== Friday April 3rd. at 9 a.m. =

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With values never seen in Prince Rupert. we have to make room for the new merchandise which arrives daily. We must prepare the opening of our new MEN'S STORE. Therefore we are forced to clean our shelves. To do so, prices have been slashed—costs are forgotten. We only know—WE MUST CLEAR OUR STOCK. This is your opportunity, to buy seasonable goods at prices far below their value!

-AT THE -

Rupert People's Store

MISSES' AND WOMEN'S SPRING COATS \$6.95

Variety of Checks and Tweeds, all wool, silk lined. Smart new styles. Be on time for these!

LADIES' AND GIRLS' SWEATERS 98c

Clearing all odd lines. pure wool and silk and wool, pullover and coat styles. Values to \$3.50.

> LADIES' HARRIS TWEED COATS \$19.95



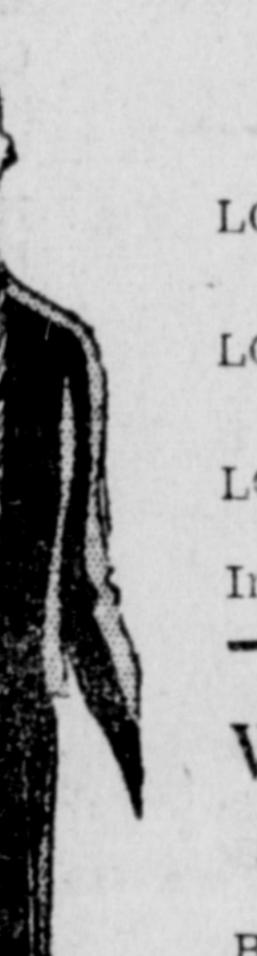
Hand: tailored by Men's Tailors, in the newest shades, satin lined. Value \$27.50.

MEN'S Cravenette RAINCOATS \$5.95

All Wool Cloth, navy & Value \$3.50. olive shades. Value \$15. Don't miss them!

BOYS' **PYJAMAS** 79c

Flannelette and Broadsizes. Values \$1.25.



WOMEN'S AND MISSES DRESSES

Grouped in 3 Lots For Fast Selling \$2.95 LOT NO. 1-Value to \$6.50 \$3.95 LOT NO. 2-Value to \$8.00 \$6.95 LOT NO. 3— Value to \$16.50 Included in this group are regular and half sizes.

Women's and Misses' Blouses and Sweaters, 69c

Broken lines of our better grades, assorted patterns and colors in the lot.

HOUSE DRESSES, 59c

Smart styles in prints with organdy and contrasting trims. Small, medium and large sizes. Value \$1.25. Buy all you need!

CHILDREN'S SLEEPING SUITS, 59c

Made of good quality flannelette in plain shades. From 1 to 6 yrs.

LADIES' PURE SILK HOSE, 59c

Made by one of the leading Canadian | Made fo Broadcloth and Serge combination manufacturers. Service and chiffon weights in a variety of styles and shades. Sizes 2 all new shades. Sizes 8½ to 10½. Values to 6 years. Values \$2.00. to \$1.00.

Men's Work Shirts, 69c

Broken lines, all sizes in lot. Value to \$1.95.

CHILDREN'S OLIVER TWIST SUITS, \$1.19

Men's and Boys' Caps, 59c Big variety of patterns and cloths. Value

REAL BARGAINS!

Ladies' Cotton Vests— Sacrifice Special	25c
Girls' 3/4 Mercerized Sox— Sacrifice Special	25c
Children's Cotton Hose— Sacrifice Special	19c
Ladies' Rayon Hose— Sacrifice Special	19c
Ladies' Silk and Wool Hose— Sacrifice Special	35c

49c Sacrifice Special Women's Kayser Waffle Knit 25c Panties and Vests Ladies' Silk Knit Bloomers 35c and Panties Heavy Ribbed Cotton vests and Bloomers Pure Wool Vests-Sacrifice Special

Pure Botany Wool Hose—

SUITCASES, \$1.98 Twenty-five fibre Suit Cases, brown and black, metal trimmed. Value \$2.50.

MEN'S PURE WOOL WINDBREAKERS, \$1.49 Large assortment of colors and sizes.

Men's and Boys' Sweaters

This is more than a bargain. V and Crewe neck pullovers & coat style. Values to \$3.50.

