

Hundreds of
Men have asked
for this Sale

London, New York &
Paris Ass'n of Fashion

Scores of Mothers,
realizing the Savings
on Boys' Wear, have
asked for this Sale

7 Days
Chock
full of
Super-
Values

WEEK

This Sale
Proves
Prices have
Come Down,
Far Down

Men's and Young Men's Suits and Overcoats

---Smartly Correct---

Good taste is the guiding principle in styling our Clothes. The shoals of old fogysm are avoided as carefully as the rocks of exaggeration.

Suits and Overcoats alike reveal a clear understanding of what's wanted and worn this season by men who desire individuality and dislike the conspicuous.

THE NEW FALL SUITS

are all Quality Suits that will uphold the real test of dependable Clothing—good appearance after months of service. In materials, patterns and colors, the variety is very broad, while embracing all good styles bars any extremes.

\$21.95, \$28, \$34, \$38, \$42.50

Almost every Suit in these Groups have an Extra Pair of Trousers

SPECIAL!

Men's \$17.00 Suits .. \$12.75
Men's \$25.00 Suits .. \$16.95

Men's Separate Coats
at \$6.98.

300 Pairs Men's \$4.50 Pants
at \$2.48.

We have the Greatest Collection of Men's and Young Men's New Fall and Winter Overcoats

In a Price range \$12.98, \$18.50, \$24, \$29.80, \$34, \$37

Other Coats on display at \$10.50 up to \$48.50

OVERCOATS THAT YOU'LL REALLY ENJOY WEARING. THEY'LL GIVE YOU PLEASURE AS WELL AS COMFORT AND SERVICE—AND ARE SPECIALLY UNDERPRICED FOR THIS SALE.

HURRAH, BOYS! HERE IS A WONDERFUL OPPORTUNITY FOR YOU! AND YOUR PARENTS ALL THIS WEEK!

A Super Sale Boys 2 Pants Suits and Overcoats

THOUSANDS OF FINE GARMENTS OFFERED AT SAVINGS OF FULLY 40 %

Boys' \$7.95	Boys' \$11.50	Boys' \$14.00	Boys' \$17.50	Boys' Extra
2-Pants Suit	2-Pants Suits	2-Pants Suits	2-Pants Suits	Quality Suits
\$5.98.	\$7.98.	\$10.98.	\$12.98.	\$14.98 to \$16.00
Sizes 8 to 18 yrs.	8 to 18 yrs.	8 to 18 yrs.	8 to 18 yrs.	8 to 18 yrs.

Juvenile Suits

Ages 3 to 8 years.
In Serge Sailor Suits.
In Velvet Suits.
In Wool Peter Pan Suits.
In Tweed Tunic Suits.

\$3.98 to \$5.98

BOYS' WINTER OVERCOATS

A MOST EXTENSIVE RANGE IN TWEEDS—CHINCHILLA, NAP. Colors of DARK BROWNS, GREYS, HEATHER, etc. All those Snappy well made models. Ages 3 to 18, at

\$6.98 up

Boys' Pants

Hardly a Boy but has an extra coat to match. He usually wears the trousers out first.

London, New York & Paris Association of Fashion

Our Mum Journalists

AN EDITOR DISCUSSES WHY THERE IS NO REAL NEWS IN OUR NEWS PAPERS, AND WHY NEWS PAPERS FAIL TO GET INFORMATION NEWS FOR THEMSELVES.

"The absence of news in our newspapers is due rather to an attitude of mind than an absence of knowledge. The newspapers are, on the whole, not less well-informed than they were. But they are apparently under the domination of a professional conscience which forbids them to tell a plain story in plain language."

—The Outlook.

"It is obvious that the era of 'reserve' is over. One of the famous Tracts in the early days of the Oxford Movement was called 'On Reserve in Communicating Religious Knowledge.' That Tract would probably be counted a harmless document to-day and was written by one of the best and purest spirits associated with the movement—Dean Church."

—British Weekly.

Should the Journalist Tell!

"Every middle-aged newspaper reader must have been vaguely conscious of a change in the character of the daily press during the last few years," writes "An Editor" in the Outlook.

"I am referring to those tendencies of sensation on which many good people never tire of enlarging. In fact, the sensationalism is more a matter of form than of substance. In most cases where the headlines are most wild the matter connected with them is most tame. In many ways, indeed, the newspaper is much less sensational than it was, simply because it tries so strenuously to be more so. For display takes up so much space that details which old editors printed steadily under unexciting headlines, it stands to reason that if one takes 20 square inches to assure the public that a divorce case is 'An Amazing Drama,' or 'A Novel in Real Life,' one will have nearly twenty square inches less in which to justify those descriptions than if one had merely headed the business 'Brown versus Brown and Higginbotham.'

