

Decide on YOUR FALL OUTFIT Here. It Will Be Style Right, Quality Right and Price Right.

SPECIAL INDUCEMENTS FOR Friday, Saturday & Monday

New Dress Materials, UNDER-PRICED.



Fancy Poptins.

10 pieces of prettily striped Poptins, mostly dark in stripe and bar effects, 40 inches wide, these resemble somewhat Scotch Plaids, the colorings are similar and should make up prettily for ladies', children's and Misses wear. Special, per yard **52c**

Corduroy Velvets

In the new broad cord effect, a superior lot altogether, handsome shades suitable for Ladies' Fall Costumes, Skirts and Children's make up; Green, Navy, Grey, Brown and Taupe. \$1.30 yard. Fri., Sat. and Mon. **\$1.12**

SILK STRIPED POPLINS.

A new Dress Material that you should see before deciding on your next new dress. Rather pretty shades of Navy, Sage, Myrtle, and Brown, 40 inches wide; a beautiful new weave, rich in simplicity and elegance. Special, per yard, **85c** Friday, Saturday and Monday

"Furlana" Twill.

34 INCHES WIDE. An excellent new material, something similar to a Wool Delaine, very desirable for present wear, suitable for Blouses or Children's Dresses, White and Cream grounds; neatly patterned. Special Friday, Saturday and Monday per yd. **23c**

"Boulevard" Blouse Cloth.

Neat and distinctive looking patterns in Plaids and fine checks, excellent washing materials, a suitable weight for fall wear. Reg. 20c. yard. Friday, Saturday and Monday **18c**

MIRRORS.

Folding Stand Mirrors, convenient for travellers, and suitable for mantel or table. Special Friday, Saturday and Monday **37c**

FACE CLOTHS.

In pure White Terry Cloth, bound with Pink Blue; Don't overlook these. Fri., Sat'y. & Mon. **4c**

HAIR BRUSHES.

Extra good quality White bristle and light oak back; these are superior value. Special Friday, Saturday and Monday **37c**

PHOTO FRAMES.

Untarnishable silverette finish oval shape, all cloth back, classy. Special Friday, Saturday & Mon. **32c**

DRESSING COMBS.

Black, White and clouded, a line of very strong combs for Ladies or Gents. Special Friday, Saturday and Monday **15c**

CUFF LINKS.

Very neat, oval and round shapes in plain gold case, untarnishable. Reg. 04c. per set. Friday, Saturday and Monday **32c**

PURSES.

Two shapes in leather and chamois, strong steel clasps. Special Friday, Saturday and Monday **32c**

If you have an eye for merit and a taste for economy you may gratify both to your heart's content now. Cold type, ink and paper cannot begin to demonstrate to you the wonderful value that ordinary Dollars will secure **FRIDAY, SATURDAY AND MONDAY.**

Great Value in Men's Underwear!

Garments Worth \$1.50 for 98c.

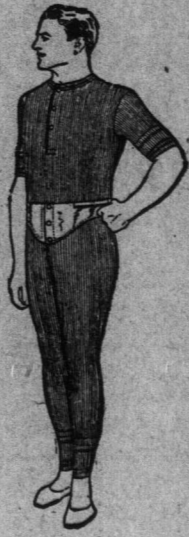
Just a 70 dozen lot, mostly Shirts; weights you would feel the good of during the cold weather; lots of full sizes for the big men. Good Wool Singlets await you underpriced. \$1.50 for 98c. Friday, Saturday and Monday

MEN'S TOP SHIRTS.

With soft bosom fronts in Crepe or fancy striped linen, finished with soft cuffs; these are a new lot that came a bit late to past season and we hasten their exit with a special price for Friday, Saturday and Monday **89 cts.**

PYJAMAS. Reg. 2.20 for 1.90

Pyjama Suits, that are well worth wearing, moderate in price, well made in every particular from strong, English Flannellettes, nice range of striped patterns, collar and pocket, full sizes. Reg. \$2.20. Friday, Saturday & Monday, each **\$1.90**



Furniture Coverings.

3 pieces of 50 inch reversible Furniture Coverings, pretty floral patterns; a chance to cover your extra chairs, couches or cozy corners economically; good value for 40c. Friday, Saturday & Monday **32c**

Tray Cloths.

