

THE REXALL STORE
Unbreakable Mirrors
Specially Made For Soldiers!
Let Us Show Them To You--They Make An Ideal Gift!
The Ross Drug Company, Limited
 100 King Street Phone Main 2767

NINETEENTH ANNIVERSARY SALE
Don't Miss This Great Offer
 For today and tomorrow we have placed on sale an extra special line of LATEST NEW YORK STYLES in SILK VELVET HATS, at LESS THAN HALF THE ACTUAL VALUES
 A CHOICE ASSORTMENT OF TRIMMED VELVET HATS expressing the VERY NEWEST MILLINERY MODES will be sold, while they last at ONLY \$3.00 EACH WORTH TWICE AS MUCH
Marr Millinery Company, Limited

LADIE'S
Don't Miss This Opportunity!
Our Special 10 Day Sale Begins Today
 We Have a Large Stock of Coats and Suits
 Must be sold at sacrifice prices. We also make up to your desire. Call and see for yourself at the
The American Cloak Mfg. Co.
 32 Dock Street
 Phone Main 838

Ladies' Electric Seal Coats
 Our Coats are all made in the very newest shapes. A model to suit every taste. Handsome linings, All French Dyed Skins.
 We sell only one quality Electric Seal and that the best.
PRICES
\$75, \$80 and \$85
F. S. THOMAS
 539 to 545 Main St. \$75.00

Men's and Boys' Winter Furnishings
 Sweaters, Sweater-Coats, Underwear, Gloves, Shirts and all other furnishings for men and boys are here in assortments from which every man can choose. Of utmost importance is the high quality and assured serviceability of all these goods and the reasonable prices for which they are sold.
Men's Sweater Coats - \$1.00 to \$4.75
Boys' Sweater Coats - 75c. to 1.75
S. W. McMACKIN
 335 Main Street

STUART'S
ORANGE MARMALADE
 Made from Fresh Fruit and Pure Sugar only.
1 lb. jars - 18c
\$2.00 a dozen
GILBERT'S GROCERY

LOCAL NEWS

CIRCUIT COURT
 The adjourned September circuit court met this morning Mr. Justice Barry presiding and adjourned sine die. As the cases of Aude vs the City of St. John, and Clements vs the Bank of Nova Scotia were not ready for trial they were made remanets.

A TRUANT SENTENCED
 Harold Dever, an incorrigible truant, aged eleven years, was this morning sentenced by Judge Armstrong to three years in the Boys' Industrial Home, with a provision that good conduct will shorten the sentence. A determined effort is being made to put down truancy in St. John.

THE TRAVELERS' PLATOON
 It is hoped that Saturday night's meeting of commercial travelers in the board of trade rooms, to be addressed by Col. Fowler, will make certain the formation of the platoon. The matter is being widely discussed, and the recent war news has given a stimulus to the interest in the proposal to have the New Brunswick Commercial Travelers' Association fully represented at the front.

MOTHER OF NURSE DEAD
 Miss Agnes Sutherland, nurse for the Association for the Prevention of Tuberculosis, received today the sad news of the death of her mother, Mrs. George Sutherland, at her home in Preston, Lancashire, England, after a short illness. Miss Sutherland had received cable advice of her mother's illness and was preparing to return to England when the news was received that she had passed away. Mrs. Sutherland is survived by her husband, three daughters, including Miss Agnes of this city, and one son.

ST. PHILIP'S CHURCH
 Rev. J. H. Franklin, pastor of St. Philip's church, referring to the statement of R. H. McIntyre says that the very exceptional collections noted by Mr. McIntyre are explained by the fact that there were large debts to be paid and that it took more than \$100 to settle them. Advertising bills, three years' insurance, lumber, paint, stove and other bills were unpaid when Mr. Franklin took charge. Those bills have been paid, the church renovated and books bought. Mr. Franklin adds that Mr. McIntyre is not a member of St. Philip's church and does not worship there, and he invites the public to visit St. Philip's and see its work for themselves.

