

Our Patrons increasing Daily.

Compelled to engage several Experienced Assistants to meet the rapidly growing trade.

The confidence of the People secured, and no effort will be spared to retain it. All Goods and Quantities advertised will be found on our Counters.

PLUMS FOR THE PEOPLE.

1500 yards Plain Parisian Lustres, worth 12 cts for 7½ cts.

150 Pieces Printed Cambric, great value.

The great excitement among shrewd Cash Buyers is the result of our unusually generous inducements for the Seasons Trade.

GOODS MARKED AT PRICES THAT WILL BE AT ONCE UNDERSTOOD AND APPRECIATED ANY DAY IN THE WEEK.

SPECIAL LINES.

1000 yards Lawn Worsted Dress Goods	6c. yd
3000 yards all wool Dress Goods, very newest, full 40 inches wide, in Fawn, Brown Steel and Grey, leading all special lines throughout the City. Wonderfully cheap	25cts
1000 yards Black All Wool Cashmere, decidedly good	35cts

And for the very best goods, for the general trade, at the lowest figures, go to

THE PEOPLE'S STORE,

61 and 63 GOTTINGEN STREET.

4 CASES BOY'S STRAW HATS. MUST GO.

1 CASE BOY'S HEAVY RIBBED HOSE. A GREAT BARGAIN.

1000 yds Dark Brown Tweed, all wool, suitable for little Bows' wear for 25cts yd.

SILK RUGS in great variety of colors, suitable for carriage wraps, furniture covers, cot spreads, hammock covers, camp comforts—solid comfort for sea-side, lawn and verandah. Almost half-price. Look at them quickly. The great North-west Depot for Spring Blinds, Curtains, Curtain Poles, Carpets and Oil-cloths. Just in time 2 cases Wire Window Screens.

LETTER ORDERS A SPECIALTY, TRY US.

McPherson & Freeman.

TELEPHONE 556.

Parcels sent to all parts of the City.

Horse Cars and Carettes pass the door every 15 minutes.

Look out for next issue of the "Northern Field."