Decrease in Sensationalism.

"There is, in fact, in one department, a striking decrease in sensationalism. Nothing is more striking in the modern newspaper than the conspicuous and increasing absence of real news of a sort. There is more than a sufficiency about debauches and dress. There is certainly a sufficiency about murders and divorces. Great enterprise is shown in arranging minor affairs and getting small scoops. Papers show splendid ingenuity in securing that wireless readers shall receive the glad news that 'rain fell in Dublin to-day.' They take great pains to elicit the views of Mr. W. L. George on women, and of Miss Rebecca West on men. But it is years since a London newspaper got anything really important to itself.

A Conspiracy of Mystification.

"Politics and foreign affairs, which used to be the great test of newspaper enterprise, are now dealt with in a manner not only singularly perfunctory, but, it would seem, designedly elusive. Concerning the things that affect the very life of the nation there is a conspiracy not exactly of silence but of mystification. There is very little news, and what news there is appears in such a form that it can be recognized as news only by those who are already tolerably familiar with affairs. The trained reader needs a trained reader. The ordinary reader gets only one newspaper, and he takes its statements as gospel. He has no means of checking them up by the reports in other journals, and should he do so he has now knowledge of the personal opinions of newspaper editors and correspondents, which enters so largely into the presentation of the news.

No Plain Story in Plain Language.

"The absence of news in our newspapers is due rather to an attitude of mind than an absence of knowledge. The newspapers are, on the whole, not less well-informed than they were. But they are apparently under the domination of a professional conscience which forbids them to tell a plain story in plain language."

"The newspapers, like everybody else at all in touch with politics, know from the beginning of last year that the Coalition was in a very bad way; but it was not until the eve of the Carlton Club meeting that the public was allowed to know in how bad a way it was. The newspapers knew that well soon after his election, that Mr. Bonar Law's health might compel his early retirement; yet the pretence was maintained to the last that he was hale and hearty, and only needed a short holiday. The newspapers knew the precise nature of the difficulties against which Lord Curzon had to contend at Lansdowne, and the effect they produced on his mind, yet one set of newspaper readers knows very little about the story of French intrigue, and another set of newspaper readers is left under the impression that Lord Curzon, if not a decided Francophile, is at least the one great moderating influence in the Cabinet in regard to the presentment

of British objections to the Ruhr policy.

"The newspapers—many of them at any rate—knew quite well that there was a most acute difference of views among Ministers as to the substance and tone of Mr. Baldwin's statement. It was a difference which, in less embarrassing circumstances, might easily have led to several resignations. Yet the public is left with the general impression that Mr. Baldwin presides over a wholly united Cabinet."

Muzzling the Press.

"The muzzling of the press during the war was essential to the very existence of the nation. The muzzling of the press during the peace was, most people now see, a very serious detriment to the nation."

"The muzzling, in less formal shape, still exists. It is not merely that journalists, still receiving official confidences, are thereby prevented from making use even of information which may come to them from independent sources. A more subtle cause of the prevailing obscurantism is the change of mind which has taken place in the journalist himself. He once conceived of himself as having performed his duty when he had told the public, in plain language, what it might be conceived as interested to know. He now tends to think of himself as having a quite different kind of responsibility. He esteems himself much in the position of the doctor who must not tell what he knows because the truth might be too much for the patient or the patient's relatives."

The Serious Journalist.

"The serious journalist is no longer a collector of news and an expounder of views for the people. He is an ambassador abroad and a statesman at home."

"The confusion of function undoubtedly impairs the efficiency of the newspaper for its primary purpose. The real use of a newspaper is to give light. It is a lamp and a danger signal. It exists to tell the public what its rulers are doing, and to tell the rulers what the public is thinking. But at the present moment the public has not the smallest notion what the Government really means to do in a matter which may affect our whole foreign policy for the next fifty years. And as for the Government, it has still less idea of what the public may think, when confronted at last with a definite and irrevocable policy."



Clear Your Skin Restore Your Hair With Cuticura

Daily use of the Soap keeps the skin fresh and clear, while touches of the Ointment now and then as needed soothe and heal the first pimples, redness, roughness or scalp irritation. Cuticura Talcum is excellent for the skin.

See 25c. Ointment 25c. and 50c. Talcum 25c. Sold throughout the Dominion. Canadian Depot: Queen, Limited, 344 St. Paul St., W. Montreal. Soap Cuticura Soap shaves without lather.

Faking Furniture.

What is professionally known as a fake is a mixture of new and old. An expert will buy a genuine antique, take it to pieces, and from its manufacture two or three articles, all having the exact appearance of the original.

Quite another matter is a reproduction. This is a piece of furniture made of new wood, but being a replica of an antique model.

