



# ANNOUNCING FOR FRIDAY

## Sale Items of Intense Interest to Those Who Practice Economy.



### Sale of Dress Goods.

The distinctly superior quality, and extremely low price, of our two special sales in Dress Fabrics for Friday should favourably impress all who visit this department.

**BRADFORD SERGE**—650 yards of Bradford Serge, in colors of Grey, Saxe, Brown, Amethyst, Myrtle, Olive, Cream, Navy Black; 44 inches wide. Very serviceable for costumes, etc. **60c**

**WEST OF ENGLAND SERGE**—475 yards of this very serviceable fabric, that has really wonderful wearing qualities, 50 inches wide; colors are Amethyst, Green, Catawaba, Myrtle, Brown, and Black. Reg. \$1.00 yard. **Friday 79c**

### A Little More About Shopping Early.

Now more than in the past we are beginning to notice ever-growing throngs of purchasers in the afternoons and nights; and consequently it leads us to again suggest the more comfortable method of shopping—

**COME TO THE STORE IN THE MORNING.**

Apart from the fact that you get first choice of our great display of bargains, our clerks are not so busy and can devote more time to make your shopping a pleasure to you.

### Sale of Hose.

**LADIES' HOSE**—90 doz. of Ladies' Black Cashmere and Wool Hose, assorted ribs, seamless heels and toes, sizes S.W., W. & O.S.; worth much more than we ask. **Friday's Sale Price 34c**

### And Here's More Savings.

**TOILET SOAP**—50 doz. of delicately perfumed Toilet Soap, in Rose, Lavender, Oatmeal, Violet, Clover etc. Special for Friday, 2 cakes for **9c**

**PERFUMES**—5 doz. of Vinolia Perfumes, assorted; very good quality. Reg. 40c. bottle. **Friday 32c**

**HAIR WASH**—Royal Vinolia Vegetable Hair Wash, gives the hair a nice lustre and keeps it from falling off. Reg. 45c. **Friday 37c**

**TOOTH POWDER**—Vinolia Tooth Powder is a scientific preparation, keeps the teeth pearly and clear, strengthens the gums and keeps the mouth and throat in a healthy condition. Reg. 45c. **Friday 37c**

**WHITE WOOL GLOVES**—30 doz. pairs of Ladies' White Wool Gauntlet Gloves; a big job line, with values to 30c. pair. Special for Friday, a pair **10c**

### Hardware Helps.

Strong Fire Shovels. Reg. 12c. **Friday 10c.** each  
Japanned Waiters. Reg. 22c. **Friday 16c.** each  
Japanned Waiters. Reg. 70c. **Friday 60c.** each  
Nickel Waiters. Reg. 65c. **Friday 55c.** each  
Burnished Waiters. Reg. 35c. **Friday 31c.** each  
Shingling Hatchets. Reg. 40c. **Friday 31c.** each  
Baking Pans. Reg. 14c. **Friday 11c.** each  
Timepieces. Reg. 50c. **Friday 42c.** each  
Iron Shovelers, enamelled inside. Reg. 45c. **Friday 40c.** ea.  
Enamel Basins. Reg. 25c. **Friday 20c.** each  
Enamel Cullenders. Reg. 35c. **Friday 30c.** each  
Busy Buff Knife Cleaners. Reg. 20c. **Friday 16c.** each  
Cooking Glasses. Reg. 30c. **Friday 24c.** each  
Carpet Beaters. Reg. 35c. **Friday 25c.** each  
Machine Oil. Reg. 10c. **Friday 9c.** bot.

**BOXES OF STATIONERY**—90 boxes of Fancy Stationery, in many different designs; good quality. Reg. 20c. a box. **Friday 14c**

**TALCUM POWDER**—Large Oval Tins of Air Float Talcum Powder. Reg. 15c. tin. **Friday 12c**

**ART MUSLIN**—300 yards of fine American Art Muslin; another special for Friday, neat floral patterns and good width. Reg. 11c. yard. **Friday 9c**

**PILLOW CASES**—5 doz. of fine Cotton Pillow Cases, frilled and hemstitched, with embroidered corners; size 20 x 30. Reg. 45c. each. **Friday 38c**

**DUCHESSE SETS**—14 only White Linen Duchesse Sets, 4 pieces, trimmed with strong lace; size 11 x 40 inches. Reg. 50c. each. **Friday 40c**