COL. FOWLER WILL BE ESCORTED TO THE RINK

Final Plans For Tomorrow Night's Big Patriotic Rally For The 104th Battalion

Lieut.-Col. Geo. W. Fowler's big meeting in Queen's rink tomorrow night will have the distinction of being the first occasion in St. John during the present war on which an outside commanding officer has met prospective members of his battalion in intimate discussion of military affairs. This fact is being highly appreciated by the men of St. John and vicinity. Col. Fowler's natural friendliness to everybody will no doubt make him very popular as the head of the new 104th Battalion.
 The bands which are to escort the people of the city to Queen's rink tomorrow night will proceed from Haymarket Square, the Army in south end, from the west side ferry floats by way of the ferry, and the 104th Battalion and North end contingent will start at Riverview Park, Douglas avenue, where they will pick up Col. Fowler, who will be dining with friends in that locality.
 The Fairville and North end crowd will therefore be called upon to do the honors of the occasion. The bands will start from Riverview Park about 7:40 o'clock, giving the procession about twenty minutes to reach the rink in Charlotte street.
 In addition to Col. Fowler's address, outlining his plans for the crack 104th, Sergt. Knight will make one of his spirited speeches. There will be musical features as well, and possibly some short remarks from some of the returned soldier boys. Citizens are asked to help make tomorrow a gala day in the matter of inaugurating the 104th Battalion by flying all their flags, and dressing their show-windows appropriately.

MONCTON AUTO OWNERS GIVE SOLDIERS' FAMILIES OUTING

Moncton, Oct. 27.—Automobile owners yesterday afternoon gave about 800 children and their mothers, the sons and daughters and wives of Moncton soldiers a drive about the city. There were about one hundred cars.
PREMIER BACK TO OTTAWA
 Ottawa, Oct. 27.—Sir Robert Borden is back at work today after a week in Nova Scotia. It is expected that in the course of a few days he will make a statement in regard to Canada's participation in the war, and further aid to the cause.
 The probabilities are that between now and spring a total of 200,000 will have been enlisted, or recruiting to such numbers will be under way.

MONCTON NEWS

Moncton, Oct. 27.—Reuben Wilson, aged ninety-seven, died yesterday at Boundary Creek.
 A Scott act offender in the local court was fined \$50 and another citizen was placed on defence.
 Chief Riddout, local registrar of alien enemies, has registered Bulgarians at Shediac.
 Want \$50,000 for Red Cross
 London, Ont., Oct. 27.—A whirlwind campaign was launched here this morning for the British Red Cross fund, \$50,000 being aimed at. Early reports indicate that that sum will be readily exceeded.

SHELL BURST NEAR LT. COL. W. C. GOOD

Four Men Killed By it But He Escaped Uninjured

In a recent letter to his wife, now residing in St. John, Lieutenant-Colonel W. C. Good, formerly of Woodstock, and now in charge of the remount depot in Hanoi, France, tells of a narrow escape he had from death. While at the front with a lot of remounts, a shell burst within a few feet of him, killing four men, but he escaped uninjured. The letter was written at the time the preparations were being made for the offensive movement and he said they had been able to get almost no sleep on account of the terrific noise of the big guns bombarding the trenches of the enemy.

PROMOTED TO RANK OF SERGEANT MAJOR

Wm. J. Fellow Wins His Way With Major Magee's Battery—Brother With 26th

James Fellow, 11 Windsor Terrace, Rockland road, has received word from his son, William J. Fellow, that he has been promoted to the rank of sergeant-major. He was employed with the G. E. Barbour Co. Ltd., before enlisting, and left St. John in Major Magee's battery, with the rank of sergeant. On account of the over-supply he was reduced at Valenciennes, but won his stripes again when he crossed to England, and is now sergeant-major of the battery. In his letter he tells of meeting Captain Gambin, Sergeant-Major Biddecombe and Bomb. Mundy of the second contingent. Another son of Mr. Fellow, Corporal Fred Fellow, is at the front with the 26th.

