



Saturday Is Ladies' Day at Wallace's

(But Bring the Family Along With You, Too)

Year in and year out, we men who work for Wallace's meet the public and enjoy it. However, many of you wouldn't know our wives if you saw them. This Saturday it's going to be different. We invited our wives to come down Saturday afternoon to meet our public and they've accepted. So come on down and meet "our bosses," our wives, God Bless Them. They won't serve you but they really and truly want to say hello to all our friends, Wallace's grand customers.

SATURDAY—From 2 p.m. to 4 p.m.—Our Wives Will Greet You at Wallace's

Margaret Brain
Betty Bryant

Libby Felsenthal
Dorothy Skalmerud

Polly Wood
Christine Yule

FREE ORCHIDS for 1000 Lucky Ladies From 9 a.m. On

No need to hurry. We've purchased 1,000 Orchids and believe there's enough for everyone. Only one to a customer but they're so very, very lovely. "Lovely orchids for lovely ladies," we say. You don't have to buy a thing. Just come on in and get your orchids.

Many Thanks, Prince Rupert—Your Appreciation of the New Wallace's Was Wonderful
Wallace's Say Thanks With One More 10% Off Day

NO MATTER WHAT YOU BUY SATURDAY, YOU GET 10% OFF AT WALLACE'S

DRESSES
COATS
SUITS
PURSES
MILLINERY
GLOVES
LINGERIE
RAINCOATS
SWEATERS
SLACKS

HOUSECOATS
HOUSEDRESSES
SMOCKS
LINGERIE
FOUNDATIONS
BRASSIERES
SKIRTS
BLOUSES
UMBELLAS
RIBBONS

YARD GOODS
DRAPERY
CURTAINING
CURTAINS
PLASTIC
PATTERNS
TOWELS
APRONS
CROCHET COTTON
WOOL

**Everything in
Men's Wear**

**Everything in
Boys' Wear**

BLANKETS
BED SPREADS
PILLOWS
SHEETS
PILLOW SLIPS
NOTIONS
KERCHIEFS
SCARVES
HANDKERCHIEFS
SOCKS

GIRLS DRESSES
GIRLS' COATS
GIRLS' NIGHTWEAR
GIRLS' UNDERWEAR
GIRLS' SWEATERS
GIRLS' RAINWEAR
INFANTS' UNDERWEAR
INFANTS' SWEATERS
INFANTS' BLANKETS
INFANTS' DIAPERS

TAXI TO WALLACE'S FOR 1/2 FARE—FROM 10 A.M. TILL NOON—PHONE 99 TAXI—1/2 FARE FROM 10 A.M. to 12 A.M.

For you lucky people who can come to Wallace's between 10 a.m. and Noon, Wallace's have arranged for you to take a 99 Taxi from your home to Wallace's Department Store for half fare. Just phone 99. If it's between 10 a.m. and Noon, tell the driver you're going to Wallace's. It'll cost you only half the regular fare.

It's Wallace's Party!
Saturday Only

**10% OFF on
ANYTHING YOU BUY**

It's Not Sale Merchandise—
This is Wallace's Regular
Quality Branded Merchandise!
New Men's and Boys' Wear
Department Included in This Sale.
10% OFF EVERYTHING



**Something New
Has Been Added!**
**MEN'S AND BOYS'
DEPARTMENT NOW
AT WALLACE'S**

In order to serve your every requirement, Wallace's Department Store have now added to their multiple departments a complete separate Men's and Boys' Wear section. . . . Wallace's policy on men's and boys' wear will be as with all their other departments, Wallace's will feature quality men's and boys' wear at the lowest quality prices available anywhere.

FREE WHISTLES FOR THE KIDS

**The Finest
In the West**



Come In and Join the Fun
Saturday Only

**10% OFF on
ANYTHING YOU BUY**

It's Magic:
Give Us 90c For Our \$1
Give Us \$9 For Our \$10
Give Us \$90 For Our \$100
**KEEP the BALANCE—It's OUR PART
10% OFF EVERYTHING**

1.—STOREWIDE 10% OFF. 2—FREE ORCHIDS. 3—FREE WHISTLES. 4—TAXI 1/2 FARE. Phone 99 Taxi from 10 A.M. to Noon

... We Believe in Prince Rupert ...

WALLACE'S DEPT. STORE, Of Course