**WHITE SHEETS**—22 pairs only of fine White Sheets, twilled and plain, hemmed ready for use; size 2 x 2 1/2 yards. Reg. \$2.00 pair. **Friday 1.75**

### Astounding Values Here.

**LADIES' GLOVES**—40 doz. of Ladies' Lined Kid Gloves, in assorted shades of Tan, with fur tops and done fastening; all sizes. Very special job line. Excellent values at 90c. pr. **Friday 72c**

**LADIES' GLOVES**—5 doz. of Ladies' Fabric Gloves, Reindeer finish, in colors of Cream, Beaver, Brown, Navy, Black; a very serviceable Glove for fall wear. Reg. 60c. pair. **Friday 52c**

**TOWELLING**—About 900 yards of Glass, Turkish and Crash Towelling, various widths. Splendid value for 12c. yard. **Friday 10c**

**FLANNELETTE**—450 yards of Blouse and Golf Flannelette, in a great range of striped and fancy patterns. Specially priced for Friday, per yard **17c**

**BLAY SHEETING**—300 yards of very strong Blay Sheeting, closely woven; 66 inches wide. Reg. 30c. yard. **Friday 24c**

### Blankets and Quilts.

**QUILTS**—18 only beautifully finished White Mercerised Quilts, very soft, in assorted new designs, fringed; 2 x 2 1/2 yards. Reg. \$2.00 each. **Friday \$1.75**

**QUILTS**—14 only Wadded Quilts, covered with Art Satens, in floral designs, nicely stitched; size 6 ft. x 6 ft. 4 inches. Reg. \$3.40 each. **Friday \$3.05**

**BLANKETS**—900 pairs of fine Cotton Fleece Blankets, with Pink and Blue borders; size 64 x 89 ins. Reg. \$2.00 pair. **Friday \$1.85**

**BLACK ASTRACHAN**—A splendid opportunity to secure a heavy Curl Black Astrachan, suitable for Coats, etc.; 50 inches wide. Special **179**

**GREY ASTRACHAN**—48 yards only of Grey Astrachan, which we secured at a bargain, and Friday you will reap the benefit. Special, a yard **85c**

**CRETONNE**—1,000 yards of double width Cretonne, in neat effects, newest colorings, latest designs; will make very fine curtains. Special at 22c. **Friday, a yard 19c**

**TAPESTRY TABLE COVERS**—17 only Tapestry Table Covers, very strong and serviceable, in combined colors of Crimson, Green & Gold, fringed; 8-4 size. Reg. \$1.60 ea. **Friday 1.35**

**TOWELS**—6 doz. of Blay Turkish Towels, suitable for hotel or private use. A good towel for constant wear; size 24 x 51 inches. Reg. 40c. each. **Friday 33c**

**DUCHESSE SETS**—11 only White Linen finished Duchesse Sets, trimmed with strong lace, 3 D'Oyleys attached; size 11 x 40 inches. Special line for Friday. Reg. 40c. each. **Friday 32c**

### SHOW ROOM Bargains! Bargains!

**LINING SILK** 500 yards of Taffeteline or Lining Silk, in colors of Fawn, Brown, Saxe, Navy, Myrtle, Reseda, Grey, Moss, Helio, etc.; 20 inches wide. Reg. 30c. yard. **Friday 26c**

**LADIES' BELTS** 15 doz. of Ladies' Corded Silk Belts, a special job line, extra good value, in colors of Green, Black, Prune, V. Rose, Reseda, Saxe, Tan. Reg. 12c. each. **Friday 8c**

**LADIES' UNION SUITS** 3 doz. of Ladies' Union Suits, in Cream and White, fine Jersey and Fleece lined, fronts Silk finished, and neck Silk Tape beaded; sizes 4, 5, 6. Reg. \$1.20 each. **Friday 1.00**

**LADIES' UNDERWEAR** 15 doz. of Ladies' Forest Mills Underwear, Vests and Pants; Vests front and neck Silk finished; sizes 4, 5, 6. Reg. 70c. each. **Friday 62c**

**NECK CORDS** Ladies' Neck Cords and Frillings, Cords in colors of Reseda, Silver, Cream, White and Pink, and White and Ecru; Frillings in Chiffon and Net, in colors of Cream, Black and Paris. Reg. 20c. yard. **Friday 16c**