Pretty good value here in these, fine White Linen Tray Cloths, very neatly embroidered and strong hemstitched edge; size 16 x 24, a very handy cloth about the house. Special Friday, Saturday and Monday **25c**

Boy's Jerseys.

The cold weather has made a demand for these, they are serviceable wearers for the school boy, and the little fellow running about the house; we have shades of Navy, Sage, Cardinal and Brown, assorted sizes. Reg. \$1.28 up to \$1.50. Fri., Sat. & Mon. **\$1.28**

Boy's Soft Hats.

Assorted shades in Corduroy Velvet, closely stitched rims, and soft unknockabout wear. Special, Friday, Saturday and Monday. **32c**

Men's Washing Gloves.

In natural chamois, a dressy glove for Sunday wear, made with reinforced thumb, closed wrist, complete range. Reg. 55c. Friday, Saturday & Monday **55c**

Men's Handkerchiefs.

Many makes to pick from, for instance, your choice of Crimson or White Excelsa with hemstitched border, others in white Lawn and others again in Khaki with Silk embroidered corner; values to 25c. Friday, Saturday and Monday **18c**

Sweater Coats.

Two distinct styles in these, V neck or buttoned up snug; shades of Grey, Navy and Cardinal, an excellent weight for cold weather wear; ideal for the outdoor workman. Reg. \$1.50. Fri., Sat. and Mon. **\$1.65**

Stylish Neckwear.

Boxes upon boxes of pretty Neckwear, in plain and fancy shades, wide flowing end style; compare these with the kind you usually pay 50c. for, you can't detect any difference. Special, Friday, Saturday and Monday **38c**

Men's Socks

Fleece lined Jersey Socks, in fast black, fine ribbed finish, full size; just 10 dozen in this lot. Reg. 22c. pair. Fri., Sat. and Mon. **19c**

Table Centres.

16 point "Battenburg" Centres, very attractive looking; size 20 x 20. Special Friday, Saturday and Monday **15c**

School Bags.

Boys' and Girls' Waterproof School Bags, roomy, strong and durable, separate lunch receptacle, tan leatherette binding. Reg. 40c. Friday, Saturday and Monday **36c**

Misses Gloves

Shades of Navy and Cardinal in finely fleeced Cashmerette, a desirable glove for fall wear, 3 home fasteners. Reg. 25c. pair. Friday, Saturday and Monday **21c**

Duchess Sets.

White Linen and all-over Embroidery makes, 4 pieces to each set, the longer piece for bureau being 10 x 40 inches, lace edged, and pretty medalion. Friday, Saturday and Monday **45c**

Table Napkins.

Broken lines, incomplete sets, left over after the Season's Sales; napkins here hemmed ready for use, in good English Damask, good value for 12c. each. Friday, Saturday and Monday **3 for 25c**

White Sheetings.

2 pieces of Pure White Twilled Sheetings, 70 inches wide, best English make; we have no hesitation in saying these are about the very best value procurable, you are getting quality sheetings at pre-war price. Reg. 70c. Friday, Saturday and Monday **62c**

ECHOES From the SHOW - ROOM.

D. and A. Gorsets.

For style, shapeliness and excellence of materials used in making, stand peerless to-day, and peerless also in point of fit, unmatchable in price; 5 different styles to decide from. Corsets for every figure; the slight maidenly figure will find shapely lines, the stout figure beautiful curved lines, and the good figure will find Corsets to accentuate that fact. High and medium bust, long and medium hips; 4 and 6 suspenders attached; complete size range. Regular \$1.90. Friday, Saturday and Monday **\$1.78**



Neck Cords.

A lot of pretty twisted Silk Neck Cords with Silk Tassel at ends, every needed shade represented. Special each Friday, Saturday & Monday **10c**

New Collars.

Some very dainty concepts in White and colored Muslin and Voile, embroidered and oriental trimmings; the newest sailor collar with side frills and inrolled; Medici and Peter Pan styles. Reg. 25c. Friday, Saturday and Monday **20c**

Combinations.

High grade all Wool, and others in Silk and Wool, Cream and Natural shades. Quite a superior make in very desirable weight for Fall and Winter wear; high or low neck as desired, and long or short sleeves. Regular \$2.50 values. Friday, Saturday and Monday **\$1.69**

Children's Sleeping Suits.

