

# AT THE POPULAR PLACE

No. 6 FABRIQUE STREET.

The Reverend Ladies of the Hotel-Dieu of Quebec declare that they are perfectly satisfied with the two HOME SEWING MACHINES bought of Mr. L. N. ALLAIRE, on the 15th Sept. 1877.

Go and buy your Sewing Machines at the most reliable place

6 FABRIQUE ST.

At Bernard & Allaire's piano show room.

L. N. ALLAIRE & Co.



## GO AND BUY YOUR DRY GOODS

AT THE

### MOST POPULAR HOUSE,

Where you are sure to suit yourself. The only place is at

NO. 233,



ST. VALIER STREET.

### FOOT OF ABRAHAM HILL.

A remarkable chance will constantly be offered to purchasers till the 15th May

Owing to the great reparations that are now commenced we have to look "sharp" in the way of concluding our large Sale in such a short time.

#### CUSTOMERS' LOOK OUT!!

If you want to economize a few Dollars buy Goods when at half price, it yields you more than 30 or 40 per cent of Interest. Other Merchants do all wonder at our improvements in such bad years: for them there is the answer.

Let them learn the secret of commerce, that is to say, let them keep the latest novelties in all their goods and sell as cheap as we do.

This is the only cause of our great success. Our intention is no other than to make sufficient room to contain the great number of new customers, who is increasing every day, besides the great total of our regular customers, for want of space we only can mention a resume of the numerous advantages that we now offer, the following list is very incomplete.

#### Great Bargains in Dress Goods.

##### LATELY OPENED:

- 53 Pieces at 10c. a yard balance remaining 13 pieces.
- 40 " 12 1/2c. " 9 "
- 27 " 25c. " 11 "
- 32 Pieces Black Alpaca at 10c. same as other merchants sell 20 and 25c.
- 14 Pieces of Russell and Persian Cloths from 20c. per yard. We have bought 22 pieces of Black Crapes at a Montreal Auction, our 40c. is beautiful. Our \$2.00 is worth \$3.50.

P. S.—We have now on hand a large variety of White and Black Straw Hats, &c., &c. and the following department is now complete in Black Silks, Fancy Bonnets, Trimmings, New Spring Flowers, Feathers, &c. &c.

GENTLEMEN,—Only come and visit our Tweeds, Coatings, Trouserings, Vestings, &c., &c. and you'll not help from buying immediately, so cheap are our new importations, in those lines that we don't mention any prices. Come and you'll see us fulfilling that promise. We will sell you a good spring suit for the price of a common one.

Remember that all the advantages above mentioned can be had now till the 15th of next month.

##### At the same Auction.

- 33 doz. of Ladies Estont-cas at 20c. a piece.
- 70 doz. Silk " " handles richly mounted worth \$1.50 for 55c.
- 203 pairs of Gents and Ladies Black Kid Gloves, different prices but specially call on those at 37c. per pair.
- 250 doz. of Ladies colored Kid Gloves from 37c. to \$1.10 but you'll find our 55c. splendid.
- 35 doz. Ladies Silk Ties at 16c.
- 46 " " worth 25c. for 15c.
- 39 " " Superior quality at 25c. a piece.

**THOMAS McCORD.**

233, St. Valier Str., St. Roch, Quebec