

THE REXALL STORE
Rexall Corn Solvent
 CURES CORNS
 Your Money Back if Not Satisfactory
The Ross Drug Company, Limited
 100 King Street - Phone Main 2757

The Lips You Love Are
The Lips That Love Our
Bon-Bons
 A FAIRY CONFECTION OF CREAMY SWEETNESS
 GET A BOX - - THEY'RE FINE!
BOND'S

Our \$3.00 to \$5.00 Trimmed
 Silk Velvet Hats that will be
 on sale tonight are the millinery
 achievement of the season
Marr Millinery Co., Ltd.

LADIES
 Do Not Miss This Opportunity
 Special Sale up to next Saturday--You Can
 Secure a Coat or Suit by Leaving a Deposit.
 Call and Examine Our Great Assortment
 Of Up-to-Date Styles and Qualities.
The American Cloak Mfg. Co.
 32 Dock Street
 Phone Main 833

Canadian Black Wolf
FURS
 Buy The Fur With The Style--
 The Fur With The Comfort
 --But Buy it Where You do Not
 Have to Pay a Fancy Price.
 THEN BUY IT HERE!
 Neck Pieces - - \$10 to \$35
 Muffs - - - - \$20 to \$20
F. S. THOMAS
 539 to 545 Main Street

HORSE BLANKETS
 A good heavy Horse Blanket
 will go far towards providing
 the horse with warmth and
 comfort when the cold winds
 are howling. We have a good
 stock of Blankets of several kinds,
 all at attractive prices.
 PRICES: \$2.35, \$2.50, \$3.00, \$3.25
 EACH
S. W. McMACKIN
 335 Main Street

PURE JAMS IN TIN PAILS!
 4 lb. Tin Raspberry - - 70c
 4 lb. Tin Strawberry - - 75c
 4 lb. Tin Orange Marmalade - 65c
 7 lb. Tin Orange Marmalade - 80c
Gilbert's Grocery

**Three Sons At The Front; One
 On Partridge Island; Nephew With
 55th; Cousin Red Cross Nurse**

Mrs. John Tait of 71 Somerset street, has received word from her three boys, two of whom are in the 48th Highlanders, in France--Charles, who went out with the First Contingent, and Robert, who left Amherst with the 29th but who joined the Highlanders since--and Charlie, of the 98th. All three have met both Charles and Robert in the trenches and Charlie met Charles when he was coming out of the trenches. Mrs. Tait also has a son on Partridge Island. Besides her four sons she also has a nephew, John Wood of Moncton, now in the 55th, and a cousin, Miss Gambell of Moncton, a Red Cross nurse, at the front.

**WM. WOOD WRITES
 HOME OF BATTLE
 HIGH IN THE AIR**

Germans Defeated and Machine Falls--Both Men in it Killed
 An interesting letter descriptive of conditions in France has been received by R. F. Malt, of the staff of the St. John Railway Co., from a former associate, Wm. Wood, at the front with the medical corps of the first contingent since early last spring. He wrote that "there is not much activity on our front at present." The letter was dated "Sept. 14," which would be before the big drive. "We had a little excitement yesterday--a particularly good aerial fight took place. A German aeroplane came over our way to make observations. One of our planes arose from somewhere nearby and a fight started. The enemy plane tried all kinds of manoeuvres to get away but our airman turned his machine gun on him and placed a couple of bullets in his petrol tank, which caused the foe to commence a hurried descent. On the way down, however, they made quick repairs, and started again to ascend when a special corps approaching along a neighboring road saw the enemy craft, and turned their aerial gun upon it. The machine fell. Both men were killed. We saw the whole affair, and everybody set up a cheer for our airman as he circled above us, not unlike a gigantic hawk after having killed his prey."

**HANDSOME NEW
 ALTAR CONSECRATED**

His Lordship Bishop LeBlanc, Officiate in Church of Assumption
 The beautiful new altar in the Church of the Assumption, Capleton, was consecrated with impressive ceremony yesterday morning in the presence of a large congregation. His Lordship Bishop LeBlanc celebrated pontifical mass. He congratulated the energetic pastor, Rev. J. J. O'Donnell, on the occasion of the service, and after giving the complement that he had "the finest church and altar in the diocese," wished upon God's blessing for many more years. An eloquent sermon was delivered by Rev. J. McLaughlin.
 The consecration ceremony was conducted by the Bishop, assisted by Rev. Wm. Dale as deacon, Rev. Father McLaughlin as sub-deacon, Rev. Father McLaughlin and Rev. Dr. Bourgeois as assistant priests, and Rev. Father O'Donnell as master of ceremonies. Pontifical mass followed.
 The necessity of religion having a sacrifice was strongly emphasized in the course of a striking sermon by Rev. Father McLaughlin. The mass was the sacrifice of the new law, supplanting the old form. On this feast of Thanksgiving there was special reason for the sacrifice being offered, and it was elevating to think that the first sacrifice of the mass upon the new altar in the Capleton church was being made, while general gratitude was being expressed to God for all His blessings. The special sacrifice, he said, had always characterized the Catholic church and its people from the earliest times, and in Canada, from the coming of the pioneer missionaries to spread the word of God in the new world. Many of them were martyrs to the cause of Christ, and it could well be said that every country had its martyred priests. The spirit of zeal and self-sacrifice was still evidenced today, for the new altar just consecrated signified both. The speaker was followed with appreciative interest by the large congregation.

