S FRIEND

We print upon our Excelsior Banner and Sign "Cash Down." Those who differ with us belong to a race of the past, we of this. To equal our rivals is not our intention, but to turn out better goods from 20 to 50 per cent. lower than any other store in Victoria is our ambition, and to accomplish this we have spared neither time, money nor brains. Judge him by his past. Well, it was time that some one commenced to sell good, at prices with little respect to decency. This remark can be heard in our store almost any hour in the day. The past record of the Victoria merchants cannot be wiped out with hypocritical promises for the future. The merchants who have overcharged their patrons in the past cannot at this time plead honesty and low prices. Our low prices have and are taking effect upon those merchants who have overcharged you for years. Compare our low prices of to-day with those charged before our coming to Victoria.

We have given to this community the Largest and Most Elaborate Male Outfitting Establishment in B.C. It takes pluck and commercial ingenuity, but along with stock and hard cash must be mixed a fair share of common sense, and the genius who sees opportunity in the enterprise that staggers mediocrity will find abundant prosperity in the same field where dead lumber saw nothing but desolation. One faced and fought the possibilities and swept into the altitudes of fame and wealth. We have cash, we have pluck, the ability and the commercial integrity with which to win. We have the pluck, the drive and the push. In all our dealings we are fair and square, in our commercial transactions we use the utmost candor and courtesy. We use every possible precaution to see that this ingredient permeates every fibre of our commercial make-up. The reader of this will possibly say that we are liberally educated and enjoy the happy facility of knowing how to plead our cause. We make no pretensions to word painting—our mission is simple; our intentions straightforward. We want your business strictly upon merit. We claim to be merchants of the "New School." Our business in a nut-shell is simply "Big Sales and Small Margins." As the lawyer who pleads before the jury, we would say

**WE LEAVE OUR CASE IN YOUR HANDS.**

Our unapproachable drives in all styles of

**Clothing, Gents' Furnishing Goods, Boots and Shoes, Hats and Caps, Trunks and Valises**

Are before you in plain figures.

\* MATCHED \* NOWHERE \* IN \* VICTORIA \* EITHER \* IN \* B. C. \*

### BEHOLD OUR PRICE LIST.

	Our Price.		Our Price.
All Wool Black Cheviot Suits, well made and trimmed, worth \$9.00.....	\$4 50	Alexander Kid Gloves, worth \$1.25.....	65
Genuine Scotch Tweed Suits, all wool, guaranteed, worth \$12.75.....	0 50	Fine Silk Neckties, different shades and designs, worth 35c., only.....	10
Black English Worsted Suits, tailor made, worth \$20.00	9 85	Large Assortment of Best Silk Neckties, worth 65c., only.....	25
250 Genuine English Serge Suits, just for Spring and Summer, worth \$12.75.....	0 50	Olefin Suits, Coat, Hat and Pants, worth \$3 50, only.....	2 25
Good, Strong, Cottonade Working Pants, made by us, worth \$1.25.....	70	Best Rubber Coats, guaranteed waterproof, worth \$3.00, only.....	1 05
Genuine Irish Frieze Pants, worth \$4.50.....	2 15	Best Firemen's and Policemen's Rubber Coats, worth \$3.50, only.....	2 00
All Wool Genuine Scotch Tweed Pants, worth \$4.00.....	1 50	Genuine Imported Merino Underwear, worth \$2.50, suit	1 00
Good, Strong, Canadian Tweed Pants, worth \$2.00.....	1 00	Best Sample Stiff Hats, worth from \$1.00 to \$2.00, only	50
Imported Black Worsted Custom-made Pants, worth \$6.50.....	3 00	Fine Imported Stiff Hats, worth from \$1.00 to \$1.50.....	75
Genuine Silk Braided Suspenders, worth 50c.....	25	Best American Alarm Clock, worth \$1.25, guaranteed.....	75
Fine Linen Handkerchiefs, worth 20c.....	05	Best Lamb's Wool Underwear, worth \$2.00.....	1 00
Best Overalls in Victoria, worth 85c.....	05	Good, Heavy Gingham Jumpers, worth 75c., only.....	40
Good, Heavy Working Suit, all wool, worth \$9.00.....	4 50	Best Black Hose, worth 80c., only.....	25
Four-ply Linen Dress Shirts, worth \$1.25.....	05	Best Black Sateen Overshirts, worth \$1.25.....	65
Californian Underwear, worth \$2.50.....	1 00	Fine Silk Striped Overshirts, worth \$2.50 to \$3.00.....	1 25 to 1 50
Best Working shoes, worth \$2.00.....	1 00	1,500 Silk Handkerchiefs, all shades, worth from 75c.	to 1 50
Genuine Calfskin Shoes, worth \$1.50.....	1 75	to \$1.50.....	25c. to 75
Good Calfskin Shoes, double sole, worth \$2.50.....	1 25	Fine Boys' Braces.....	10
Genuine Calfskin Tan Shoes, worth \$3.50.....	1 25	Best Buckskin Gloves.....	50
Best Boys' Suits, worth from \$2.25 to \$5.00.....	\$1 00 to 2 50	Best Buckskin Mittens.....	55
Best Boys' Suits, three pieces, worth \$5.00.....	2 25	Good Hair Pipes.....	15
Strong Leather Mittens, worth 50c.....	25	Best Wade & Butcher Razors, each guaranteed.....	1 00
Good, Heavy and Light Underwear, worth 50c.....	25	Pocket knives, of all descriptions, worth from 25c to	\$2 25
Good, Heavy, Seamless Socks, worth 50c, three pair.....	25	Best Silk Caps, worth 50c., only.....	10c. to 1 00
Genuine English Merino Socks, two pair worth 50c.....	25	Caps of all Colours and Shapes.....	15c. to 45
Four-ply Linen Collars, worth 50c, three for.....	25		
Four-ply Linen Collars, worth 25c.....	15		
Genuine Flannel Overshirts, worth 40c.....	20		
Best Boston Rubber Hip Boots, worth \$6.00.....	4 00		
Imported Flannel Shirts and Drawers from Oregon, worth \$3.00.....	1 50		

**Come One! Come All! To the Workingmen's Friend!!**

**H. FREEMAN,**

Mail orders promptly attended to.

111-113 Government Street.

After the Performance, go to **THE IMPERIAL RESTAURANT, BROAD ST.,** for an Oyster Supper.

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