

HERE ARE THE NEW PRICES

Sensible Giving is Good Giving

With Price Principle Cast Aside Leaders in business movements for the last sixty years, the executives of this business feel it a duty to take further drastic price action to meet the public demand for lessened prices.

With Every Thought of Profit Cast Aside

The above announcement coupled with the items below form a chain of evidence that spells "Opportunity."

FUR COATS FOR JANUARY PRICES

HUDSON SEAL COATS Opossum Trimmed. \$550.00 quality... Now \$350.00. \$650.00 quality... Now \$450.00. \$750.00 quality... Now \$550.00. \$825.00 quality... Now \$600.00. Beaver Trimmed Hudson Seal Coats \$750.00 quality... Now \$550.00. \$825.00 quality... Now \$600.00. Hudson Seal Coats—Were \$1000.00. Now \$650.00. Hudson Seal Coats—Were \$800.00. Now \$550.00. These Coats are plain self trimmed. Blank Trimmed Hudson Seal Coats For \$875.00 Coats... \$550.00. For \$780.00 Coats... \$525.00. For \$825.00 Coats... \$550.00. Near Seal Coats. Were \$225, \$250, \$275. Now \$175.00 each. Some self trimmed, some trimmed with contrasting furs. \$875.00 Coats... For \$300.00. \$400.00 Coats... For \$320.00.

Capets, Scarfs and Coatses Hudson Seal—Value \$30, \$50, \$75, \$150, \$250. Prices \$24, \$40, \$60, \$120, \$195. Mink—Value \$30, \$50, \$75, \$150, \$250. Prices \$24, \$40, \$60, \$120, \$195. Grey Squirrel—Value \$16.50, \$55, \$85, \$100, \$225. Prices \$12, \$44, \$68, \$80, \$180. Near Seal, Coatses only—Value \$130, \$175, \$250. Prices \$120, \$140, \$230.

Men's Hats Winter Caps \$3.50 Value With Inside Band \$2.85. Winter Caps \$1.25. Mufflers \$3.95. \$4.50 Value. Woolen Gloves \$1.35. Aviation Caps \$1.75. \$2.50 Value.

WOMEN'S WINTER COATS 6 Dolmans Models, Bolivia and Silver-tones. \$97.50, \$73.50 values. Each Half Price. In addition to this—\$50.00 Winter Coats for Women... \$39.50. \$60.00 Winter Coats for Women... 45.00. \$68.00 Winter Coats for Women... 51.00. \$78.00 Winter Coats for Women... 58.50.

D. Magee's Sons, Ltd. Master Furriers Since 1859 St. John, N. B.

LOCAL NEWS

Women's stockings, black only, 30c. at Gilbert's, 47 Brussels street. Toys of the best kind at most reasonable prices. Duvals, 15-17 Waterloo open every evening. Blankets, \$2.98 pair up at Gilbert's, 47 Brussels street.

FALLING OFF IN CATCH OF FISH

October's Report for Both Atlantic and Pacific Coasts of Canada. Ottawa, Dec. 1.—(Canadian Press)—The catch of all kinds of fish for the month of October on both Canadian coasts shows a considerable falling off as compared with the corresponding month last year, according to the monthly statement from the fisheries department.

Alberta Dry Vote MAJORITY 18,742 Edmonton, (Alta.), Nov. 30.—The final figures of the prohibition vote held on October 26, have been compiled by H. H. Hull, general secretary of the Social Service Council, and show the "dry" majority to be 18,742. East and West Edmonton were the only two of the twelve federal constituencies to show "wet" majorities.

Canon Simpson PASSES AWAY Halifax, Nov. 30.—A dispatch was received here tonight announcing the death of Canon James Simpson, of St. Peter's Cathedral, Charlottetown. He was born in 1853. He was a prominent figure in the Anglican church in the maritime provinces.

MUST PROTECT HIMSELF Constantinople, Nov. 6.—(Associated Press Correspondence)—Damas Ferid Pasha, who recently resigned as premier, is converting his palace into something like a fortress. He is building a high wall around it, anticipating need of protection from many of his enemies who are being let out of jail by the new cabinet.

MAN THROWN THROUGH HOPPER WITH STOVE. More cars shunted in When No Brakes Above to Control Them. Fort Rowan, Dec. 1.—What might result in a fatality occurred at Port Rowan a couple of days ago, when Lundy White, who was engaged in a hopper car unloading broken stone on a G. T. R. siding, was thrown with the stream of

stone through the mouth of the hopper and narrowly escaped death. He was terribly cut and bruised. The accident was caused by a shunting crew in throwing in more cars without a brakeman aloft to control them after they were separated from the engine. Dr. Meek of this place, who is the company's physician here, is in charge of the patient. The matter will go up to the Workmen's Compensation Board through the County Solicitor.

