

# PRICES CUT TO THE CORE.

BIGGER, BETTER and MORE POWERFUL

# BARGAINS THAN WERE EVER PRESENTED TO YOU BY ANY STORE HEREBOUTS.

## LADIES' WINTER COATS.

"It is no idle boast to say we are 'top notchers' for value in Ladies' Coats. Present reduced prices brings this magnificent stock down to the reach of the average Coat buyer. Come along and view the styles and make-ups and observe the reduced prices.

### COAT PRICES.

Reg. \$6.00. Reduced to \$5.00	Reg. 13.00. Reduced to 10.50
Reg. \$7.00. Reduced to \$6.50	Reg. 14.00. Reduced to 12.00
Reg. \$8.00. Reduced to \$7.50	Reg. 16.00. Reduced to 13.00
Reg. \$8.50. Reduced to \$7.00	Reg. 20.00. Reduced to 15.00
Reg. \$9.00. Reduced to \$7.50	Reg. 21.00. Reduced to 16.00
Reg. 10.00. Reduced to \$7.70	Reg. 22.00. Reduced to 15.00
Reg. 11.00. Reduced to \$8.50	Reg. 24.00. Reduced to 19.00
Reg. 12.00. Reduced to 10.00	

## BLOUSES!

### Travellers' Samples.

By S. S. Mongolian we have received a case lot of handsome Blouses, the entire stock of samples from a large manufacturing house on the other side. We have marked every one of these to the very lowest possible figure. Come early and view the plums, they will be quickly plucked. Prices to suit each purse.



## LADIES' COSTUMES.

Our stock of these is particularly good, one of the most comprehensive ranges of makes we have ever handled. Tweeds, Cloths and Woolens are here, shaped to suit every kind of a figure; plain and fancy weaves to suit each individual taste.

### COSTUME PRICES.

Reg. \$4.50. Reduced to \$3.50	Reg. \$14.00. Reduced to 10.90
Reg. \$5.70. Reduced to \$4.90	Reg. 16.00. Reduced to 13.90
Reg. \$6.80. Reduced to \$5.90	Reg. 19.00. Reduced to 15.90
Reg. \$8.00. Reduced to \$6.30	Reg. 24.00. Reduced to 17.20
Reg. 11.00. Reduced to \$8.30	

## BLACK VELVET COSTUMES.

One only of each price. These are certainly beautifully finished, rare examples of the dressmakers' art.

Regular \$15.00. Reduced to .....	\$13.50
Regular \$18.00. Reduced to .....	\$16.50
Regular \$20.00. Reduced to .....	\$17.50

# 15 PER CENT. REDUCTION Off WATERPROOFS.

## Ladies', Misses' and Children's.

### LADIES' WATERPROOFS Less 15 per cent. during this Sale.

We can offer you a very big selection to choose from, the leading shades and approved makes are here; British made will stand the test; small, medium and large sizes.

Regular \$3.50, \$4.50, \$5.50, \$7.00, \$8.00, \$9.00, \$10.00.
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LESS 15 PER CENT.

### MISSSES' WATERPROOF SCHOOL CAPES.

These are specially made for school-going children, the better grade having a school bag of the same material as Cape, with shoulder strap attached; 2 shades, Crimson and Navy, gathered hood.

Regular .....	\$2.20
Regular .....	\$3.50

(With School Bag.) LESS 15 PER CENT REDUCTION.

## MISSSES' WATERPROOFS.

### More Victims of the 15 per cent. Reductions.

Navy and Fawn shades are here in best Waterproof Cloths. Regular \$2.80, \$3.00, \$3.50 and \$4.50. On each price 15 PER CENT. DISCOUNT.

## Blankets and Quilts

At Prices Cut to Suit the Times.

### WOOL BLANKETS.

Regular \$2.30. Reduced to .....	\$1.95	Regular \$5.20. Reduced to .....	\$4.65
Regular \$2.70. Reduced to .....	\$2.35	Regular \$6.50. Reduced to .....	\$5.75
Regular \$3.30. Reduced to .....	\$2.85	Regular \$7.00. Reduced to .....	\$6.10
Regular \$3.60. Reduced to .....	\$3.20	Regular \$9.00. Reduced to .....	\$7.80
Regular \$4.50. Reduced to .....	\$3.85		

## Fine Yorkshire WOOL BLANKETS.

The choice of those who require a real good Blanket, finer in make than the usual wool Blanket and without coloured border, high grade finish, beautifully bound.

Reg. \$6.50. Reduced to .....	\$5.70
Reg. \$7.50. Reduced to .....	\$6.50
Reg. \$9.50. Reduced to .....	\$8.25

## Real Eiderdown QUILTS.

A handsome aggregation of Genuine Eider Down Quilts, covered in best quality art Satin, Silk and Satin, pretty floral centres and plain borders, frilled edge, pale shade borders predominate.

Reg. \$ 8.50. Reduced to .....	\$ 7.20
Reg. \$10.00. Reduced to .....	\$ 8.80
Reg. \$12.50. Reduced to .....	\$10.40
Reg. \$14.00. Reduced to .....	\$12.00
Reg. \$20.00. Reduced to .....	\$17.40

## English & American Wadded Quilts.

A nicely assorted stock, every one of these imported this fall, light and dark mixtures, plump and full size, well quilted.