SUCCESS ATTENDS EVENT IN THE K. OF C. ROOMS

The sale and tea conducted last night in the rooms of the Knights of Columbus, which had been generously given for the purpose, in aid of the St. Vincent's Infants' Home, Coburg street, was a pronounced success. A very large number of guests were present, and a supper was served while various games were well patronized and a pleasing musical and literary programme given. The rooms were nicely decorated for the event. The booths were arranged in the main assembly hall with supper served in the dining room upstairs.
 The City Cornet, band played several choice selections, and others taking part in the programme, were: S. C. Hurley, Fred Joyce, Mrs. J. P. O'Toole, Miss Irene MacNeil, Mrs. A. W. Simons, with Miss Molliday, and Miss Lynch as accompanists. A committee from the officers of the Knights of Columbus assisted in the direction of the event, the arrangements for which were made by a committee composed of Mrs. M. E. Finnegan, Miss Regina Mitchell and Mrs. John T. Sheehan. The dining tables were set by Mrs. J. W. Simons, Mrs. Doyle, Mrs. Cronin, Mrs. Campbell, Mrs. Stack, Miss Katherine Fennell, Mrs. E. J. McLaughlin, Mrs. John Sullivan, Mrs. Allan McGuire, Mrs. Wm. Donahue, Mrs. J. A. McCarthy, Mrs. E. J. Sullivan. The fancy table was presided over by Misses Winifred MacNeil, Ethel Flaherty and Elizabeth Wallace, the candy and ice cream booth by Misses Susan McWilliams, Roxina McIntyre, Agnes McGuire, Nan McDade, Mrs. E. J. McGroarty, W. J. Magee and G. F. Cunningham attended to the wheel of fortune and F. Driscoll and P. J. Fitzpatrick to the spinning. A large staff of pretty young women aided in the dining room. A neat sum was realized for the very worthy object.

PREPARATIONS FOR CELEBRATING THE TWENTY-FIFTH ANNIVERSARY OF Y.M.C.A. LADIES' AUXILIARY

Preparations for celebrating the twenty-fifth anniversary of the founding of the organization were discussed at the monthly meeting of the Ladies' Auxiliary of the Y. M. C. A. yesterday. Mrs. E. Williams presided and there was a large attendance, with several new members present. The house committee reported on extensive renovations, they having completed the retinting of the walls and the refinishing of the wood-work on the two main floors of the association building.
 A special committee is arranging for a reception to the past presidents and all active and associate members, in honor of their twenty-fifth anniversary.
 The first meeting for the organization of the auxiliary was held on October 30, 1888, and at a subsequent meeting the first officers were elected as follows: President, Lady Tilley; vice-presidents, Mesdames David McLellan, W. H. Truck, George McLeod, William Peters, J. V. Ellis, and T. W. Daniel; secretary, Mrs. W. J. Stewart; treasurer, Mrs. J. E. Irvine. The presidents who have held office since then are Mesdames H. J. Thorne, J. V. Ellis, D. McLellan, Henry Austin, A. R. Melrose, T. H. Somerville and the present president, Mrs. J. Willard Smith. Other officers this year include Mrs. H. Climo, secretary, and Miss Alice Estey, treasurer.

"The Shoe Tax"

Father's income knows what it is and to mother it is also a very real thing. It means the high cost of keeping a growing boy or girl properly shod.
 When father and mother figure out all the new shoes they have to buy they are apt to conclude shoes are made out of paper rather than leather.
 Care in purchasing will cut down this tax, care in choosing the right shoes and care in buying at the most favorable time.
 And the first step in the right direction is a study of the advertising in The Telegraph and Times that gives the helpful information.