**NEAR WHERE 26TH
 ARE BILLETED**

In letters received recently from Manfred McNutt, now in France, he acknowledges with evident appreciation receipt of tobacco from home and also a supply of baseballs sent out by the East St. John Baseball League. "We are having great weather," he says, "although it gets a little bit chilly towards night. We are having quite a number of ball games and we have a pretty good team. I have seen a lot of the second contingent chaps; the 26th are billeted not far from us."
 From Private Pescock.
 Mrs. Alice Pescock has received a letter from her son, Private F. W. Pescock, 26th Battalion, telling of their arrival in France.

THE CARS AND THE BRIDGE

The first sign of activity in laying the rails across the new bridge was displayed this morning when the Street Railway Co. put on a crew of about thirty men on the western approach, digging up the ground to lay the sleepers. If all goes well, work should be finished in ten days, and the line ready for operation, single track, as far as the C. P. R. tracks. As soon as the present job is completed, it is said the approaches will be double tracked in readiness to cross the C. P. R. track.

PRESENTATION

Miss Gladys Fowler, for some years in the office of Waterbury & Rising, left on Saturday to accept a position with the Imperial Oil Company. A handsome manure set was presented to her by the staff with an address by Richard Lightfoot.

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.

Real Ostrich Feather Neckwear--Short and Long Boas
 The styles this year demand light Feather Neck pieces. They are lighter, smarter and cheaper than Furs.
 We have made a large purchase of this popular Neckwear and will sell them now at 25% less than can be bought later on.
 Short Boas with Tassels at \$2.25 each
 Colors: Black, White, Navy, Browns, all White, all Black.
 Short Boas with Ribbon Ends--good full size in White, Black, Navy, Brown, White and Black, Black and White Mixed at \$2.75 each
 Long Boas, Tassel Ends in White, Black, Sand, Grey, Black and White at \$4.25 to \$6.50
 Mail orders receive prompt and careful attention.

MACAULAY BROS. & CO.

**PROTECT YOUR HOME FROM THE COLD BY USING
 A WINNER HOT BLAST**
 It will give you more heat for the coal consumed than any heater on the market. It comes in two sizes, Nos. 14 and 16, is handsome in appearance. Just the thing for the dining-room or hall.
 See the **DAISY OAK**, an attractive and powerful heater. It's light on fuel. In four sizes--11, 13, 15 and 17.
 Price from \$9.50 to \$14.50
SEE OUR LINES GET OUR PRICES BEFORE YOU BUY.
D. J. BARRETT 155 Union St. Phone 1545
 Store Open Wednesday and Saturday ST. JOHN, N.B.
 Evenings until 10 o'clock

**The Most Remarkable Sale of Men's and
 Boys' Clothing Ever Held in St. John
 Begins Today at Our Wholesale Warerooms, 101-
 109 Germain Street**