STUDENTS ON STRIKE Refuse to Take Degrees From Socialist Professors. Rome, Dec. 1.—Students at the University of Bologna have published a manifesto declaring they will refuse to attend lectures conducted by the Socialist professors, Fovei, Leone and Bidono, who, it is declared, "dishonor the university, staining the glory of the illustrious phalanx of great teachers, of whom the university is proud." The manifesto declares the students will refuse to accept their degrees, if awarded by such professors.

Hood's Sarsaparilla Makes Food Taste Good. Creates an appetite, aids digestion, purifies the blood, and thus relieves aches of rheumatism and strength to the whole system. Nearly 50 years' phenomenal success of Hood's Sarsaparilla is just the medicine you need.

Your Banker Knows

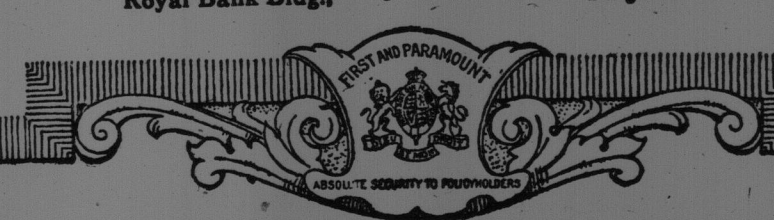
that the success of your business depends largely upon you. He realizes what the loss of your services would mean to your firm. The possibility of your death is ever present in his mind. Don't you see the effect this knowledge has upon his official attitude towards your house? Don't you realize how it would tend to loosen his purse strings—how it would inspire confidence on the part of all your creditors—if your business was protected financially against the consequences of your death?

Imperial Business Life Assurance policies are designed to provide for this and many other contingencies which arise unexpectedly in commercial enterprises of all kinds.

Our booklet "Personality in Business" explains briefly this special feature of our business. Write for a copy on your business letterhead. You'll find it interesting.

THE IMPERIAL LIFE ASSURANCE Company of Canada

HEAD OFFICE TORONTO L. J. Lowe, Provincial Manager Royal Bank Bldg., St. John



Gift Furniture

The gift within the family circle—or from friend to family—is one which gives real pleasure to giver and recipient alike. A complete suite of furniture for an individual room or some certain piece of furniture to fill a corner or finish a decorative plan, will serve daily as a pleasant reminder of thoughtfully expressed good wishes. Our special gift assortments on display in our showrooms are of a scope that makes selection simple, and of a character to insure the dignity and quality of excellence demanded in a domestic gift.

J. MARCUS, 30-36 DOCK STREET

Pass the Evening Hours Pleasantly. When the night falls early and the hours drag slowly by you will find this sweet, rich toned instrument a masterful and versatile entertainer. Put on your favorite record, any make, at any time, and the Phonola will play it just as you like it. The Phonola has become a necessity in the home, because of its educational value and the entertainment it provides for the family and friends. PHONOLAS play any make of record and are made in eight sizes. A size for every home and pocket-book. No increase in price and no tax. Ask your dealer to show you a PHONOLA and play a PHONOLA RECORD. If he does not handle them, write us for booklet and prices. The Phonola Co. of Canada, Limited, Elmira, Ont. Branch Offices—53 Yonge St., Toronto and 420 Hastings St. W., Vancouver.

Don't Strain Your Eyes! Squinting, frowning and headaches are characteristic of eye-strain. When this condition exists good health is impossible without the use of suitable glasses. Arrange for an examination today and know the exact condition of your eyes. If you need glasses you should wear them. If you don't need glasses we will tell you so. D. BOYANER 111 Charlotte Street.

DEMONSTRATION THIS WEEK MAZOLA A PURE VEGETABLE OIL FOR SALADS DEEP FRYING AND SHORTENING DON'T MISS THIS AT McPHERSON BROS., 181 Union Street. Phones M. 506 and 8369

YOU ONLY READ THE NEW BOOKS ONCE. It pays to rent them from this LIBRARY, 10 Germain street. P. KNIGHT HANSON, Dealer "Master Voice Records."

Pure Woolen Scarves For Women To Wear Under Coat Regular Prices were either \$8 or \$9 NOW—HERE \$6.95 See regular ad for Furs Magee's Master Furriers, St. John

There is nothing you can give for a Xmas Gift better than a piece of Furniture, as they are constant reminders of the giver throughout the year. Choose your Xmas Gifts now for Father, Mother, Sister, Brother or Sweetheart, and we will deliver Xmas Eve. Xmas hints: Morris Chairs, Leather Chairs and Rockers, Willow Chairs and Rockers, Pedastals, Hall Trees and Seats, Buffets, China Closets, Lounges, etc., in a large variety to choose from. Amland Bros. Ltd., 19 Waterloo St.

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