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## MORE MONEY IN OUR STOCKS FOR YOU THAN SOME STOCKS YOU'VE

 DABBLED,



JAMES BAY RAILWAY AMMS



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## Store Service

TO MAKE it not only worth your while to come or write, but
make it a pleasure for you shop in this store, that is the every day pro-
position which everybody here, from the manager to the parcel boy, sets before him itself is a large tactor in your store building itself is a large tactor in your comfort. From
the daylight basement to the airy lunch room on the top floor every part of the store is on the ap cheerful, replenished with pure air
bright and but not overheated. The first floor, warmed but not overheated. The first floor,
set apart exclusively for ladies' wear, includes set apart exclusively for ladies wear, includes
Dress Goods Department and the Millinery
showrooms, elegantly carpeted and commodishowrooms, elegantly carpeted and commodi-
ously seated. The aim of the store as to service is expressea
on every parcel.

city and suburbs make
as in person right up
OUR CLOSING HOUR, HALE-RAST FIVE.
We are told, and we have good reason to believe it is true, that now we
have fewer mistakes or delays in proportion to the number of parcels sent out every day than occurs in most stores. This is owing to your kind co-operation
with us in our constant endeavor to improve the system. We are not by any with us in our constans it. We have planned still better service for this year than ever before and believe with a four times increase in business we shall have
actually fewer errors than when it was small. Suggestions from customers to actually fewer errors than when it was small. Suggestions from
this end will always receive our thankful attention.
Here are items from our programme for Saturday


