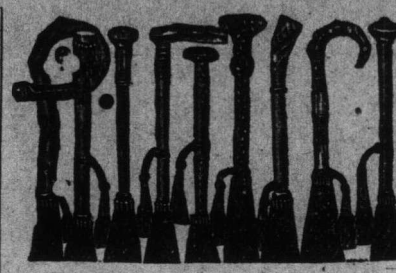


It's Not a Long, long Way to Go FRIDAY, SATURDAY and MONDAY.

Even if it were it would pay you to visit us as we have a carefully prepared Budget of Bargains, values better than ever. Every item seasonable and prices, in very many cases, lower than you have a right to expect. Make no mistake about it, you shop for profit by dealing with us.



The Best Umbrella Offer Yet!
LADIES' & GENT'S All One Price

Yes! Not an Umbrella in this lot worth less than \$1.25. Their arrival was opportune, coming as they did when we are having such wet weather. If you want value in an Umbrella, don't pass this lot. Friday, Saturday & Monday **89c.**



MEN'S TWEED SHIRTS, 89c.

This is a line of Dark Grey Shirts, with collars attached, well stitched, well cut and well made; sizes 15, 15½, 16 and 16½; a warm shirt for outdoor workers. Reg. \$1.00. Friday, Sat. & Monday **89c.**

MEN'S COLLARS.

An assortment of Celluloid and Striped Linen Collars, in double turn-over style. Collars here worth 20c. each. Friday, Sat. & Monday **15c.**

MEN'S LINEN COLLARS.

The popular "Baden Powell" style in double turn over, heights from 1½ to 2½ inch; perfect locking front; a shapely collar always. Friday, Saturday & Monday **15c.**

MEN'S HALF HOSE.

A small shipment of 10 dozen pairs, Black and Heather mixture; nice Fall weight. Value for 40c. Friday, Saturday and Monday **30c.**

ENGLISH OIL COATS, Lightweight.

We handle the "Nore" Oil Coat and can guarantee the superior qualities of this Coat, made in England and used extensively by those who know a good article when they see it. Leather bound button, button holes and pocket, velvet faced deep storm collar, the double weight, which prevents any dampness to penetrate the wearer. Another important advantage is the extreme light weight, and above all its superior wearing qualities. Regular \$6.50. Friday, Saturday and Monday **\$5.98**

Boy's English OIL COATS.

Same as Father's. Yes! Made and finished in every detail as the Men's; same quality, same cut; sizes to fit boys from 9 to 15 years. Reg. \$5.50. Friday, Saturday and Monday **4.98**



Toilet Paper Specials.

We have opened an immense stock of this, including Rolls and Flat Pads. These latter require no fixture; simply fasten on hook or nail to the wall. For Friday and Saturday we offer:—
Large rolls, 4½ oz., 3 for **12c.**
Flat Pads, 3 for **12c.**
Extra large rolls, 16 oz., each **12c.**
Toilet Paper Wall Bracket for roll paper, each **5c.**

BRASS CURTAIN RODS.

We have just opened a whole case lot of Brass Extension Rods in a range of useful sizes.
44 inch Extended Brass Rods, plain ends with fittings, 5c.
54 inch, large, with fancy fluted knobs, **9c.**
54 inch, extra large with large knobs; strong enough for Curtains **15c.**

Wool Plaids.

3 pieces of English Wool Plaids, Shepherd check, Rob Roy check and a pretty light ground plaid. Reg. up to 40c. Friday, Saturday & Monday **33c.**

Crochet Cotton.

The "Glowworm" Crochet Cotton has a rich lustrous finish. We have Cream, White, Black, Cardinal, Orange, Navy, Marine, Pale Blue and Pink, etc., on large spools. Reg. 5c. Friday, Saturday and Monday, 3 for **11c.**

Door Mats

48 only of pretty parlor Door Mats, fringed ends and leatherette bound sides; in nice colorings. Reg. 40c. Friday, Saturday & Monday **36c.**

Pillow Cases.

3 dozen of heavily embroidered Pillow Cases, size 21 x 32, deep hem at nice colorings. Reg. 40c. Friday, Saturday & Monday **30c.**

STAIR PADS.

