



The People's Popular Store where you are always sure of Better Goods for Less Money or the same Goods for LESS MONEY than elsewhere.



Apron Linen

About 100 yards of superior Apron Linen, Pure White, 36 inches wide. This is not like the ordinary, it comes in a heavier make, washes like new and wears superior to any Apron Linen you can buy. Worth 20c. per yard. Friday, Sat. & Mon. . .

12 cts.

80 in. White Sheeting.

220 yards of Pure White Family Sheeting, with fine twill finish, 80 inches wide. We have no hesitation in saying that this Sheeting is unmatchable to-day at our price. Reg. 90c. Friday, Saturday and Monday. . .

52c

Tea Cloths.

Just 3 dozen in the lot, made of fine White Muslin, hemstitched edge and heavy braided designs all over; sizes run about 28 x 38. Reg. 35c. Fri. Sat. 28c and Monday . . .

DAMASK TEA CLOTHS.

Size 30 x 30, showing Crimson or Green broad band border. Regular and Monday . . . 45c. Fri. Sat. 37c

Bed Needs.

COTTON BLANKETS.

These are beauties, real heavy fleecing on closely woven cloth; size 68 x 80; pale blue or pink striped borders. Reg. \$1.90 per pair. Fri. Sat. & Monday . . . \$1.72

BED SPREADS.

Purchasing here is money well spent; pure White Quilts in Marcella, Grecian or heavy honeycomb; sizes up to 2 x 2 1/2 yards; these were bought before prices soared. Regular up to \$2.70. Friday, Saturday & Monday . . . \$2.29

Gloves, etc

LADIES' WOOL GLOVES.

Not a clumsy looking glove but a nice snug fitting finely knitted glove for fall wear. In Black, White and quite a lot of fancy mixtures. Reg. 35c. Friday, Saturday and Monday . . . 29c

MEN'S GLOVES, 84c.

2 very nice shades in Dark Brown and Grey, Sweds Lisle make; looks like an ordinary kid and fits just as snugly; 1 done faster. Reg. 90c. Friday, Saturday 84c and Monday . . .

BOYS' and GIRLS' GLOVES.

Gloves for knockabout wear, in real heavy wool, plain and fancy mixtures; lots of good hard wearing Gloves for boys up to 15 years of age; values to 30c. Friday, Saturday and Monday . . . 23c

White Goods.

TABLE NAPKINS.

Good serviceable napkins for table use, size 14 1/2 x 14 1/2, in strong White Damask, neat patterns, usual value, 10c. Friday, Saturday and Monday, 3 for 20c . . .

SIDEBBOARD CLOTHS.

Ample sizes in fine White Muslin, some with braided and scalloped edge, others plain; lots of these showing pretty openwork designs, others again with hemstitched border. Regular 35 cts. Friday, Saturday 29c and Monday . . .

DUCHESS SETS.

Dainty little 4 piece sets for "Mlady's" boudoir, bands of plain white linen, lace insertion and all lace edging to match. Reg. 45c. per set. Fri. Sat. 38c and Mon. . .

Brushes, etc.

TOOTH BRUSHES.

Each brush in transparent celluloid case, it keeps your brush free from dust; handy for travellers; the brushes are perfect and well finished. Special, Friday, Saturday and Monday . . . 15c

SHAVING BRUSHES.

These are good latherers, having a close and thick long white hair firmly set in oak and ebony handle, unusually low priced. Friday, Saturday and Monday . . . 15c

NAIL BRUSHES.

Lot of nail brushes here you would not mind paying 25c. for; soft and hard makes, assorted sizes and a big variety of makes. Special, Friday, Saturday & Monday . . . 15c

HAIR BRUSHES

A good thick brush to give constant wear, light oak or rose wood handle. Special, Friday, Saturday & Monday . . . 15c

DRESSING COMBS.

Some of these come in a real heavy white make, others in fine black. Reg. 15 cents. Friday, Sat. & Mon. . . 15c

Do It Now!

Sample Line of MEN'S ALL WOOL FLANNEL SHIRTS.

These Shirts are for big men only, as we could not find any sizes but 16, 16 1/2 and 17 in the lot; made of best quality flannel in very neat stripe effects; high class workmanship and finish to every shirt. Values to \$3.00. Friday, Saturday and Monday . . . \$2.00

\$3.80 Buys a MAN'S WATERPROOF COAT

A really serviceable Coat for present wear, fawn shade, storm collar, sloping pockets, strap cuff. Just drop in and try one on. Special, Friday, Saturday & Monday . . . \$3.80

A Snappy Line of MEN'S NECKWEAR.

