

Kearney Says:

You tell 'em that this is no mere 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.

KEARNEY'S

The "Price Pioneer" Begins

COMFORT WEEK

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

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.

All That is Left of Last Week's Offerings.

Arrow Collars . . . 3 for \$1.00
40c. each elsewhere.
Soft Collars, silk striped, pique and plain, 40c. to 60c. each.
To-day, 3 for \$1.00.
Christy and Swan-Russell Soft Felt Hats, dropped from \$7.50 to \$5.00.
Those Scotch and English Home-spun Tweed Caps met with great favor. Not many left at \$3.50. These were \$4.50.
Men's Negligee Shirts, a widely varied assortment of patterns, woven on the Eagle Shirt Co.'s own looms. Guaranteed colors, guaranteed wear. Were \$4.00, three for \$10.00 to-day.

Save \$1.50 on These Mascot Caps.

Famous—yes, sir, no other word describes them. These were the first caps dressy men wore, and will be the last ones they will wear so long as Mascot Caps are sold. Leather sweat-band, silk lining.
Worth \$4.50.
\$3.00 Comfort Week

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.

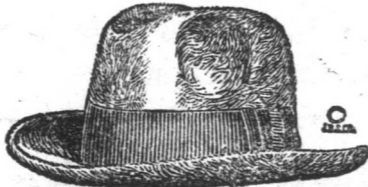
Jaeger Heavy Wool Hose, Green, Grey and Heather mixtures. You'll warm up to these. Lay in a stock for the winter.
Marked \$2.00 pr., cut to 3 pairs for \$5.00

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**

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 begin 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.

Canadian Vaccination Regulations.

Gives Trouble to Officials and Passengers Alike.
The recent vaccination mandate sent out from Ottawa requiring that all persons entering an out-of-Canada port be vaccinated before being allowed to pass through, has added to the troubles of officials and passengers alike, and turned the immigration shed at the terminus into a veritable hospital, where the shriekings of small children and others forced to comply with the regulations, at one gillar a jab of the needle are heard. Fortunately the Kyle reached her

berth at the terminus at 5 o'clock this morning, which allowed nearly one hundred of the one hundred and forty-two passengers who were not previously vaccinated, to pass through the ordeal in time to board the west-bound express, which pulled out on schedule time. In some cases mothers with five and six small tots were put to the inconvenience and expense, and other passengers and officials at the terminus to unnecessary misery as a result of the drastic regulations. That a doctor should accompany the steamer from Port aux Basques and attend to the vaccination of persons while en route, is the only proper solution.—North Sydney Herald, Oct. 5.

Shipping Notes.

The Nova Scotia schooner Clintonia, coal laden from Sydney, reached port yesterday evening.
Steamers Neptune and Walter Kennedy bringing fishing crews from the Straits are due at Trinity to-day.
Schooner Innovation which took part cargo of fish at G. M. Barr's sailed for Port Union yesterday evening where she will finish loading.
Schooner Giant King, 5 days from Lunenburg, arrived in port yesterday and will load fish from A. E. Hickman Co., Ltd., for the West Indies.
By the Snelfield which arrived from the Straits last night it is learned that all the fish has now been shipped

from there and that most of the crews have left the coast.
S.S. Snelfield from Blanc Sablon via Port Union reached port last night. The Snelfield has about 15000 qtls. of fish aboard and is now berthed at the Furness Wharf where she will complete her cargo.
S.S. Yellowstone is still detained in port. It seems that water and dirt have become mixed with her oil fuel, making it impossible to be used in the vessel's engines. Yesterday men were engaged filtering the oil after which she will refill her tanks and resume the voyage to Rotterdam.
Ladies' Tan Calf Laced Boots, worth \$10.00, only \$7.50 at SMALLWOOD'S.—sep25,tf

Newfoundlander Killed.

