

Kearney Says:

You tell 'em that this is no more spasmodic effort on my part to rival "White Sales," "Clearance Sales," or any other sugar-tipped enticer. This is an honest-to-goodness endeavour to blaze the trail to lower prices. Prices must come down in this town soon. I want to be remembered as The Price Pioneer. I want the good-will of every man who has to measure every dollar with what it will buy, and I begin my second week with a great energy working for that favor.

GEO. F. KEARNEY.

The "Price Pioneer" Begins

COMFORT WEEK

Marking the Second Stage in the "Back to '14" Campaign.

When Rainy Days Come Your Overcoat Won't Do This!

Won't keep out the rain and keep you snug and smiling in any weather.

The BLIZZARDEEN and his master pal, the comfy lambs-wool fleece lining solves the problem of overcoat prices. It does all you want an expensive overcoat to do, and more, it keeps out the rain. Two durable pals sworn by the Kearney Guarantee to give you lasting service. Linings are sold separately—and your tailor won't do this.

\$60.00 Combination, \$50.00 To-Day.**Winter Hosiery Without a Peer Cut Without Fear or Favor.**

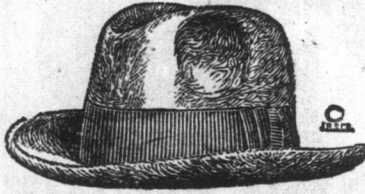
Here's an offering that men will welcome with a chorus of approval. What part of a man's winter wardrobe is more necessary than Socks? And when we mention such reductions as below, it will be the early bird that will get the picking of the lot.

Jaeger Heavy Wool Hose, Green, Grey and Heather mixtures. You'll warm up to these. Lay in a stock for the winter.

Marked \$2.00 pr., cut to 3 pairs for \$5.00**THIS IS UNPRECEDENTED!**

Marking Down the World's Best Hat.
\$12.50 STETSONS for \$10.00.

Stetsons—need we say more? Except that we've a wonderful range of styles, and the sizes are complete from 6 3/4 to 7 1/2. Don't be persuaded into buying a hat that is not a Stetson by the inducement to spend a dollar or so less. It's worth it to pay a little more for the double wear that Stetsons give. Increased value at the new price.

FALL VELOURS AT A FALL IN PRICE.

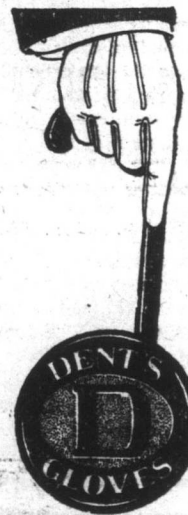
Distinctive Winter Hats, styled differently. Classy Pearl Grey & Olive. You'll not get such an opportunity again.

These will sell quickly, and others will charge more. Worth \$13.50 for \$12.00.

The Labels Teach You to Expect Value Even at These Prices.

JAEGER and STANFIELD'S UNDERWEAR,
\$17.50 and \$9 Suit Cut to \$15 and \$7.50 Suit.

Low prices are sometimes used injudiciously. They often give an impression of inferior quality. Just odds and ends picked up to serve as eye catchers. That's why we want to assure you of the importance of these reductions. The names tell the tale. Jaeger 100 per cent. pure wool, unshrinkable and guaranteed by the makers. Stanfield's, the famous Canadian product, and positively the best value for the money to be found anywhere, even if you bought at the factory. We've had these goods in stock since last season, and cut even the old prices—that's why.

GLOVE WEATHER IS HERE.
"Comfort Week" Saves You \$1.00 on Every Pair.

These Gloves combine smartness with warmth and durability. Dent's and Perrin's names on Gloves guarantee you quality. If they don't, we will.

Buy a few pairs now for Christmas gifts. Others will charge more when you need them. Elastic wrist, wool-lined, sold last year for \$6.00; \$5.00 pair Comfort Week.

Fine selected Kid Glove, with button wrist, extra heavy reinforced palm that makes these gloves adapted to hard wear. Stylish, snug fitting, comfortable. You couldn't buy the equal of these last year for \$6.00.

COMFORT WEEK PRICE, \$5.00.**ENGLISH TWEED CRUSH HATS FOR FALL.**
Choose Yours for \$3.00.

You can't excel a Tweed Hat for long wear, and it's so adaptable to every use. Carry it in your pocket. These were \$4.00 and \$4.50.

HAVE YOU SEEN THESE DOLLAR TIES?

If you haven't you missed seeing the greatest neckwear value that ever drew a dollar from your pocket. Buy three or four for Christmas gifts. You won't get this opportunity again. These were \$1.50. **\$1.00**

Here! Take These Umbrellas for \$3.60.

Worth \$4.00 and \$4.50.

Men's Smart Spats

Lowered to \$3.00.

They keep your shoes always neat-looking and clean, protects the leather from rain, mud and sharp winds that crack boots and shoes so easily. These were \$3.50.