For those preferring the made-up knots we offer a nice assortment with patent hook-on attachment, and for the man that fancies the Wide-End Scarf we have also a very striking lot in plain shades and fancy mixtures; full lengths, easy to tie. Neckwear you usually pay 30c. for. Friday, Saturday and Monday . . . 23c

SOFT FELT HATS.

Quite a run on these Saturday night; they are all brand new and come in a very stylish shape, showing shades of Grey, Green and Brown, light weight. Reg. \$1.30. Friday, Saturday and Monday . . . \$1.10

MEN'S BOOTS.

A real comfortable Boot, Blucher cut, in fine Donola Kid, Goodyear welt; half sizes to pick from. There is something about this Boot you'll like. Reg. \$4.20. Friday, Saturday and Monday . . . \$3.90



Friday, Saturday & Monday SAVINGS MADE HERE MEAN MUCH to the FAMILY Exchequer.

Table Damask.

4 pieces of pure White Table Damask, 54 inches wide, rather pretty floral designs with broad border; good value to-day at 90c. per yard. Friday, Saturday & Monday . . . 45 cts.

SWANETTE WRAPPER 74 cts.

A warm and cozy material for making Morning Wrappers or Dressing Gowns; material of fine Jersey with heavy wool topping; pretty patterns, light and medium. Reg. 80c. Friday, Saturday & Monday . . . 74c

BLUE NAP. 1.80 yd

A nice heavy one 54 inches wide. Can you desire anything more comfortable looking or neater looking than this material for a fall or winter coat; equally suited for boys, girls, women's or men's coats. Reg. \$2.00 per yard. Friday, Saturday & Monday . . . 1.80

OIL CLOTH SHELTINGS, per yd. 5c

Lots of nice patterns with pretty borders, scalloped and pinked edge; widths up to 12 inches, plain and fancy designs. Special, Friday & Saturday, per yard . . . 5c

MEN'S HANKERCHIEFS.

In fine White Lawn, narrow hemstitched border, with embroidered Jack in true colors in one corner; medium size. Special, Friday, Saturday & Monday . . . 13c

FRIDAY, SAT. and MONDAY Days of Fast and Furious Selling in the Showroom.

MORE PRETTY SCARFS FOR THIS WEEK.

We have bought such a large quantity of these that we intend to offer a line every week. This line embraces all the newest shades and comes in nice silk knit with fringed ends. Reg. 60c. Friday, Saturday and Monday . . . 49c

PRETTY WAIST BELTS.

Belts in a great profusion of styles and makes, mostly Leather, Silk and fine Patent Leather, effective styles; showing Black and White, Blue and White, Grey and White, etc., and a lot of newest styles in fancy Kid, also a few Coat Belts in Brown, Green, Navy, Black and Glaze. Values to 45c. Friday, Saturday and Monday . . . 32c

LADIES' NIGHT GOWNS.

A Nightgown different from the ordinary, coming as it does in a nice weight of Cream Stockingette, trimmed with heavy Torchon Lace and pretty turned down collar; full sizes. Reg. \$1.50. Friday, Saturday and Monday . . . \$1.28

BELT BUCKLES.

Handsome makes, gilt and oxidized finish, showing pretty settings of Amber, Turquoise, Amethyst and Ruby Stones. Buckles like these are always useful. Reg. 35c. Friday, Sat. & Monday . . . 15c

INFANTS' WOOL JACKETS.

Dainty little Polka Jackets in nice soft wool, in shades of Sky, Pink, Cardinal and Cream, with string and tassel at neck and waist. They are warm, too. Reg. 70c. Friday, Saturday and Monday . . . 59c

Loom Ends of Embroidery and Insertion.

Mostly 10 yard lengths, very dainty designs; widths from 1 1/2 to 12 inches. Take advantage of this saving opportunity and lay in a stock for using up the winter. Special for 10 yard piece, Friday, Saturday and Monday, . . . 55c, 65c., 75c and \$1.00.

LADIES' UNDERWEAR.

Another lot of nice fine Jersey Ribbed Underwear, nicely fleeced, high neck Vests with long sleeves; Pants to match, ankle length. Remember this is all White Underwear. Reg. 50c. per garment. . . 39c

UNDERSKIRTS.

An undershirt from this pile is much to be desired. They come in heavy Corded Moreen with wide flounce and two arrow frills; mostly shades of Navy, Rose, Brown, Amethyst and Grey. Reg. \$1.80. . . \$1.44

American SILK BLOUSES.

