



## 1902—S. BERNHARD—1904.

Last Tuesday evening, S. Bernhard, whose picture appears above, celebrated his second business anniversary by giving his salesladies a dinner at the Spalding.

Mr. Bernhard came to Duluth from Colorado in the summer of 1902 and opened up, what was then and still is, the only exclusive cloak and suit store in this city. By strict business methods and surrounding himself with competent salesladies he has built up a large and lucrative business, enjoying the good will of every lady shopper in the city.

His motto: "Best Values at Lowest Prices" is strictly adhered to. Mr. Bernhard is now in the Eastern markets purchasing his fall and winter goods and upon his return expects to have the finest showings of new goods that have ever been displayed before the buying public.