We have already told you why this sale is being held, how that we are closing out our Factory's Wholesale stock, and in many cases less than cost of manufacture. This is the first sale of this kind ever held in St. John, and the savings you can make in the purchase of your Fall Clothing the greatest ever offered you.
 If you only knew, as we do, how the prices of clothes and other materials entering into the manufacture of clothing are advancing, we would not have a garment left on the last day of this sale.
 Since our advertisement first appeared we have had a number of retailers wanting to buy the stock at the prices marked, but we turned them down, as we will not knowingly sell to dealers, the bargains are for our retail customers.
Here Are Some of the Bargains Awaiting You
MEN'S SUITS
 Men's Suits, Regular Retail Prices, \$22.00 to \$25.00 Clearing Price, \$16.90
 Men's Suits, Regular Retail Prices, \$20.00 to \$22.00 Clearing Price, \$14.98
 Men's Suits, Regular Retail Prices, \$18.00 Clearing Price, \$12.35
 Men's Suits, Regular Retail Prices, \$10 and \$12 Clearing Price, \$7.45
MEN'S OVERCOATS
 Men's Fall Weight Overcoats, \$18.50, \$20, \$22 Clearing Price, \$10.60
 Men's Fall Weight Overcoats, \$25, \$30 Clearing Price, \$13.90
 Men's Fall Weight Overcoats, \$18.50, \$18 Clearing Price, \$7.95
 Men's Waterproof Coats, Retail for \$7.50 Clearing Price \$4.25
MEN'S TROUSERS
 Corduroy Trousers, Retail Price, \$3.50 Clearing Price, \$2.15
 Bedford Cord Trousers, Retail Price \$2.50 Clearing Price, \$1.68
BOYS' SUITS
 Boys' Suits, Retail Price, \$8.75 Clearing Price \$2.95
 Norfolk Suits, Retail Price, \$4.80 Clearing Price, \$3.55
 Norfolk Suits, Retail Price, \$8.50 Clearing Price, \$6.80
BOYS' PANTS
 Boys' Pants, Retail Price 60c Clearing Price, 47c
 Boys' Bloomer Pants, Retail Price \$1.00 Clearing Price, 69c
 Boys' Bloomer Pants, Retail Price, \$1.25 Clearing Price, 79c
NO GOODS ON APPROVAL
KING STREET COR. GERMAIN GREATER OAK HALL
SCOVIL BROS., LIMITED, St. John, N. B.

Special Special
 Owing to the unprecedented demand for the "Sunbeam Cedar Oil Mop" which we put on sale a few weeks ago, we have secured another lot which we will offer on Friday, October 15th, at the same price as before, 65 cents for the Mop and a Large Can of the Cedar Oil Polish.
 We would call special attention to the fact that this sale is for one day only. If any of the mops are left on the following day, the regular price will positively apply.
 Remember the Date:
Friday, October 15
 Not Before
 Not After
A. Ernest Everett, - 91 Charlotte St.

"HIGHEST AWARD"
 AT
The Panama-Pacific Exposition 1915
STETSON HATS
 For Quality, Workmanship, Excellence of Style.
 We Carry a complete assortment of these Hats. Price \$5.00
 Let's prove it to You.
Hats Furs D. MAGEE'S SONS, LIMITED 63 King Street

**The Good Influence of
 Bad Example**

Advertising has a record of some failures--and behind each of these is a reason.
 Not infrequently the wrong mediums were chosen, or the problems attacked from the incorrect angle.
 Newspaper advertising has the advantage of reducing possibilities of poor success to a minimum.
 A manufacturer can buy just the space he needs, where he wants it and at the proper time.
 He can find out the kind of appeal that pays without wasting money.
 He can shape his advertising shots to hit the target of success.
 Manufacturers desiring to choose the success route are invited to address the Bureau of Advertising, American Newspaper Publishers Association, World Building, New York.

DR. LUNNEY AT MALTA

Dr. O'Donnell of Debec Also--
 Two Other New Brunswick Physicians to France
 Dr. T. H. Lunney of St. John, who has been attached to the Army Medical Corps for some months as lieutenant and who recently has been stationed at Aldershot Camp, England, was under hurried orders on Sept. 29 to embark next morning at five o'clock for Malta, the British naval station in the Mediterranean, south of Italy. He is to be stationed at the base hospital there. Dr. O'Donnell of Debec was also under orders for Malta.
 Dr. McIntosh of Hartland and Dr. Lawson of St. Stephen, who also have been at Aldershot, have gone to a clearing hospital in France.

**WORD COMES FROM ONE
 SON AFTER TWO MONTHS;
 NONE FROM OTHER SINCE JULY**

There arrived at the home of Mr. and Mrs. George Capson, Chesley street, on Friday night, after two months of anxious waiting, a letter from their son Guy in France, stating that at the time of writing he was in the best of health. He wished to be remembered to all his friends. Since July they have received no word of their other son Guy. Their many friends will hope that their anxiety will soon be relieved.

**GUNNER HARRY ANDREWS
 ABLE TO LEAVE HOSPITAL**

The news that Gunner Harry Andrews of this city, of the Divisional Ammunition Column, has been discharged from the hospital in England, where he was recuperating from a wound, has been received by his mother, Mrs. Thomas Andrews, Erin street.

FATHER AND MOTHER DEAD

Mrs. W. A. Smith, of 115 Duke street, West End, and her son, returned on Saturday from Albert county where they were called to go some time ago on account of the serious illness of Mrs. Smith's father and mother, Mr. and Mrs. James A. Marks, whose deaths have taken place within three weeks of each other and who are now sleeping side by side in the Methodist churchyard at Curryville, Albert county. The many friends of Mrs. Smith will extend to her and family their sincere sympathy.

NO STOCK REPORT

This is Columbus Day and the Stock Exchange in New York is closed.