**CHILDS BIBS** 8 doz. of Infants' White Turkish Bibs, nicely trimmed with lace. Special line for Friday, 2 for **8c**

**LADIES' APRONS** 17 only Ladies' 5 o'clock Tea Aprons, fine White Lawn, finished with Embroidered frill, and one pocket, Embroidered. Reg. 65c. each. **Friday 58c**

**CHILDS WOOL SETS** 21 only Children's Wool Sets; just the thing for the cold weather. Set includes Mitts, Sash and Cap; three colors only—Crimson, Cream and Cardinal. Reg. \$1.35 set. **Friday 1.10**

**LADIES' BLOUSES** Another very special line for Friday. We have only a small quantity, but every Blouse is worth much more than our regular price; material is Corded Poplin, very serviceable; colors are Reseda and Crimson. Reg. \$2.20 each. **Friday 1.85**

**LADIES' SKIRTS** 18 only Ladies' Heavy Storm Skirts, in light and dark Tweed effects; waist 22 to 27 inches; length 38 to 42 inches. Special at \$3.25 each. **Friday 2.65**

**LADIES' COLLARS** 3 doz. of Ladies' Bead Collars, with Supports, in assorted colors. Reg. 25c. each. **Friday 19c**

### Exceptional Values in Ladies Seasonable Footwear.

**LADIES' HOUSE SHOES**—90 pairs of Ladies' Black Felt House Shoes, with side patch; strong leather soles, low heel, fur trimmed and fleece lined; a very serviceable shoe. Reg. 80c. value. **Friday 72c**

**LADIES' BOOTS**—75 pairs of Ladies' Dongola Boots, Blucher shape, patent tip, very heavy soles. Special for Friday **\$1.49**

### Grocery Bargains.

Large tins Shoe Polish. Reg. 10c. **Friday 6c.** tin  
1 lb. tins Choice Tea. Reg. 50c. **Friday 43c.** tin  
Crosse & Blackwell's Assorted Pickles. Reg. 35c. **Friday 25c.** bot.  
3 lb. tins Choice Peas. Reg. 35c. **Friday 30c.** tin  
Kop's Concentrated Ginger Beer. Reg. 35c. **Friday 30c.** bot.  
3 lb. tins Hominy. Reg. 15c. **Friday 12c.** tin  
Van Camp's Lima Beans. Reg. 14c. **Friday 11c.** tin  
International Poultry Food. Reg. 50c. **Friday 40c.** pkg.

### Special Values in Rugs.

12 only Axminster Hearth Rugs, in rich effects of Crimson, Greens, etc.; size 65 x 30. Reg. \$3.25 each. **Friday \$2.90**

20 only Tapestry Hearth Rugs, size 64 x 27 inches, in a big variety of patterns in all the leading shades. Reg. \$2.50 each. **Friday \$2.25**

### Crockery Bargains.

Pink Celeste China Cups and Saucers. Reg. 13c. **Friday 11c.** each  
6 inch Pink Celeste China Plates. Reg. 10c. **Friday 8c.** each  
Bacon Dishes. Reg. 25c. **Friday 19c.** each  
Oxford Marble Teapots. Reg. 40c. **Friday 35c.** each  
Hot Water Kettles. Reg. 90c. **Friday 78c.** each  
Large assortment of Spittoons. Reg. 18c. **Friday 16c.** each  
Glass Fish Sets. Reg. 25c. **Friday 20c.** set  
Litho and Gold Jugs. Reg. 20c. **Friday 16c.** each

### Remarkable Sale of Linoleum.

**INLAID LINOLEUM**—Don't fail to get here early on Friday to secure some of this wonderful job line of Inlaid Linoleum, 2 yards wide, about 20 pieces; in Tile effects of Green, Crimson, Fawn and Brown. Would be excellent value at \$2.50 per yard. To clear on Friday at **\$1.60**



### Police Court News.

Today a domestic of Windsor Lake was before the court charged with the larceny of \$10 from Mrs. Francis

Cowan with whom she served. She pleaded guilty, her father paid back the amount and she was released under suspended sentence. Two drunks were each fined \$1 or 3 days; and a disorderly who used obscene language

was fined \$2 or 7 days. Const. O'Neill summoned a suburban saloon keeper for a breach of the License Act on being open after hours on the 6th inst. He pleaded guilty and was fined \$40 or one month. The same officer

summoned two Paradise men for ill-treating a horse by beating it with a heavy stick on the 4th inst. They were each fined \$5 or 14 days.

