ould advise you sing elsewhere ocked, amongst est:



AND CREPE CHINE

LARGE STOCK

RIBBON

AKI COATS.

LINEN and SOFT COLLARS FLANNEL SHIRTS WHITE SHIRTS STRIPED TUNIC SHIRTS GENT'S KHAKI SHIRTS GENT'S HEAVY KNIT SOCKS

GENT'S CASHMERE SOCKS BRACES, NECKTIES.

GLOVES, CAPS,

And HATS in great variety.

rs from \$6.50 up,

BLACK and COL'D COSTUMES

UNDERWEAR

in FLEECE LINED, WOOL, etc.

and WOMEN'S HOSE

ind WOMEN'S SUSPENDERS

nd WOMEN'S SWEATERS

and WOMEN'S CORSETS HAND BAGS and PURSES

GAIN PRICES.

ITE and COLOURED QUILTS ERDOWN & WADDED QUILTS ITE SHEETS & PILLOW CASES TON and WOOL BLANKETS

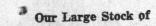
ESTRY TABLE COVERS

vinced at our Values.

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A Great Showing of Everything That's New For Fall-FOR THE HOME

It's a Pleasure to Have So Much Fine Furniture to be Able to Tell You About as We Will Show Here Within the Next Few Weeks.

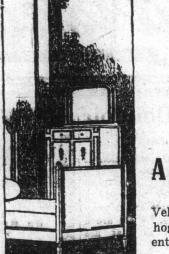


Bedroom **Furniture**

Just now is the most elegant to be seen anywhere. The numerous grades and designs in two, three, four and five piece suites make it easy to get just what is wanted, and our prices by comparison will be found absolutely the lowest on any given grade. The finishes include Fumed, Surface and Golden Oak, Early English, Walnut, Mahogany, Antique, Ivory, etc.

> All in the Latest American Designs.

> > In Buying



A Most Beautiful Stock of Parlor Furniture.

New three and five piece Suites, upholstered in Silk and Wool Tapestry, Velour and Verona Cloth in tufted or plain. The frames, finished in Mahogany and Fumed Oak, are in exquisite designs. They are all conveniently arranged in our Upstairs Showroom, all ready for your selection.

For Fall and Winter comfort at home you'll find here much that will interest you and priced in the right and always satisfactory way.

Better Beds

COME AND BE SHOWN.



We Have an Elaborate Showing of the Newest

Carpet Squares

Tapestries, Brussels, Velvets and high-grade Wiltons; seamed and seamless in patterns and colors to suit any room in a

These certainly do come in a wide range of the newest Fall patterns. They're the largest consignment we've ever received, and we venture to say, no larger assortment has ever been shown previously in any store in New-

We have just unpacked a large shipment of

Kitchen and Dining Chairs

Which, in addition to the stock we previously had, makes our present assortment one of the largest we ever possessed. You may pay as little or as much as you desireall are serviceable and pretty and you'll have no trouble to be suited. The finishes include Fumed, Golden Oak and Mahogany.

WE HAVE THE MOST CAREFULLY SELECTED STOCK OF

luxuriously comfortable couches.

Our Couches

Every effort has been made to select those of the utmost strength and durability, combined with moderately low prices. A com-

bination that ought to bring every woman in the city to our store this week. They are upholstered in Velour, Verona and Tapestry in tufted or plain. The frames are finished in Golden Oak and Mahogany.

The rest is easy if you have one of our

GRAMOPHONES AND RECORDS

IN THE CITY.

No single thing furnishes so much entertainment, amusement and enjoyment to a family, especially where there are children and young folks, as a Gramophone. It supplies all of the amusement at little expense; it keeps you up-to-date with every kind of music by the purchase of new Records, and it gives you a means of entertaining your friends and neighbors, all of which combined make the home the most delightful spot

Our Gramophone Parlor is always open, where you can hear and see for yourself.

Sideboards That Suggest Cheer.

The Sideboard when laden with silver, sparkling with cut glass and inviting dainties, is the crowning touch to the dining-room. This store prides itself on its show-

Buffets and Sideboards. There are designs with elaborate carving and plain refined designs; then there are the swell front styles with fancy leaded glass and square or oval plate glass mirror backs, and finishing of Golden Oak, Mahogany or Walnut, and all economically priced for you—that's the point.

COME AND SEE THEM. We are prepared to give estimates for

Blind Making.

Our prices are the lowest possible consistent with good work, and quality of service is backed by the Royal guar-



We are Opening a Most Comprehensive Assortment of White Baked Enamel and Brass

BEDSTEADS

Embracing designs of practically every description. They are new American ideas, up-to-the-minute in every way, and marked low according to our small profit plan. You would be well advised to see the assortment if you are at all interested in the purchase of a new Bedstead.

"There Is No Place Like Home.

The song that has thrilled the souls of so many millions was written years ago, but is nevertheless true to-day. All that goes to make home life comfortable can be found in our buildings. We take special pride in furnishing you with

Combination and Sectional Book Cases. Fancy Work Baskets, Baby Carriages, China Cabinets, Pictures, Mirrors,

Bathroom Mirrors, Easy Chairs, - Writing Desks. Arm Rockers, Morris Chairs, Wheel Barrows, Rocking Horses,

That will make happiness assured, at prices that can be reached by all

CALL AND SEE FOR YOURSELF TO-MORROW.

II It's WALL PAPERS In All



It's Very Latest and Most Attractive Designs That You Desire,

Our very large and complete assortment and moderate pricings will surely interest you.

Our new Wall Paper Store is the largest exclusive Wall Paper Store in Newfoundland—the largest because the prices we make of high-grade Papers bring more people here than to any other store.

In strength of beauty, style and variety, this season's showing surpasses the finest of any previous ex-

The Furniture Chintz Section

Is now at its best and the prospective purchaser would do well to pay this section a visit before making a final

We carry a wonderful variety of designs and colors, including Floral, Striped, Lattice, Shadow, Figured, Bird Designs, etc., etc., in embossed, plain and woven spots and stripes, at 50c., 70c., 80c., 85c., 95c., \$1.00, \$1.20, \$1.50, \$1.55 and \$1.75 yard.

Picture Fraiming

AT THE VERY LOWEST PRICE. We have a full and very large assortment of the newest, up-to-date Mouldings, and are in a position to frame pictures at the lowest possible prices.