In Cream and Natural Jersey, fine ribbed, shaped to envelop the feet also, buttoned behind; to fit boys or girls from 2 to 8 years; warm and comfortable for the cold nights. Reg. 58c. Friday, Saturday and Monday **58c**

Tea Aprons.

Dainty Tea Aprons, lace insertion trimmed and fluted frill; others with neat bib and fine lace edging; they are good value at 15c. Friday, Saturday and Monday **14c**

Misses Nightgowns.

In neat Blue and White, and Pink and White striped Flannellettes, to fit girls from 15 to 18 years, rolled collar, collar trimmings, excellent value. Reg. 85c. Friday, Saturday and Monday **76c**

Looking For Blouse Bargains?

They're here in galore, beautiful snow White, Lawn and Voile makes, prettily embroidered, others in Coloured Crepe, Shantung and Striped Muslins; right up to the minute in style; pretty collar effects, button trimmings, long sleeves. Reg. values up to \$1.20. Friday, Saturday and Monday **98c**

Sample Shirts-- 2 of Kind.

A huge line of these, featuring only 2 of a kind; Cloth, Tweeds and Serges mostly. Latest style cut Skirts, particularly suitable for Fall wear; unmatchable values that will through our Store Friday, Saturday and Monday **\$2.20 to 6.25** Special Prices from

Tams.

New and becoming Tams in Corduroy Velvet for Ladies and Misses; pretty shade of Navy, Grey, Sage, White, and others in two-tone effects, each with tassel. Reg. 50c. Friday, Saturday and Monday **52c**

Children's Dressing Gowns.

Cozy looking Stockingette Dressing Gowns in shades of Pink and Sky, cord and tassels at neck and waist, rolled collar, assorted sizes; our regular \$1.00 line. 79c. Fri., Sat'y. & Mon. **79c**

Job Towels

Great value in unbleached Turkish Towels, plain ends, medium size, good wearers; this is a portion of a big line just purchased from a leading American factory; 20c. values. Friday, Saturday and Monday **15c**

Cushion Covers.

Handsome White Muslin Cushion Covers, Filled and Embroidered; size 24 x 24; nice for bedroom. They're a brand new lot. Regular 40c. Friday, Saturday & Monday **36c**

Hearth Rugs.

A brand new lot, exquisite colourings and designs, suitable for any room in the house; size 29 x 60; bought from one of the best makers in England. We are renewed for values in Hearth Rugs, these are up to the standard. Reg. \$3.00. Friday, Saturday and Monday **\$3.35**

Door Mats.

Another lot of new arrivals in heavy Tapestry Door Mats with wool fringed end; size 11 x 29. Reg. \$1.00. Friday, Saturday and Monday **89c**

Devonshire Serges for Boy's Wear

Positively the strongest Serge you can buy for Boy's wear; fast Navy shade, strong twill finish; excellent for Ladies' or Misses' Costumes; look ever so neat when made up. Reg. \$1.20 per yard. Friday, Saturday and Monday **\$1.08**

Hosiery Snaps.

Ladies' Hose

Specially suited for present and later-on wear, some in finely fleeced Cashmerette, plain finish, others in assorted ribs, Cashmere and Wool weights; hosiery that finds favour at 40c. per pair. Friday, Saturday and Monday **33c**

Children's and Misses Hose.

English and American fine ribbed fall Hosiery, fast black and seamless, in a full range of sizes. Reg. here worth up to 40c. per pair. Friday, Saturday and Monday **32c**

Men's Half Hose.

A huge case of these just to hand in heavy ribbed wool; just the kind you would wish for present wear, Black and Heather mixtures, sock that you usually pay 70c. for. Friday, Saturday and Monday **59c**



Pure White Wool Slipper Soles for knitting uppers to; sizes 3 to 7. Reg. 25c. pair. Friday, Saturday and Monday **19 cts.**

Mr. H. C. Thomson

Lectured at Seamen's Institute Last Night.