Macaulay Bros. & Co., King Street, St. John, N. B.
 Saturdays Our Stores Will be Open Until 10 p.m.; Open at 8 a.m.; Close 6 p.m., Excepting Saturday 10 p.m.
Ladies' White, Soft Fleecy Lined, Knitted, Glove Fitting Undervests!
HIGH NECK - - - - - at 35 Cents
DRAWERS TO MATCH - - - - - at 35 Cents
LOW NECK AND SHORT SLEEVE UNDERVESTS at 30c.
GIRLS' 2 to 14 year sizes in COMBINATION SUITS (White), 70c, 90c, \$1.25, \$1.50 the suit Grey in same sizes and prices.
BLACK TIGHTS—Ankle length; 2 to 14 year sizes 60c.
LADIES' BLACK TIGHTS—Knee length 60c. to \$1.25
in Ankle length 60c. to \$1.25
MACAULAY BROS. & CO.

To Get the Most Heat from the Coal Consumed You Must Use a NEW SILVER MOON
 This Durable, Economical and Attractive Self-Feeding Stove is a steady, powerful heater, light on fuel and easy to operate.
 In smaller heaters we have the Winner Hot Blast, Glenwood Oak, Standard Ideal, Daisy Oak, in all sizes and prices. See our line before you buy.
D. J. Barrett 155 Union St. St. John, N.B.
 Store open Wednesday and Saturday Evening Until 10 o'clock

Every Underwear Need is Provided for in the Stocks Here and Ready When Underwear Is Needed
 Doctors tell you that a sneeze is nature's alarm bell and that a shiver is the first intimation that you have caught a cold. Don't catch cold! Have the right underwear at hand before the mercury drops—many a doctor's bill and much time lost from daily duties have come from doing it "tomorrow" instead of today!
 Everything needed in underwear by men is here—all the weights desired—and at less than you can buy as good elsewhere.

Penman's Merino Shirts and Drawers	50c, 75c, \$1.00 per garment
Penman's Natural Wool Shirts and Drawers	\$1.10 and up per garment
Stanfield's Fall Weight Shirts and Drawers	\$1.25, \$1.75 per garment
Stanfield's Silk and Wool Shirts and Drawers	\$2.00 per garment
"Two Steeples" English Natural Wool Shirts and Drawers	\$1.75 per garment
"Cee-tee," very fine Canadian Natural Wool Shirts and Drawers	\$2.20 and up per garment
Stanfield's Heavy Truro Mills Shirts and Drawers	\$1.00 per garment
Stanfield's Red Label Shirts and Drawers	\$1.35 per garment
Stanfield's Blue Label Shirts and Drawers	\$1.50 per garment
Stanfield's Black Label Shirts and Drawers	\$2.00 per garment
Penman's Lamb Wool Shirts and Drawers	\$1.00 per garment
Penman's Fleece-lined Shirts and Drawers	50c, 80c per garment
Penman's Double Back Fleece-lined Shirts	65c per garment

KING STREET GREATER OAK HALL COR. GERMANTOWN SCOVIL BROS., LIMITED, St. John, N. B.

CRASH!
DOWN DOWN DOWN
 Details of Startling Importance in Tomorrow's Paper
C. B. Pidgeon
 Corner Main and Bridge Streets

FUR TRIMMINGS!
 We will cut Fur Trimming (which is the latest style and, therefore, in great demand) in any length or width in Raccoon, Black Marten or Natural Wolfe, Black Fox, Alaska Sable, together with the softer furs, Black Lynx, Beaver, Squirrel, etc.
For \$1.50 per Yard, 1 in. wide in Black Marten
For \$1.50, \$2.00 per yard, 1 in. wide in Black Wolfe or Raccoon
For \$2.50, \$4.50 per yard, 1 in. wide in Black Fox
For \$3.50 per yard, 1 in. wide in Ermine
Hats Furs D. MAGEE'S SONS, LIMITED 63 King Street