An amazing offer in nice stylish Silk Blouses, all White, some of these with handsome embroidered fronts, brocaded and plain, with corded silk Vest; very popular and very effective styles, turned down collars, long sleeves, buttoned in front; many other styles too numerous to mention. Our regular \$2.00 Blouses. Friday, Saturday and Monday . . . 1.39

Two Ribbon Specials!

Brilliant SILK TAFFETA RIBBONS.

5 inches wide, all the most fashionable shades in Navy, Crimson, Browns, Saxe, Helio, Pink, Sky, Scarlet and Green, etc. Excellent Ribbons for Millinery purposes, etc. Values to 30c. per yard. Friday, Saturday and Monday . . . 18c

— ALSO —

A few ends of Navy and Black Ribbons, 1 inch wide; very suitable for children's hat bands, etc. Special, Friday, Saturday and Monday, per yard . . . 3c

Child's Bonnets.

Cute looking little bonnets for the little ones, Plush and Wool, pretty shades of Navy, Crimson, Brown and Cream; they are a dainty lot. Reg. 45c. Friday, Saturday and Monday . . . 39c



A Few Things the Boys Need.

BOYS' SWEATER COATS.

These are intended for the bigger boys and come in heavy knit; Duplex Collar which can be worn turned down or on stormy days; buttons up snugly all around. Shades of Brown Navy and Marone. Reg. 85c. Friday, Saturday and Monday . . . 75c

BOYS' FLANNELETTE SHIRTS.

Reg. up to 40c. for 22c. Made of strong English flannelette, perfectly shaped and faultlessly finished; these are fitted with neck bands; just the kind of top shirts for school boys; assorted sizes; nice striped patterns. Reg. up to 40c. Friday, Saturday and Monday . . . 22c

LADIES' STORM RUBBERS, 49c.

Please don't infer from the low price quoted that these Rubbers are old stock. Every Rubber we advertise is this year's make and only recently arrived to us. Shape here to suit high or low heel boots; half sizes. Special, Friday, Saturday & Monday . . . 49c

MEN'S SOCKS.

In Black Cashmere, Grey and Heather worsteds; these latter are much worn today, and being heavier are much more suitable for fall wear. Reg. up to 45c. Friday, Saturday and Monday . . . 34c

BOYS' KNITTED STREET SUITS.

Very popular this year, all wool garments in Grey, Tan and Cardinal; cap and mitts to match; just the kind of suit for out doors this season. Reg. \$3.30. Friday, Saturday and Monday . . . 2.98

BOYS' and GIRLS' HOSE.

Fall weight, Black ribbed Worsteds; the run on this line has been simply wonderful, many lines of higher priced hosiery cannot beat this for wear. Friday, Saturday and Monday . . . 27c

Footwear Needs For Wet Weather.



CHILDREN'S MITTS.

Warm wool mitts for the little ones in Pale Blue, Crimson, Fawn and White. Reg. 18c. Friday, Saturday and Monday . . . 15c

Absorbent Cotton.

A roll should be in every house. You can't tell when it is needed in a hurry. We have two sizes now, pure white, suitable for hospital or family use. Special, Friday, Saturday and Monday, . . . 6c | 4 oz. size . . . 12c