10 doz. of "Easyred" Stair Pads, size 22 x 9, finished with rounded edge to fit front of step; well padded. Friday, Saturday and Monday, each **10c.**

BOOTS.

CHILDREN'S Mothers! Here you are. Black and Tan Boots for the little ones. Laced and buttoned; perfect foot form. Sizes 3 to 6. Reg. 80c. Friday, Saturday & Monday **74c.**

Men's Romeo Shoes.

A new stock of these just to hand, in fine Black Dongola Leather; strong elastic sides. Size 6 to 10. Reg. \$1.70. Friday, Saturday and Monday, pair **1.52**

WHITE SHIRTINGS.

10 pieces of superior English White Shirtings, 32 inches wide; a regular household Shirting for everyday use. Special Friday, Saturday & Monday, per yd. **13c.**

Tapestry, per yard, 62c.

One piece of figured Tapestry, Green shade, 52 inches wide, pretty pattern, usually sold at 70c. per yard. Friday, Saturday and Monday **62c.**

Children's Mitts.

Cardinal and White Wool with silk bow, long wrists for fall and winter wear. Special per pair Friday, Saturday and Monday **24c.**

White Towels, 17c. each.

5 dozen pairs of pure White Turkish Towels, of more than usual weight. Size 20 x 36. Reg. 20c. Friday, Saturday & Monday, each **17c.**

WE SELL FOR LESS

Children's Stockinette Gaiters.

We have these in Cardinal, Navy, Tan and White, 9 button length, suitable for fall and winter wear; snug fitting. Reg. 60c. Fri., Sat. & Monday **63c.**

Children's Handkerchiefs, 6 for 18c.

Just the kind for school children; White Muslin with colored spray design, hemstitched edge. Friday, Saturday & Monday, 6 for **18c.**

American Tickings.

32 inches wide, extra weight; one of the strongest we have handled; fine Twill finish; assorted Blue and White stripes. Friday, Saturday & Monday per yd. **28c.**

Filled Muslins.

5 pieces of pure White Muslin, 44 inches wide, with both edges having a wide frill; very handsome bedroom curtains, have been made from this goods. Reg. 30c. Friday, Saturday & Monday **24c.**

Ladies' Wool Gloves.

In shades of Brown, Grey and mixed colours; a serviceable Glove for everyday wear; long wrists. Special for Friday, Saturday & Monday **23c.**

TRAY CLOTHS.

Dainty little Damask Cloths, size 18 x 27; some of these worth 25c. each in the regular way. Friday, Saturday & Monday **17c.**

We are Leaders in HOSIERY VALUES.

LADIES' CASHMERE HOSE.

A very superior line of Plain and Ribbed Fast Black Cashmere Hose, assorted sizes. Good value at 40c. Friday, Saturday and Monday **39c.**

LADIES' WORSTED HOSE.

10 doz. pairs of Fast Black Ribbed Worsted Hose for ladies, full length and good wearing. Reg. 30c. pair. Friday, Sat. & Mon. **26c.**

CHILDREN'S HOSE.

A Job Line of these in Double knee, heavy Black Cashmere finish; one of our best values in Hosiery this week. All sizes. Special Friday, Saturday and Monday **25c.**



Seasonable Offerings in the Showroom

GIRDLES, Reg. 35c. values for 19c. We have a big assortment of these for dresses and hats, all the leading shades to pick from, finished with tassel ends; made from lustrous silk twisted cord. Reg. 35c. Friday, Saturday and Monday **19c.**

CHILDREN'S UNDERWEAR.

Now is the time to pick up snaps in Underwear for the children. All sizes are to be found here in Cream and White, Jersey ribbed, well fitted vests with high neck and long sleeves and pants ankle length. All sizes. Friday, Saturday and Monday, per garment **21c.**

CHILDREN'S BEAUTY WAISTS.

Made from fine White Drill, buttoned at back, and strap at sides for suspenders, strap also over shoulders; sizes to fit children from 2 to 10 yrs. Reg. 40c. Friday, Saturday and Monday **32c.**

BROCADED RIBBON VELVETS.

All new stock just arrived, showing the latest shades Light and Dark Sixe, Tange, Gold, Pink and Tan; 2½ inches wide, surprisingly cheap. Reg. 20c. Friday, Saturday and Monday **16c.**

LADIES' FLEECE UNDERSKIRTS, 68c.