So minutely is the work carried out that the very stains, marks, and scratches on the original piece appear in the reproduction.

It is a long process, requiring the work of experts and finished artists, says one who has done it.

First, the cabinet-maker is supplied with dimensions and a photograph and what is known as a working drawing—to enable him to get the exact construction, there being much divergence between the methods of construction of old and modern stuff.

Having completed the article, he proceeds to do the "antiquing."

He begins by knocking off some prominent corners and knobs, and smoothing down and coloring the break.

Sharp angles are then carefully rounded off, and wherever time is likely to have worn down the wood by constant contact of the hand in opening and closing a lid, door, or drawer, a slight dip is hollowed out with a spoke-shave.

Then a series of bruises is judiciously administered with a hammer wherever the surface would be likely to be knocked or kicked.

After all this careful treatment this newly "antiqued" article is sent to the polisher.

The latter first proceeds to dress it with a sort of paste known as



To keep your prints, a KODAK ALBUM

You'll enjoy all over again the week-end trip, the summer vacation—and the fun you have just around the house, as well—when your prints are stored, safe, clean, and in order, in a Kodak Album. Precious now, your Kodak Album will be priceless later.

At our Kodak counter you're sure to find an Album you will like. We have open and closed back styles—most of them loose-leaf so additional pages can be inserted—in a variety of attractive cover designs. A complete stock.

TOOTON'S, The Kodak Store
309 WATER STREET.

"compo," which fills up the grain and gives body to the surface.

Then he stains it. After the staining process, the polisher, who is an artist, wipes off most of the color from places where the cabinet-maker has designed a worn patch.

Then follows the polishing, which in turn is toned down and dulled by a touch of methylated spirit on the rubber.

There still remains the absence of dirt—now new, clean dirt, but dirt resembling the deposit of centuries.

Animals as Prophets

The senses of some animals are known to differ considerably from those of human beings.

For instance, a cuckoo, five months old, which has never been five miles from the place where it was hatched, can find its way, unaided, from England to Africa.

As all fishermen know, trout go off their feed before rain. They cannot see the sky, yet they know hours in advance when a change in the weather is coming.

Animals can tell in advance when a bad earthquake or volcanic eruption is about to occur. In Sicily dogs showed great uneasiness two days before the eruption of Etna. Cats carried their kittens away from houses, and hares seemed stupefied by fright.

Similar knowledge was exhibited by animals before the great Valparaiso earthquake in 1906, but in this case horses and cattle as well as dogs were desperately uneasy for twenty-four hours before the big shock. Dogs howled all night, and cattle lowed.

Before the Messina earthquake of January, 1916, birds were noticed to be flying in flocks, evidently greatly disturbed, but it is an odd fact that there were no such signs before the sudden and dreadful earthquake which destroyed San Francisco.

One explanation of this sense possessed by dumb creatures may be that animals may detect underground rumblings or quiverings which man cannot sense. Or it may be that there is some electric tension which affects them. At any rate, there is no doubt that they do know many hours beforehand when an earth convulsion is about to take place.

"Eye" Say!

A party of fellows from the office were visiting Scotland, and, as at business, so on holiday, Waggs kept all his companions in roars of laughter.

At breakfast one morning he looked up from a guide-book he had been studying, and remarked:

"Rather a dangerous place to visit is described here."

"What place is that?" asked one of the band.

"Well," went on the wit, "it's a very old castle about six miles from home. It says, 'On first entering the hall the visitor's eye is caught by an old sword over one side of the mantle, and then drawn to the old slatstick on the other side, after which it falls on the mantlepiece and thence on to the floor.' Neither of my eyes would stand that sort of thing!"

"DIAPEPSIN" ENDS STOMACH MISERY, GAS, INDIGESTION

Instantly! Stomach corrected! You never feel the slightest distress from indigestion or a sour, gassy stomach, after you eat a tablet of "DIAPEPSIN." The moment it reaches the stomach all sourness, flatulence, heart-burn, gases, palpitation and pain disappear. Druggists guarantee each package to correct digestion at once. End your stomach trouble for few cents.

Quite at Home

Jim Higgins was paying his first visit to the country, and so it naturally follows that this was also his first visit to a farm.

On the first morning of his visit he breakfasted with the family on cold pork.

The Cockney fellow immediately proceeded to cut off the rind, and then placed it on the side of his plate.

The farmer noticed this, and, looking up, he remarked:

"We all eat the rind here, Jim."

"That's all right," replied the Cockney. "I am just getting mine ready for you!"

EX. S. S. "ROSALIND"

To-Day, Sept. 28th

50 half-brls.
PEARS
100 brls. Gravenstein
APPLES

C. P. EAGAN,

TWO STORES:

Duckworth Street & Queen's Road.