nother Shipment tter grade

COSTUMES. \$99.00.

many ingenious arrangements r draping and trimming, charever seeking out those elusive ought after by women of style

e Plush, Broadcloth, Bolivia and Mixed Tweeds.

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CAL. ORANGES. CAL. LEMONS. GRAPE FRUIT. CRANBERRIES. GRAVENSTEIN APPLE Codroy Butter.

Kraft Cheese-1/2 lb. White House Coffee, 1 tins. Compound Coffee, 1/4 lb. 20 100-lb. Chests

Golden Tip Tea, 50c. lb. retail; 5 lbs. for \$2.25.

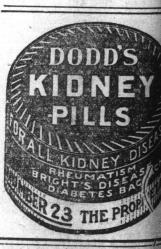
100 Barrels RAINBOW FLOUR. Substitutes-Corn Meal-Yellow. Corn Meal-White. Oat Flour. Oatmeal. Rolled Oats

FRESH VEGETABLES DAILY. Cabbage, Potatoes, Carrots, Beets, Celery, Turnips, Cauliflower.

By Rail to-day, Oct. 4th: 100 prs. FRESH RABBIT

Even sweaters are furnished

ringe round the bottom



SPRINGS

f the above which we ery lowest All sizes.

Hardware Co.

The STORE With the BIG Values!

Stronger than ever in its Aggregation of Values for

AY, SATURDAY and MONDAY.

Our Stocks Have Been Chosen From Reputable Sources of Supply.

and, because we are merchants, not speculators we are giving the full benefit of the low prices we paid for our Stocks, in spite e fact that since they were purchased wholesale, prices have ad-

Buy Early, we cannot too emphatically urge upon you the advisa ty of early buying of Fall and Winter Needs.

ONE OF OUR LEADING VALUES!

White and Cream in assorted sizes, some heavier fleeced than others. This offer is opportune, as it is just the time when mothers are outfitting the youngsters for the colder weather. Come along early, we cannot repeat an offer Values to 60c. pair. Friday, Saturday 33C

Cotton Blankets Specially Priced !

60 pairs of thoroughly well fleeced White Cotton Blankets, size ise. Value for \$4.70 pair. Special Friday, Saturday and \$4.15 LADIES' FALL GLOVES-The cooler days demand a warmer glove.

Gloves like these we offer this week are inexpensive and just what is required. A fine Jersey make, fleece lined, 2 dome wrist; shades of Beaver and Black. Regular 80c. Friday, Sat- 756 BOYS' KID GLOVES-That heavy Tan Cape Kid so suitable for Fa. wear; sizes 4, 5 and 6, 1 dome wrist; dressy, serviceable and underpriced. Friday, Saturday & Monday, pr. \$1.75

BE ON HAND FOR

The best and biggest assortment of Remnants that we have ever gathered together, they are the cuttings and left-overs from previous Sales. Mothers can pick up useable lengths here for almost any purpose. We have put a riddance price on every piece, they are marked in plain figudes. Help yourself!

Cord Velvets, Sateens, Flannelettes, Dress Goods in galore, Pretty Plaids Skirtings, Quilt Cottons, Damasks, Cretonnes, London Smoke, Blouse Materials, Fancy Shirt Stuffs, Scrims, Dress Winceys, etc., etc., etc.

___ ALSO ___ Extra Good Value in Cotton Blanket Remnants.

from the

SHOWROOM.

Presenting two reputable makes—"D. & A." and "P. C." Corsets. Made from best quality White Coutil, 4 suspenders attached; several dif-

ferent models, high and low bust, long hips, lace

and embroidery trimmed; everything that tends to perfection is embodied in these 2 special

BROCADED VELVET RIBBONS—A splendid assortment of Fancy Brocaded Velvet Ribbons, 3 inches wide; sades of Gold, Fawn, Tanger-

ine, Bronze, Navy, Royal and Tan, etc. bons for many purposes. Reg. 33c. 19c

EIDER DRESSING GOWNS—A seasonable offering in lovely warm Eider Dressing Gowns;

CHILDREN'S COPDUROY

VELVET

DRESSES.