Last night at the King George Seamen's Institute Mr. H. C. Thomson gave an interesting lecture on "The Shortage of Fish in the United Kingdom, and the practicability of obtaining a supply from Newfoundland." The lecture was under the distinguished patronage of His Excellency the Governor, who attended accompanied by Hon. Robert Watson, Rt. Hon. Sir E. P. Morris occupied the chair and in a brief speech introduced the lecturer, who pointed out that at present a large number of people who live in the thickly populated centres of Wales and the north of England were unable to obtain their usual supply of food or fresh fish, owing to the North Sea fishery being greatly hampered, and he was of the belief that those markets could be easily supplied with food fish from Newfoundland. "All," said Mr. Thomson, "that is necessary is the establishment of cold storage plants and means of conveyance." The different kinds and grades of fish would also have to be considered. In speaking of the efforts made by the Government and others to build up a fresh fish industry, he pointed out that the objections raised would be easily overcome.

Mr. W. B. Grieve proposed a vote of thanks and in doing so expressed the opinion that no permanent market could be established with the Old Country on the lines laid down by Mr. Thomson, in view of the fact that the Icelandic and other nearer fisheries would have an advantage over us, owing to the great distance we would have to ship our products. As an instance, he showed the failure of the Dundee sealers coming here. The shipping of salmon from Labrador to Europe had been a failure. Our markets lie in the other direction, in Canada and the States. As a patriotic movement, however, to supply fish to the Motherland during the war, the idea had his approval, and he hoped that practical steps would be taken as the result of Mr. Thomson's lecture.

Mr. W. F. Coaker, M. H. A., who seconded the vote of thanks promised the help of the body which he represented in establishing a fresh fish industry to supply the Old Country, and made reference to the gigantic storage plant which is to be completed at Catalina in 1918 at a cost of \$35,000. The fish will be collected in motor boats from the various fishing stations in that vicinity. Matters in connection with the project have already been discussed with Canadian experts.

Rt. Hon. Sir E. P. Morris in moving the vote of thanks spoke of the failure of establishing cold storage plants in the past owing to the guarantors not standing by their agreements. While in England he visited Grimby and there spent four days with Mr. T. Robinson, and with him discussed matters relating to the fishery. Sir Edward was of the opinion that our fishermen would benefit greatly by the project, as they would obtain a greater price for the green article than they are now getting for the dry cured fish, while the time now lost in salting and drying could be utilised in catching more fish. It would mean millions to the country and it would have the support of the Government.

Mr. A. McDougall supported the vote of thanks which was passed by acclamation. We understand that Mr. Thomson is leaving shortly for England.

Ship Owners Fight Strike.

The firemen strikers held another emergency meeting last night to consider the subjoined communication received from shipowners:—

"We, the undersigned, beg to notify you that if the strike which you have called on our boats is not raised before noon to-morrow, Thursday, Oct. 12th, we will not in future sign on any Union Firemen on our steamers. (Sgd.) Reid-Nfld. Co., per H. D. Reid; A. H. Murray, Bowring Bros., Ltd., per Eric Bowring; Crombie & Co., Jas. Baird, Ltd., per Hugh Baird; Job Bros. & Co., per Robert B. Job; Murray & Crawford, per Balne Johnston & Co., Agents."

After a lengthy debate the firemen decided not to go to the present terms offered and would go to Sydney or Halifax to look for employment. If their request for an increase was not acceded to. The stokers on the Cabot Strait and Bay steamers have quit work. The coastal steamer Portia is still hung up, but the S. S. Eagle was supplied by the Reid Company with men and sailed for Sydney last evening.

What Are You Doing for that Eczema?

"Nothing; I've about given up trying to cure it."
"That is not wise. Do as I did and you will probably be cured in a short time. I used Zylex and Zylex Soap with it and my Eczema began to improve at once. A couple of boxes cured. You can get Zylex at your druggists."
Zylex, 50c. a box; Zylex Soap, 25c. a cake. Zylex, London. eod:if

LARGE AUDIENCES SEE "GREAT RUBY."

The Nickel Theatre was crowded at both performances yesterday. The principal film was the great melodrama "The Great Ruby," but the other pictures were also splendid and were watched with the keenest interest by all. "The Great Ruby" is a most sensational story and has been a great success wherever played or exhibited and it is not surprising that it met with favor here. "Mismates" was also an impressive subject. Marguerite Landis played the leading character and was greatly admired. Those who were unable to attend yesterday should be sure and go to-day.