Skating Time Will Soon Be Here.**"Cutting Figures" in Sweater Coats.**

Add to the joys of the iced floor by adding to your comfort.

Wool Sweater Coats in plain White, Brown, Khaki, Reseda and Heather; V necks, sleeves and pockets. Wear them under your coat; no overcoat necessary. No, you can't buy them elsewhere, because they're Jaeger Pure Wool; and even if you could you wouldn't buy them for less. Our mania for price cutting this week has

Reduced them from \$10.00, \$12.50, \$15.00, to \$8.50, \$9.00 and \$12.50.

Mothers! A Sweater for Your Boy at a Saving of \$2.00.

Son's little chest needs to be protected against the chilly winter weather. Give him one of these for school days. Jaeger Pure Wool is your guarantee that they can't be better. Fine knit, pull-over style, in neat looking heather color. Why not buy his Christmas present now? More useful than toys and nick-nacks. No, they'll be gone long before Christmas comes.

\$8.50 cut to \$6.50.**ALL-WOOL JAEGER VESTS****\$7.50 cut to \$6.00.**

People are beginning to realize that we are earnest in our reductions when we cut the price of such a wanted Jaeger product. Good value at the old price. Wonderful value for \$6.00, and the best \$6.00 worth that ever gave you a warm feeling inside your coat. Don't be tricked into buying a cheaper article. It's wear you want to buy not just flimsy "look."

COLD NIGHTS ARE COMING.**Pure Flannel Pyjamas, \$12 cut to \$10.**

These will give you such a warm, comfortable night's rest that you'll beat the alarm clock to it next morning. No flimsy imitations, pure flannel in every shred. Various striped effects, with pocket, and any size.

New Furniture!

We have in stock a few very nice three and five-piece PARLOR SUITES at \$95.00 and \$85.00 per suite. See them.

A very fine local made BUFFETT. Good value for \$45.00.

SMOKERS' CHAIRS, good quality covering, nicely finished for \$35.00.

Local made BUREAUS and STANDS complete for only \$30.00 COUCHES, good quality covering and good finish, \$18.00.

MATTRESSES of all grades. See our Fern Felt. We can make them the size you want or in two sections.

Our OXFORD SPRING is a good Spring. All sizes in stock or can be made to order.

SEE OUR STOCK.**The C. L. March Co., Ltd.**

Corner Water and Springdale Streets.
P.S.—CARS STOP AT OUR DOOR.

Harness

Canvas Collars, 15 to 19 inches.
Duck Lined Collars, 15 to 19 ins.
Check Lined Collars, 15 to 19 inches.

Hand Made Collars:—

Split Leather, 16 to 21 ins.
Harness Leather, 19 to 24 inches.
Blue Lined Carriage, 16 to 22 inches.

Night Halters for Pony & Horse
Winkers for Pony and Horse.
Open Bridles.

Leather Reins.
Leather Traces.
Trace Chains, 48, 54, 60, 90 and 96 inches.

Cart Back Chains.
Slide Pads.
Cart Straddle.

Cart Breechens, single & double.
Carriage Breechens.
Carriage Pads.

Breast Collars.
Felt for Cart Straddles.
Felt for Carriage Pads.

Carriage Cushion Dressing.
Auto Top Dressing.
Hoof Ointment.

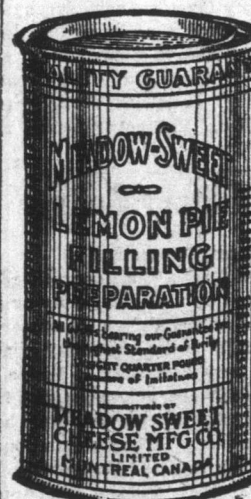
Horse Brushes.
Carriage Whips.—We are showing a large assortment of English and Canadian Whips

Yellow Padded Sweat Pads, 16 to 20 inches.
Blue Felt Sweat Pads, 16 to 22 inches.

Grey Felt Sweat Pads, 16 to 22 inches.
Extra Heavy Grey Sweat Pads, 19 to 22 inches.

Extra Large Curl Hair Sweat Pads, 12 to 22 inches.

The Neyle-Soper Hardware Co., Ltd.



For
PIES
CAKES
CUSTARDS
ICE CREAM

THIS IS THE ORIGINAL AND GENUINE
PIE FILLER

"Meadow-Sweet"**LEMON—CHOCOLATE—VANILLA.**

Just buy three tins to-day and use them for tasty summer desserts. There is nothing nicer, and they are economical because no butter nor eggs are required.

BOOKLET OF TESTED
RECIPES FREE ON REQUEST.

Angevine & McLaughlin,

ST. JOHN and TRURO.

Agents for The "Meadow-Sweet" Cheese Mfg. Co., Limited, Montreal.

P. E. OUTERBRIDGE, St. John's, Nfld.

Don't say Paper, say The Evening Telegram.