Several splendid styles in rown and Cardinal, with White

collar and fancy striped ribbon girdle and bow; sizes to fit girls

from 2 to 6 years. Reg. \$3.80. Frlday, Saturday & \$3.54

Fall Weight

UNDER WEAR.

CHILDREN'S SLEEPING SUITS-Nice warm Flannelette Sleeping Suits, to fit 2 to 6 years, striped patterns in Blue and White, and Pink and White. They extend

to and envelop the feet also; buttoned at back. Regular \$1.25. Friday, \$1.08

"BONNIE B" SLIP-ON VEILS-May be

worn with or without hat; you'll like these; they are all the rage, the shades

are popular, Navy, Purple, Brown, Grey and Black. Regular 15c. each. 13c Friday, Saturday and Menday ... 13c

CHILDREN'S LEGGINGS—Fleeced White Jersey Leg-gings, extending to waist; pants style, elastic at waist, buttoned at side; suitable for girls or boys; very warm and comfortable; sizes to til 2 to 6 years. Regular \$1.70 pair. Friday, Saturday and \$1.54

Here's a CORSET Special

Directing Your Attention to the unusual prettiness of Our Ladies Fall Coats now showing in the Ladies' Section.

AND ANOTHER LEADER in VALUE 40c. Misses and Children's 29c. UNDERSKIRTS.

Extra good value in snug-fitting White Flannelette Underskirts with body of same material, worked edge at neck, arm hole and skirt. At our special price they come cheaper than you can make them up. Special Friday, Saturday and 29c

Sideboard Cloths and Lace - Edge Shams.

HANDSOME SIDEBOARD CLOTHS-White Linen Sideboard Cloths, with wide hemstitched border and very neat embroidering all over. These are very dainty and good quality. Reg. 89C

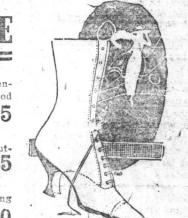
DARK LINEN SIDEBOARD CLOTHS-Perhaps the most service kind of a cloth you could buy; extra strong, nicely embroidered in mixed shades; everlasting wear. Reg. 85c. Friday, Sat- 75C urday and Monday

LACE EDGED SHAMS-Of good wash material, soft linen finish, with lone medallion centre; neat, simple and inexpensive, Reg. 34C

Broken lines and broken sizes, yet all sizes represented, in Dongola, Gun Metal, and others with cloth tops. No better values in good reliable footwear have been effered this season. Your \$3.75 pick of these \$4.50 to \$5.00 regulars Friday, Sat. & Monday

MISSES' BOOTS—Sizes 12 to 2 in Misses' fine Dongola Boots, buttoned style, patent leather toe cap, dull kid-like uppers.. Reg. \$3.00 pair. Friday, Saturday & Monday \$2.85

CHILDREN'S BOOTS-Sizes 81/2 to 11 in laced or buttoned, strong cloth tops and heavy sole and heel; comfortable shape. Reg. \$2.50 pair. Friday, Saturday & Monday



Comforts for the Most Important Personage in

BOOTEES-For the baby we have a lot of white and fancy soft woo! Bootees. Specially priced for Friday, Saturday and Monday. The pair .. 33C

make; others in pure White Swanette.

Just the little mitts they require for immediate wear. Special Friday,

Saturday and Monday. The pair 28C

Cotton Blankets for Baby's Bed. Splendid little fleeced Cotton Blankets for the baby's bed; White with striped blue or pink-border, very suitable as an under-sheet, being warmer than the ordinary sheet. The pair Friday, Saturday and Monday 58C

BABIES' BOOTS A spring heel boot in fine Dongola Kid, patent leather toe cap. Buttoned Style. Sizes 3 to 6. \$1.24 Friday, Saturday and Monday

Listing Some Special Values in Nick-Nacks and Needy Things for Fri, Sat. & Mon.

