For Easter

And Many Months To Come



COMPLETE

OUTFITTERS

For The Lad

And Boy

Boys' Suits

Boys' Topcoats

Boys' Underwear

Boys' Hosiery

Boys' Shirts

Rupert Men's

and Boys' Store

Men's Suits & Topcoats

Underwear
Shirts
Sox
Shoes
Ties
Sweaters
Sport Jackets
Sport Pants

Rupert Men's and Boys' Store

GOOD NEWS PRINCE RUPERT

We spent double our usual time at the buying centres of Canada for merchandise and we are sure the other merchants of Prince Rupert have done likewise. We take pleasure in announcing that our efforts have been most successful and we can definitely premise you that your clothing and footwear requirements will be well taken care of for the entire year of 1943. This is not a mere guess. It is an absolute certainty based on fact.

RUPERT PEOPLES STORE

CUT RATE SHOE STORE

RUPERT MEN'S And BOYS' STORE

LET'S TALK SENSE!

There will be MORE THAN ENOUGH clothes in the Prince Rupert Stores for the entire year of 1943 providing you and your neighbor play fair. Don't buy things you don't need. Someone who does need them may have to do without.

Likewise in buying things you don't need now, you are taking a chance. When this war is over, there is going to be clothing manufactured that is not available now. We know because we've seen samples of them. It won't pay you then to have a stock on hand or new clothes you did'nt need when you bought them.

Buy Victory Bonds First



Women's Suits

Women's Coats

Women's Dresses

Women's Blouses

Women's Skirts

Women's Lingerie Women's Accessories



Complete Outfitters For My Lady

> Rupert Peoples Store



Coats
Dresses
Underwear
Hosiery
Hats
Blazers
Night Wear
Sweaters
Skirts
Blouses

BABY'S WEAR, TOO

Rupert Peoples Store





shoes make the cos-

tume, then by all

means see the latest

arrivals.

makes it possible for us to fit most every foot.

Style Selection

Pumps, low heels and spike, se-

Pumps, low heels and spike, so lected direct from Canada's leading shoe manufacturers.

You're sure to find just the shoe you want.

Baby Shoes, Too

Cut Rate Shoe Stor

Make it a Banner Easter

With a "He Man's" Shoe from a "He Man's" Shoe Store

A complete stock of sizes from 6 to 12 in the newest dress shoes and sturdy work shoes.

Boys' and Wee Tots' Shoes, Too

Cut Rate Shoe Store