These come in fine Jersey make, heavily fleeced, with white striped border and finished with button hole edge; nothing warmer for winter wear. Reg. 75c. Friday, Saturday and Monday **68c.**

Special Offer To-Day!

"Stanfields" Underpants for LADIES, 42c.

A garment for present wear; comes in a weight between the slight and heavy makes; ankle length. We have a lot of these and offer them below their regular price to clear; as we want space for other goods which we are every day opening. Don't pass this offer; assorted sizes to pick from; good value for 60c. Friday, Saturday and Monday **42c.**

LADIES' FANCY COLLARS, 13c.

A very pretty assortment of Lace and Net Collars, Peter Pan stock with jabot attached, and jabots only in Paris shade; also Black and White. Values to 25c. Friday, Saturday and Monday **13c.**

Ladies' Singlets JOB LINE

Reg 75c. value for 56c. This is a very superior grade of pure White fine Jersey Singlets, heavily fleeced, high neck and long sleeves; some with lace finish and ribbon at neck; perhaps the best value we have ever offered. Remember 75c. value. Friday, Saturday and Monday **56c.**

Ladies' American DRESSING JACKETS.

\$2 50 Value for \$1.59

\$2 50 Value for \$1.59

These are very prettily made, turned down collar, ribbon trimmed, pocket at side, Crimson and Grey shades; made from best quality Eider, warm and comfortable fitting; not many of these, if you are interested come along early. Reg. \$2.50. Friday, Saturday & Monday **\$1.59**

\$1.59



Happenings in our Window

Blind Section

You Should Know About for FRIDAY, SATURDAY and ONDAY.

We offer our entire stock of Window Blinds at prices lower than ever. Read through the list and you see the advantages we offer. All these Blinds are mounted on 36 inch dependable rollers, each Blind 6 feet long. Your choice of Buff or Light Green shades.

- 36 inch, plain ends, complete with fittings, Reg. 33c. for **26c.**
- 36 inch, with ¾ inch lace ends, Reg. 45c. for **39c.**
- 36 inch, with 2 inch lace insertion and ¾ in. lace ends. Reg. 60c. for **49c.**

WET WEATHER BRINGS A DEMAND for RUBBERS.

And two questions then present themselves. Firstly, where shall I get them? And secondly, what shall I pay for them? Briefly put, the answer is here. We give you the best quality for the lowest price at all times. Don't forget, our slogan is "We Sell for Less"—meaning we sell for less than others. Our specials this week bring along some very good values, for instance:

- LADIES' LOW CUT RUBBERS **49c.**
- Ladies' High Cut Storm Rubbers **69c.**
- MEN'S High Cut Storm Rubbers **69c.**

Gen's Handkerchiefs.

Real Irish Linen finish, medium hemstitched edge, standard size. Usually sold at 25c. ea. Friday, Sat. & Monday **22c.**

MEN'S TWEED PANTS, \$1.33.

These are made of heavy Tweed, would make a fine strong pair for the workman; strongly finished; sizes 4 to 7. Reg. up to \$1.60. Friday, Saturday and Monday **1.33**

Crumb Tray & Brush.

Heavy Nickel finish, prettily designed, extended handle; Brush with Nickel back. We have 20 of these set. Good value at 80c. Friday, Saturday & Monday **59c.**

BOYS' FLANNEL FRONTS.

For Sailor Suits, finished with silk embroidered anchor, bound all round; Cream shade. Special Friday, Saturday & Monday **16c.**

DRESS TWEEDS, Reg. \$1.25 for \$1.08.

All this season's importations, showing the newest and most attractive weaves and shades, and a range of pretty mixtures bound to make most attractive and seasonable dresses. This offer includes our regular \$1.25 line. Friday, Saturday and Monday **1.08**

DENNISON'S PASSE-PARTOUT BINDING.

We have just opened a full stock of Novelties, Bindings, Clip Hooks and Gummed Hangers, etc., a complete outfit for those doing passe-partout work. This is probably the best season of the year for this particular class of work. All your summer snap-shots can be put up in sets and nicely framed for a very small outlay.