Men's Combinations, \$1.98 cloth, nice patterns, all All wool, heavy and fine ribbed, broken lines of our best brands. Values to \$4.50.

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BOYS' TWEED SUITS \$3.95

A strong material, well tailored, long pants Size 27 to 32. Value \$6.50.

Men's and Boys' Underwear

Two-piece Style LOT NO. 1-49c LOT NO. 2-98c

Boys' Heavy Plaid WINDBREAKERS, \$1.95 You must see them to appreciate their

worth. Value \$3.75.

LADIES' AND MISSES' SUITS \$7.95

Tailored and 3/4 Swagger styles, all wool material, silk lined. Navy, gray, brown. Latest spring styles. Made to sell at double the price. Limited quantity.

> VOILE CURTAINS 49c

Complete with valance and tie-back, cream color with contrasting trim.

> LADIES' SWAGGER SUITS \$12.95



39c Finger tip & full length 69c coats, newest tweeds. Fishtail & English models. Fancy new patterns. Made to sell at

> MEN'S AND BOYS' PANTS

A clearance of odd lines, Breeches, Long Pants, in whipcord and tweed. Value to \$3.00.

MEN'S FINE SHIRTS 69c

Plain colors and fancy patterns. Broken lines. Values to \$2.00. Don't overlook this item!

- AT THE -

Cut Rate Shoe Store Just a few of our Store Full

Child's Calf Oxfords and Pat- 124 Pairs Women's Black | Broken lines-Rubbers, Dome ent & Calf Straps and Boots, Pumps, Straps and White Fasteners & Slippers, men's, best of makes in this lot. Pumps, good quality, various women's and children's in

Sizes 8 to 10½. \$1.19 styles. Mostly sizes to 4 Women's Black Kid Oxfords Women's D'Orsay Slippers in Misses' High Grade Oxfords

for the house.

with leather soles and low black patent, blue, red and and Straps in black & brown. rubber heels. Just the shoe green kid, blue & red velvets, Large variety to choose from 99c in Cuban heels. All 98c Sizes 11 to 2. sizes in this group 98c While they la

While they last



Sacrifice Clearance

To clear

GROUP 1. Women's Black and Brown Straps and Pumps. Spanish and Cuban Heels. Real snaps at \$1.49 prices lower than cost

GROUP 2. Women's Calf and Kid Pumps and Straps in 192 Pairs Ladies' Oxfords, Straps, Ties and choose from.

GROUP 3.

black and brown and white, in spike, Cuban and military heels. Large variety of styles to Pumps. All styles and leathers in this group. \$1.69 All sizes in lot. Come early! Sacrifice Clearance

ity. Sizes 11 to 131/2

Boys' Leckie School Boots in Men's Work Boots. Guaran-All sizes.
Sacrifice Clearance \$2.49 | Come early

Check Felt Slippers. All sizes

Youths' Storm Calf and Box | Men's Dress Oxfords in black | Boys' Box Kin and Box Call Calf School Boots. best qual- and brown. Latest toes and School and Dress Boots. Lea-

Men's Storm King Gum Boots

74c 11, 12 only. Values to \$6.50

Ladies' Runners, broken line. in Oxfords & Straps, Suntan, and brown straps. Goodrich, Kaufman, Gutta Youths' First Quality Storn Women's and Men's English Percha, Dominion. Sizes 10, Rubbers. Plain or red solo \$3.89 Sizes 11 to 13½. Sacrifice Clearance

Men's Mining and Logger Boots at 25% Off All Lines

MEN'S PYJAMAS, 98c

Striped Broadcloth and Flannelette of the better kind. Value \$1.50.

MEN'S AND BOYS' COAT SWEATERS, \$1.19

Heavy gray worsted. Sizes 32 to 44.

MEN'S SOX

Men's Heavy Work Sox-Sacrifice Special Men's Pure Wool Work Sox-Sacrifice Special Men's Heather Worsted Sox-Sacrifice Special Men's Extra Heavy Wool Sox-Sacrifice Special Men's Fancy Cashmere Sox-

Sacrifice Special

Hundreds of Other Items Too Numerous to Mention. All at Substantial Reductions.

Remember the date—FRIDAY, APRIL 3rd—The places—The Rupert People's Store and The Cut Rate Shoe Store—and don't forget how much you can save!