Reading Glasses for young or old, ca...50c. Oval Photo Frames, Nickel Postcard Tusca Talcum Powder, perfumed, tin. 12c. Baby's Comforters, a combination Comforter 15c. Vanishing Cream, reliable make, bot. 15c. Trimming Beads, in all wanted shades, Silk Flags of the Allies, on steel staff, Ungummed Envelopes, high grade, per

Carbolated Vaseline, a valuable dress-Spectacles, assorted; improved hold-Ammonia, large size bottle 14c.

Put one of these in His Xmas Parcel, Its the Gift for him Over There. WATCHES.

Here's a special one with broad tan wrist strap, an improvement on others, reliable movement in Gun Metal Case. "He" would appreciate such a Gift from Ho Special for the occasion Friday, \$3.80

AND ANOTHER with luminous dial, convenient at night, strong nickel plated case, mid-size; complete with tan strap. Special \$4.95 Friday, Saturday and Monday NIGHTDRESS BAGS-Very dainty, finished with a wide lace edge and lace inser-tion to match; pretty embroidered medal lion in centre. See these. Regular \$1.00. Friday, Saturday and Mon- 92C TABLE COVERS—In fancy Green and Crimson and Green mixtures. An inex-pensively priced cloth for your dining table. Now is the time to give your living rooms that cosy look. Regular \$3.50. Friday, Saturday and Mon. \$2.28 day... PLAIDS! PLAIDS!—Dress Plaids, 40 inches wide, in Crimson, Navy, Green and other pretty effects for fall wear. Suitable materials for girls' school dresses and skirts, etc. A few pieces of Shep-lierd's check included. Reg. \$1.20 yard.

Friday, Saturday and Mon- 99c

We're Strong in MEN'S and BOYS' WEAR.
Strong in Values. NOTE THESE SPECIALS!

LONDON NECKWEAR. - A , special lot of flowing end Neckwear for men, striking

MEN'S TUNIC SHIRTS.—These are larger in the body than the American Shirt, they are better quality also, good looking patterns with short laundered cuff a limited quantity to go on sale this week Reg. \$1.75.

Fri., Sat. & Mon. \$1.48

BOYS' WOOL HOSE. - These wool hose, perfect from top to toe; they offear you the very best value at our Friday.

MEN'S GREAT VALUE. Sizes 16 and 161/2 only in the

very best quality Ceylon Flan-nels, white and cream grounds with neat striped patterns; a "clearing line offering you Shirts for fall and winter wear, worth \$3.50 each. Friday, \$2.40 BOYS' WINDSOR SCARVES .-Great variety of these for the small boys, they make a nice bow for wearing with Sailor

or Eton collar, Plaids, Checks,
Spotted and other fancy mixtures. Reg. 25c. Friday, Sat. and Menday BOYS' FALL SHIRTWAISTS. -This is our first handling of these and we like the look of these and we like the look of them, they are warm, snug-fitting about the neck, a tidy-trim looking buttoned down collar, breast pocket, shades of Smoke, Grey and Khaki. The ideal top shirt for him for fall and winter wear. Reg. \$1.80. Fri., Sat. \$1.67



Shipping Menace,

Last evening the Minister of Marine nd Fisheries received a message from Lamaline, stating that the Cabot which was searching for the derelict reported off Point au Gaul, had returned to port at noon having succeeded in locating the hulk and after removing gear sunk her. The name of the vessel could not be ascertained but it is thought she was one of the victims of the recent Hun submarine raiders on the fishing banks.

Guild Annual.

At the annual meeting of St. Margaret's Guild, on Tuesday last, the election of officers took place with the following result:

Vice-Pres Mrs. A. Clayton. Secretary-Miss Edith Pearcey. Treasurer-Miss R. Woodley. Executive-Misses G. Moore, A. Hunt, A. Young, A. Hammond, E. Ed-

Coming Home.