W.P.A. Xmas Gift Fond

FOR OUR SOLDIERS AND SAILORS

Subscribed on Wednesday	\$ 231.50
Amount acknowledged	1,703.84
Balance to be subscribed	964.56
Mrs. James Ryan	10 00
Mrs. Knowling, Sr.	10 00
Mrs. William Churchill	6 00
Geraldine George Walter and Ralph Fitzgerald	5 00
Mrs. Ellison Collishaw	5 00
Nettie, Edith, Alice, Jack and Tom Wellman	5 00
Mrs. G. A. and the Misses Hutchings	5 00
Pat Maloney	5 00
C.	5 00
Miss Margaret McNulty	5 00
Miss Constance Fox	5 00
Mrs. J. W. Taylor	5 00
Miss Mary and Martin Cashin	5 00
D. E.	5 00
Mrs. J. A. Robinson	5 00
Mrs. F. Burrows	3 00
Mr. and Mrs. Robt. and Elsie Parsons	3 00
Mrs. W. Drover	3 00
Mrs. W. B. and Rita Smith	3 00
Mrs. P. Moran	3 00
Isabel, Helen and Mary Stott	3 00
Miss Eleanor Barnes	3 00
Miss Kearney, Wallace and Trixy	3 00
Mr. R. T. Kearney	2 00
Mrs. W. H. Peters	2 00
Mr. and Mrs. Thos. Meleie	2 00
Mrs. James Jacobs	2 00
Mr. and Mrs. Robt. Tetford (Hr. Grace)	2 00
Miss Theo. Gardner	2 00
Mrs. Albert Horwood	2 00
Miss Ada M. Horwood	2 00
Mrs. George Hannabury	2 00
Mr. and Mrs. Thomas Fitzpatrick	2 00
Mrs. John Mercer	2 00
Mrs. M. A. Bastow	2 00
Mrs. Wm. P. Ryan (Salvage, E. B.)	2 00
Mrs. George Reik	2 00
Mrs. G. H. Bolt	2 00
Mrs. Lindberg	2 00
A Friend	2 00
Miss Boreen Hall	2 00
Mrs. Horatio Taylor	2 00
Mrs. Hedley Taylor	2 00
Elsie and Kathleen Taylor	2 00
Mrs. H. Nicol	2 00
Susie, Edward and Allen Hicks	2 00
"Koko"	2 00
Elythe and Amelia Crawford	2 00
Mrs. George Peters	2 00
Vincent and Harold Summers	2 00
Mrs. J. A. Carmichael	2 00
Nabel and Muriel Lawrence	2 00
Mrs. G. F. and Miss Lulu Bowden (Wesleyville)	2 00
Mrs. Bridget Whelan	2 00
Geo. and Mary Whiteley	2 00
E. L. and Miss Gladys Oke (Hr. Grace)	2 00
Mrs. and Miss D. Willis	1 50
Miss Nellie Vey	1 50
Mrs. George Davey	1 50
Mrs. W. J. Martin	1 50
Miss Lillian Kelly (Jersey Side, Placentia)	1 00
L. Mahaney (Carbonear)	1 00
Robt. Hammond	1 00
Mrs. James Sears	1 00
Mrs. Stirling	1 00
Mrs. Wm. Hamlin	1 00
Miss Bessie Tetford (Harbor Grace)	1 00
Miss Winnie Bogan	1 00
Miss Nina Cook	1 00
Miss Flora Mews	1 00
Miss Emmie Noseworthy	1 00
Miss Mary Sansom	1 00
Miss Susie B. Curnew	1 00
Miss Florence Whiteway	1 00
Mrs. Abraham Snow	1 00
Mrs. Esther Carew (Cape Broyle)	1 00
Joseph Rositer (C.B.)	1 00
Miss Stella Lidston	1 00
Eva Snow	1 00
Mrs. Mary Brodrick	1 00
Mrs. Margaret Wallace	1 00
Mr. Harold Murphy	1 00
George and Mary Martin	1 00
B.H.C.	1 00
Mrs. W. Bolt	1 00
Mrs. Mitchell	1 00
E. P.	1 00
Nan Wright	1 00
Miss Mary Ann Cullian	1 00
Mrs. H. W. Stirling	1 00
Mrs. E. D. Hussey	1 00
Mrs. Bradley	1 00
Mrs. M. L. Jenkins (Trinity)	1 00
Mrs. Jackman	1 00
A Friend	1 00
Mrs. Dicks	1 00
Mr. J. Davis	1 00
Mrs. N. J. Collier	1 00
Miss Alice Field	1 00
Mrs. Emma Newell	1 00
Mrs. J. H. Taylor	1 00
Miss Maud Erley	1 00
Mrs. James Doyle	1 00
Miss A. Merchant	1 00
F.M.D.C.	1 00
Miss Minnie White	1 00
Ellison Hayward	1 00
Mrs. J. R. Collins (Jersey Side, Placentia)	1 00
Mrs. Albert Edgecombe	1 00
Mrs. Earle	50
Total	\$1,935.14

Minard's Liniment Co. Limited.

Gentlemen,—I have used MINARD'S LINIMENT on my vessel and in my family for years, and for the every day ills and accidents of life I consider it has no equal. I would not start on a voyage without it if it cost a dollar a bottle. CAPT. F. R. DESJARDIN. Schr, "Storke," St. Andre, Kamouraska.

Cape Report.

Special to Evening Telegram. CAPE RACE, To-day. Wind east, fresh, weather raining. An unknown steamer and a schooner passed west and another unknown steamer east to-day. Bar. 28.99. Ther. 42. STEPHANO LEAVES.—The S. S. Stephano has reached Halifax from New York and leaves again for this port to-morrow.

MINARD'S LINIMENT CURES DIPHTHERIA.