Passe-Partout Binding in shades of Crimson, Brown, Dark Green, Royal, Sage Green and Black, 12 yard roll, heavily gummed. Friday, Saturday and Monday **10c.**
Cloth Hangers, heavily gummed, per doz. **4c.**
Brass Hangers, per doz. **6c.**

CHILDREN'S and MISSES' BOOTS.

A line of dependable footwear in Black and Tan; Laced and Buttoned Boots. Sizes run from 6 to 1; some of these marked as high as \$1.60 per pair. Out they go Friday, Saturday & Monday **1.29**

EIDERDOWN CLOTH, per yd., 69c.

This material for morning wrappers and dressing jackets is perhaps the best you can get, being warm and having a nice range of color blendings; we expect to cut up quite a lot at this special price; 25 inches wide. Reg. to 80c. Fri., Sat. & Mon. **69c.**

Mail Orders PROMPTLY FILLED.

Why German Officer is Serving Life Term.

London, Nov. 12.—The Chronicle today describes the nature of the offense of Lieutenant Mors, a German officer, who recently was imprisoned for life, for espionage.

Mors was despatched to Egypt, five years ago, and succeeded in being appointed a Lieutenant in the Egyptian gendarmes. His real mission, according to the Chronicle, was to foment a local rebellion, among the various Nationalist princes, and to get them to agree to assist him. When war broke out he was recalled to Germany and was sent back to Egypt, in a fortnight, as medically unfit for military service, but actually to blow up a steamship in the Suez Canal and to block the passage of reinforcements from India and Australia.

Major General Sir John Maxwell, commander of the British forces in Egypt, heard of the plot and had Mors arrested. In his possession were splendid maps of the Suez Canal and instructions how to sink vessels there. Two dynamite bombs were found in his lodgings. At his trial, according to the Chronicle, Mors confessed that he received \$5,000 for the work. He gave a list of his associates and they have been arrested.

Dark Days.



The man who's fond of jolly peace is sad and out of humor, for he can nowa-days find release from war and warlike rumor. When he has chewed his middy greens, he settles down to reading, but finds that all the magazines are full of nations bleeding. And every book he comes across but reads his heart asunder, describing death and total loss, and scenes of blood and thunder. On Sunday to the church he goes, far more depressed than skittish, to hear the pastor analyze the Germans and the British. He drifts into the butane's store, to buy some potted gauders, and there the dealer talks of gore, and roasts the French commanders. He seeks a refuge at the club, but leaves again despairing, for there he finds a noisy dub describing Russian daring. In vain he tries to find a gent who'll talk of income taxes; the people's energy is spent discussing battle-axes. And even at home, where he would rest, he's worried by his daughter: "Dad, please explain," she makes request, "the cause of all this slaughter." And so it goes, by day and night, his worries chafe and fret him; he'd fain forget that famous fight, but people will not let him.

Germany's Real Object.

Providence (R.I.) Journal.—A German war magazine flatly declares that "the object of the war is the overthrow of England." At last, very likely, we have the essential truth of the matter. All previous German explanations to the effect that Germany was forced into the war to resist the "Slav menace" may now be discarded. England would have been justified in going to war, even without the excuse of the violation of Belgian neutrality, for undoubtedly she had a strong suspicion of Germany's real "object" from the beginning.

Fads and Fashions.

There seems to be no limit to the varieties of vanity cases offered in the stores nowadays. The coat frock of garbardin or serge is a successful rival to the lightweight suit. Fashion is taking a decided fancy to tan and biscuit colored gloves, stitched with black. There is no material that will replace the reliable blue serge, so well suited to school frocks. The present snug-fitting turbans lend themselves admirably to the wearing of the nose-veil. Brassieres with dress shields attached are in great demand on account of the vogue for dancing. The tall woman may lessen her height with tucks, the short woman may lengthen hers with plaits. The women in mourning may add a touch of white before the first year of mourning has passed. She may wear a frock of lusterless silk for afternoon. Her hat may be small, of black lusterless silk, faced with white silk.

Stafford's Prescription "A" is one of the best stomach preparations for sale in Newfoundland. Price: Small size, 25c; post, 5c. extra. Large size, 50c; post, 10c. extra.—sept1914

MILNARD'S LINIMENT CURES GARTER IN COWS.