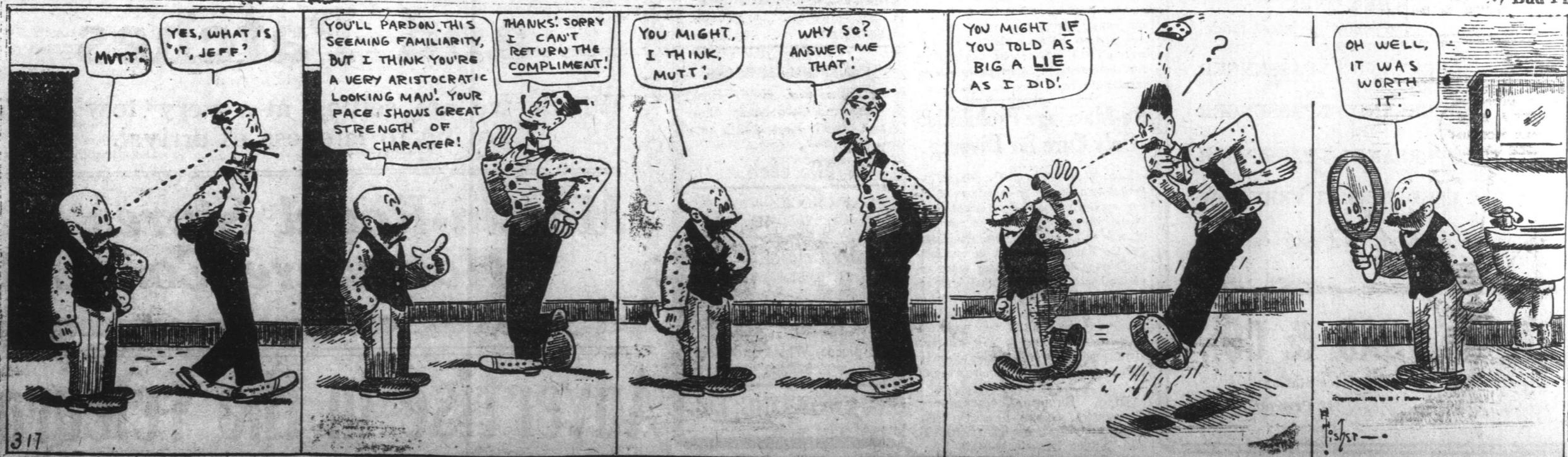
James Doyle, a miner, employed at New Waterford in No. 14 colliery, was killed on Saturday morning, October 2nd, shortly after he had started to work. The man had just left his place where he was digging coal and came out on the main deep and was struck by a fast moving trip which caused his instant death. About twenty cars passed over him and when he was taken from the rails by a companion, life was extinct. The deceased came to this country about eight months ago from Conception Bay, Newfoundland, and was looked upon as a very capable miner and was much respected in the vicinity in

which he lived. He is survived by a wife and five small children. One brother, George Doyle, lives in New Waterford.—Sydney Post.
MANY ATTEND FUNERAL.
New Waterford, Oct. 4.—The funeral of James Doyle, who was killed here on Saturday, was held this morning from Mt. Carmel Church and was the largest seen here for some time, as many as 1,000 people marched in the procession. The Ancient Order of Hibernians' band, of which the deceased was a member, led the procession, and the division marched in a body, as did also the members of the U.M.W. Rev. J. H. Nicholson celebrated the requiem mass. Inter-

ment was made at Mt. Carmel cemetery.
Difficult to Make Sales.
CAPE BRETON FISH BUYERS IN HOLE.
Northern Victoria County fish dealers are being hard hit on account of the slump in price of fish in Upper Canadian and United States centres. One or two of the large Victoria County dealers find themselves with \$5,000 and \$6,000 worth of stocks on hand, unable to realize what the fish actually cost them. At present there are two dealers from the north county in town arranging with American houses for the purchase of their holdings.—North Sydney Herald.

MUTT AND JEFF—

JEFF'S BOUQUET HAD A COBBLE STONE IN IT.



By Bud Fisher.