Mr. J. S. Currie, M.H.A., editor of the Daily News, Newfoundland's Press representative, who for several weeks past has been a guest of the British Government, in company with press representatives of Australia and New Zealand, reached New York yesterday, and is expected home in a few days.

Here and There.

When you want Steaks, Chops, Cutlets and Collops, try ELLIS'.

COUNCIL MEETING. The City Fa-thers will meet in regular weekly ses-sion at 4 o'clock this afternoon.

When you want Sausages, why—get ELLIS'; they're the

SPANISH "FLU" MILD. There are 22 cases of Spanish "flu" on board a steamer in port, but none are of a serious nature.

Stafford's Drug Store, Theatre Hill, open every night till 9.30.--sep7,tf

JOIN POLICE FORCE. - Privates Jack Sexton and Ezekiel, who have been honorably discharged from the Royal Nfld. Regiment, have joined the police force.

Stafford's Drug Store, Theatre Hill, will be open every night till 9.30.-sep7.tf

TWO MORE CASES.-Two more cases of Spanish "flu" were reported to the health authorities yesterday afternoon. The sufferers were removed to the hospital for treatment.

When you want Roast Beef. Roast Veal, Roast Mutton, Roast Pork, try ELLIS'.

ST. GEORGE'S FIELD .- Mr. Geo Ayre has acquired St. George's Field for a term of years, and will hold it as a headquarters for sport, until such time as the Parade Ground is laid out for that purpose.

Nyal's Face Cream at Stafford's Drug Store, Theatre Hill. Open till 9.30 every night-s7,tf

THREE DEATHS FROM "FLU."-During the past few days a man named Delaney, his daughter and son have The latter developed the disease while returning from the United States and the others contracted it from him.

Get the suit that is made to do what you want it to do. That is give satisfaction, \$16.50 to \$45.00, at W. R. GOOBIE'S, just opp. Post Office. aug19,tf

TO-NIGHT'S DINNER. - All arrangements have been completed for the dinner at Smithville to-night given by the supporters of the C.E.I. football team in honor of winning this year's championship.

When you want something in a hurry for tea, go to ELLIS'-Head Cheese, Ox Tongue, Boiled Ham, Cooked Corned Beef, Bologna Sausage.

NOTE OF TRANKS.—Captain and Mrs. Thomas Dunn and family beg to thank all the friends that sent messages and notes of sympathy and wreaths, on the occasion of the death and funeral of their daughter and sister Nellie. Hr. Grace, Oct. 9, 1918.

Our store is full of opportunities if ou are looking to increase your savings account. Ladies' Fall and Wirer Coats, \$17.50 to \$35.00. W. R. GOOBIE is just opp. Post Office,

NOTE OF THANKS. Mr. Reid and family desires to thank the many friends who sent messages and letters of sympathy to them in the loss of a dear husband and father; also the many kind friends who visited them in their sorrow and, to Nurse Parsons of the Fever Hospital who attended him during his illness. Heart's Delight, Oct. 9, 1918.—advt.11.

Every Saturday evening after 7 o'clock, Choice Ends of Beef, Mutton. Lamb. Pork will be sold at cost. ELLIS & CO., LTD., 203 Water Street -nov29.

ME TOME BOOK !



the house --- the BABY.

INFANTEES Some in fine knitted Vivella.

BLACK SILK FRINGE-The very newest out for dress trimming and girdles; easy to attach, wide lace-like top, good quality black silk fringe. Special per yard Friday, Saturday 59c

striped patterns, fancy mix-tures and plain black. Reg. 90c. scarves. Friday, 79C Sat, and Monday 79C FEANNELETTE NIGHT the makings of these to-day at anything near the price, large

roomy striped flannelette night shirts, with turn over collar; extre good value at \$1.36 Friday, Satu \$1.15 day and Monday .. \$1.15