## Liberal Dealing.

There is a principle in winning business-no
and secret. It is by honest, liberal deacing and mand us,
ners. There is liberality in trade all around ners. There is liberality in trade all around ins,
but it is fitful, sometimes excessive, sometimes
reluctant, not controlled by a well-held principle. Common store dealing very often antagonizes the customer. That is why it pays so well to
be really honest and open. This business is doing better all the while and satisfaction "echoes
ber ane
ber Liberality is telling in our Grocery Depart:-
Under the influence of our liberal prices rade never was so good.
Liberality is tolling in our Boot and Shoe
Department. The more so becaưse we are not only liberal with prices but with the abundance Liberality is increasing in our Staple Depart.
ment. It is liberality in the quality as well as the price. There can be no liberality with poor Liberality is building up a big House Fur-
nishing trade for us. People who are house-cleaning buy their wants here, because our stock of
Curtains, Cretonnes, Window-Fittings and Drap. eries is liberal in extent as well as in prico. many. The liberality of our views and the breadth of our business instincts can be best judged by a
visit to our establishment. You will never be visit to our establishment. You wicriptions are
disappointed here because our deser
not overdrawn. You'll find it as good as we tell

## The FRANK DOWLER Co.


The Fit-Reform Wardrobe.
A. J. LITTLE, - - Proprietor.
Tuntifirutil The