The west bound express arrived at Port aux Basques at 12.40 a.m. to-day. The incoming express left Clarenville at 8.50 a.m. to-day and is due here at 3 p.m.

**ENROLLED AS SOLICITOR.**—Mr. Henry A. Winter was enrolled as Solicitor of the Supreme Court yesterday.

Minard's Liniment Cures Dandruff.

### An Enjoyable Time.

At Smithville last night an enjoyable supper was held when Mr. Geo. Davey invited there about 50 guests. There were his colleagues and co-workers in the Church of England Cathedral, including the choir men, side men and collectors. It was given in honor of Miss Kinsman, who was married recently to Rev. Mr. Fletcher. Mr. Davey proved to be a kindly host. Speeches both fluent and witty were made after the good things were discussed, and all voted the affair a most enjoyable one. The following is the programme:—

The King—"God Save the King."  
Bride and Bridegroom—Prop. Rev. W. Clarkson; resp. Mr. G. J. Adams.  
Song.  
The Churchwardens—Prop. Rev. Canon White; resp. Mr. H. Outerbridge.  
Song.  
Mr. Allen and His Choir—Prop. Rev. J. Bell; resp. Mr. Allen and Mr. Somerville.  
Song.  
The Finance Committee—Prop. Rev. J. Hinton; resp. Mr. P. E. Outerbridge.  
Song.  
The Sidesmen and Collectors—Prop. Mr. P. G. Butler; resp. Mr. J. Gould.  
Song.

A druggist can obtain an imitation of MINARD'S LINIMENT from a Toronto house at a very low price, and have it labeled his own product. This greasy imitation is the poorest one we have yet seen of the many that every Tom, Dick and Harry has tried to introduce. Ask for MINARD'S and you will get it.

### Who Is It.

Whose hair is all curly, an' eyes 'baby blue'?  
Who wakes up too early, 'fore night is fru? **Who dresses her pillow all up in the clo'es,**  
An' counts all her piggies when nobody knows  
An' who's does' as quiet as can be? **Muvve says—me.**

Who gets on her nighty an' says all her prayers?  
An' then comes a-stallin' an' creepin' downstairs?  
Who cuddles up comfy an' teases to stay?  
Who wites wif a pencil over a book?  
An' gets the ink when nobody does look?  
An' who gets her fingies all blacker than black?  
An' who gets 'em spatted when muvver comes back—  
An' who's des' as sorry as sorry can be? **Muvve says—me.**

An' who is so spoiled 'at she won't go away  
Even when she's as sleepy as sleepy can be? **Muvve says—me.**

### Three 'Specialties.'

**"STAFFORD'S LINIMENT"**  
For Rheumatism, Lumbago, Neuralgia, and all aches and pains, etc.

**"STAFFORD'S PRESCRIPTION A"**  
For diseases of the Stomach, Indigestion, Dyspepsia, Catarrh, Gastritis and Nervous Dyspepsia.

**"STAFFORD'S PHORATONE"**  
For Coughs, Colds, Bronchitis and all forms of chest troubles, especially recommended for children suffering from impressions of the chest and catarrhal affections, etc.

Prepared only by  
**DR. F. STAFFORD & SON,**  
Wholesale and Retail Chemists and Druggists, Theatre Hill (opposite City Hall).

Ask your Druggist for  
**SERRAVALLO'S TONIC**  
(Bark and Iron Wine).  
Cures:  
**ANAEMIA, CHLOROSIS, DEBILITY.**  
Delightful taste.

"Phoraton is the largest package of Cough Mixture for sale in Newfoundland, at 25c. a bottle."—Oct16/11

### LOOK HERE!

Have you seen those  
**Fine Photo Post Cards**  
Taken at TOOTON'S STUDIO.  
They are only **\$1.50** per doz.  
If not call in and leave your order. Satisfaction guaranteed.  
**Tooton's Photo Studio,**  
310 Water St. Central and  
406 Water St. West.  
Oct20/11

Stafford's Liniment, Prescription A, and Phoraton for sale in all the Out-ports.—Oct16/11