

AND NOW! A NEW STORE FOR MEN

A STORE THAT'S DIFFERENT — BRINGING TO YOU HIGHLY SPECIALIZED SERVICE — ACQUIRED THROUGH YEARS OF EXPERIENCE — AND OFFERING FOR YOUR APPROVAL NATIONALLY KNOWN LINES OF MERCHANDISE THAT IS YOUR GUARANTEE OF SATISFACTION AT ALL TIMES. WE SHALL BE LOCATED IN THE LOYALIST BUILDING — NEXT DOOR BELOW "ZELLERS" AND KNOWN AS—

WM. T. WALKER, & CO.

(Bill Walker, Mgr.)
THE FASHION - CRAFT - STORE FOR MEN

Opens Tomorrow at 9 - a. m

THE CARPENTERS — ELECTRICIANS AND MASONS HAVE BEEN BUSY FOR WEEKS COMPLETELY RENOVATING THIS STORE AND INSTALLING NEW AND UNIQUE DISPLAY WINDOWS — AND WE BELIEVE WE OFFER YOU

One of the Maritimes Smartest Men's Stores

And it is Our hope that this firm will grow to be one of Fredericton's outstanding business institutions — and one that will merit your patron age at all times.

OPENING DAY SPECIALS

PRE-SEASON SELLING OF

MEN'S

FASHION CRAFT
WINTER OVERCOATS

\$16⁹⁵ \$23⁸⁵ \$28⁶⁵

Other Coats to \$35.00. The FASHION CRAFT Label is your guarantee that you are getting the best quality obtainable at the price you pay — what more could one ask for? ALL 1937-38 Models.

SPECIAL NO. 1. SPECIAL NO. 2.
Two only ROYAL SCOT overcoats, Two only real MONTAGNAC OVERCOATS. They are regularly in Fashion Craft makes at \$85.00.
ial price for First Comer Special

\$39.95 \$69.95

\$5.00 DEPOSIT WILL HOLD ANY GARMENT

FASHION CRAFT
FALL
TOPCOATS



\$18⁹⁵

\$22.45 \$24.50

IT'S THE "LET'S GO" TIME OF THE YEAR WHEN EVERY MAN WANTS TO LOOK HIS SMARTEST DROP INTO THIS SMART NEW MEN'S SHOP AND GET THAT

WELL DRESSED FEELING
"SKIPPER"
Trench Coats \$12.50

Complete Stock of Men's Raincoats.

FREE!
With Every 20th Sale.
THE CHOICE OF
ANY \$1.00 TIE IN OUR NEW AND UP-TO-DATE STOCK OPENING DAY ONLY.

OUR POLICY
Will be to always serve you to the very best of our ability. Give you quality at honest prices. We will always exchange goods or refund money if your purchase is not satisfactory.

WIND BREAKERS
The smartest in town with fancy back-zipper.

\$2.95 \$4.85
Suede Zipper Jackets For \$10.50.

SEE OUR

FASHION CRAFT
SUITS FOR MEN

The Kind You Will Be Proud to Wear in
Any Company

\$24⁵⁰ \$97⁵⁰ \$32⁵⁰

The Fabrics are mostly British Worsteads, Serges, etc., with refinements in tailoring not usually found in clothing at these prices. The patterns and coloring are now for fall. Single and double-breasted models for men and young men.

SPECIAL GROUP
MEN'S SUITS
(2 prs. Pants)

Only a special buy we made makes this possible and they are yours on the opening day for \$23.85

GROUP NO. 2
Young Men's Suits
(2 prs. Pants)

Here are suits that are worth \$27.50. Sizes 34-38. Lovely Worsteads. Young Men get one opening day. \$22.65

Special Value In MEN'S SHIRTS
These Shirts Are Worth By Far, a Great Deal
More Money; We Offer them to You as an
Opening Day Special \$1.49

Collar-attached Style Plain and Fancies. Buy them 1/2 dozen lots 9 for \$2.95

A Complete Stock

of
TOOKE
and
ARROW

SHIRTS

\$2.00 \$2.50 \$3.50

NEW STOCK
NEW STORE

There's Nothing Smarter East Of Montreal — And The Staff Will Be All FACES THAT YOU KNOW — COME IN AND SEE US!

Special Purchase of
MEN'S HOSE

These are real values at this very low price. They sell regularly at 75c per pair.

59 cents per pair

READ THIS!

This firm has all the buying advantages required for the successful operation of one of the SMARTEST MEN'S SHOPS in the Maritimes, is familiar with all the sources of supply, and will at all times pass along to you the advantages of any and all price concessions obtained. Listed below are some of the Nationally known lines we will carry:

FASHION-CRAFT CLOTHES. (Exclusive Agents.)
ARROW SHIRTS.
ARROW DRESS SHIRTS.
ARROW NECKWEAR.
ARROW PAJAMAS.
ARROW GRADS.
ARROW HANDKERCHIEFS.
HARVEY WOODS UNDERWEAR.
HARVEY WOODS HOSIERY.
B. V. D. SWEATERS.
STEWART ENGLISH HOSE.
MERCURY HOSE.
PERRINS GLOVES.
REGENT KNIT SWEATERS.
BILTMORE HATS.
WOLFF CAPS.
HICKOK BRACES & BELTS.
WELCH-MARGETSON ENGLISH TIES.
E. & S. CURRIE LTD. NECKWEAR.
TOOKE SHIRTS & PAJAMAS.
STANFIELD'S UNDERWEAR.
And many other nationally known lines of clothing and furnishings too numerous to mention.

THIS SMART NEW STORE OFFERS TOO —

Biltmore Hats

\$2.95 \$3.75 \$5.00

You'll find only the pick of the Hat World in this group — see the many new styles in BROWNS, GREYS, and GREENS and TANS.

WOLFF CAPS

\$1.60 \$1.25

\$1.00 \$1.25 \$1.50



NOTICE!

May I take this opportunity of thanking the trade for their confidence in me for the last 17 years, seven of which I served as an employee of C. H. THOMAS & Co., and the last ten years as Manager of "SCOVILLS." I trust that I may merit your continued support as Manager of this firm of which I am a member.

Wm. T. Walker

Men's Fall GLOVES

Made By
PERRINS

Canada's Finest
Glove Makers.

\$1.49 - \$2.95



OPENING DAY SPECIAL

MEN'S COMBED COTTON COMBINATIONS

Made by Harvey Woods to sell at a great deal more. Comes in long sleeves and long leg style \$1.45

TIES THAT ARE DIFFERENT

Exclusive patterns from such makers as E. & S. CURRIE, Ltd.; ARROW, ARISTO and English, Welsh, Margetson Ties.

49c. \$1.00 \$1.50

SWEATERS

All the very latest by Canada's leading knitwear makers.



\$2.95

\$3.95

THE
FASHION — CRAFT
STORE

BE WITH THE CROWDS — SEE TH IS NEW AND MODERN MEN'S STORE
EXTRA STAFF TO SERVE YOU ON OPENING DAY

WM. T. WALKER, & CO.

THE LOYALIST BUILDING OPPOSITE NORMAL SCHOOL

PHONE

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