Reg. \$1.40. Reduced to .....	\$1.17
Reg. \$2.00. Reduced to .....	\$1.60
Reg. \$2.70. Reduced to .....	\$2.29
Reg. \$3.00. Reduced to .....	\$2.50
Reg. \$3.50. Reduced to .....	\$2.90
Reg. \$5.00. Reduced to .....	\$4.20

## Ladies' Dresses.

The many winsome styles which you may have already seen. These Dresses were all personally selected by our English and American buyers. London and New York styles are to be seen here vying for supremacy, but who can decide which is the prettier? Below we give you a complete list of materials and prices. Read it through.

Black, Brown, Grey and Navy Serges; Poplin in Saxe, Fawn and Black; Crepe Cloth in Navy, Saxe; others in Bolivienne, Ninon, Crepe de Chine and Silk Dresses, and a pretty lot of Evening Dresses with elaborate trimmings.

### DRESS PRICES.

Regular \$5.00. Reduced to .....	\$4.10	Regular \$12.00. Reduced to .....	\$9.50
Regular \$5.50. Reduced to .....	\$4.50	Regular \$14.00. Reduced to .....	\$11.60
Regular \$6.00. Reduced to .....	\$5.00	Regular \$15.00. Reduced to .....	\$12.00
Regular \$6.50. Reduced to .....	\$5.30	Regular \$16.00. Reduced to .....	\$13.00
Regular \$7.00. Reduced to .....	\$5.90	Regular \$18.00. Reduced to .....	\$14.50
Regular \$8.00. Reduced to .....	\$6.70	Regular \$19.00. Reduced to .....	\$14.50
Regular \$8.50. Reduced to .....	\$7.10	Regular \$20.00. Reduced to .....	\$16.00
Regular \$10.00. Reduced to .....	\$8.20	Regular \$22.00. Reduced to .....	\$17.00
Regular \$11.00. Reduced to .....	\$9.00	Regular \$25.00. Reduced to .....	\$19.00

## A SNAP IN FURS.

### COLLARS, STOLES, and MUFFS

Much Lower than our usual Low Prices.



## Black and Brown Hare Stoiles.

Very Fashionable To-Day.

Regular \$1.80. Reduced to .....	\$1.55
Regular \$2.20. Reduced to .....	\$1.90
Regular \$2.50. Reduced to .....	\$2.15
Regular \$3.60. Reduced to .....	\$3.00
Regular \$4.50. Reduced to .....	\$4.20
Regular \$7.00. Reduced to .....	\$6.30

## SEAL STOILES

Very neat and smart looking.

Regular \$2.50. Reduced to .....	\$1.95
Regular \$3.50. Reduced to .....	\$2.80
Regular \$4.50. Reduced to .....	\$3.80

Muffs to match. Regular \$5.00. Reduced to .....

## FITCH SETS.

Not many of these, they are probably the handsomest furs we are showing. Medium and large pillow Muffs with neat Collar, the two making an enviable set.

Reg. \$23.00 sets. Reduced to .....	\$21.00
Reg. \$23.00 sets. Reduced to .....	\$20.00
Reg. \$51.00 sets. Reduced to .....	\$46.00

## BROWN MARMOT STOILES.

Reg. \$ 3.70 for .....	\$3.00
Reg. \$ 4.00 for .....	\$3.30
Reg. \$ 7.00 for .....	\$6.00
Reg. \$ 8.00 for .....	\$7.20
Reg. \$ 8.50 for .....	\$7.50
Reg. \$10.00 for .....	\$8.50
Reg. \$11.50 for .....	\$9.50

## BROWN MARMOT MUFFS.

Reg. \$ 4.00. Reduced to .....	\$ 3.25
Reg. \$ 7.00. Reduced to .....	\$ 6.00
Reg. \$ 8.50. Reduced to .....	\$ 7.10
Reg. \$ 9.00. Reduced to .....	\$ 7.80
Reg. \$10.50. Reduced to .....	\$ 9.40
Reg. \$12.00. Reduced to .....	\$10.10
Reg. \$15.00. Reduced to .....	\$13.00

## SQUIRREL NECK STOILES.

Reg. \$11.00. Reduced to .....	\$ 8.00
Reg. \$14.00. Reduced to .....	\$11.00
Reg. \$16.00. Reduced to .....	\$14.00
Reg. \$19.00. Reduced to .....	\$16.50
Reg. \$22.00. Reduced to .....	\$18.50

Muffs to match. Reg. \$5.00. Reduced to .....

## May Mean Peace For a Thousand Years.

The BISHOP OF LONDON.

London, Nov. 17.—The Bishop of London, in an interview with a New York Times correspondent to-day asserted that if England should win in the war, it might mean peace for a thousand years. He said he believed England was fighting America's fight as well as her own, and for that reason should get unstinted sympathy from America. The Bishop said:

"I am speaking to you both as a Christian and an Englishman. This is a great day of God, and among the things to be decided is the fate of the British Empire, which also involves the future of America. When I was over there I found we were more than cousins, we are brethren, and England is really fighting America's battle.

"As an Englishman I would rather die than see England a German Province, and as a Christian I would rather die than see the German new God, might is right, and must prevail."

The Bishop said that England had her faults, but that she had tried to carry out the ideas of the New Testament, such as abiding by her treaties and protecting weaker nations. He added:

"Our word is our bond. So enormous is the stake in this war that we must fight on with iron sacrifice. It is a crisis of the world's history. To lose would be to lose all that is worth having in the world. To win may mean peace for a thousand years. We must show fortitude, as when such a defeat as that in the Pacific faces us."

It is the opinion of the Bishop that the only hatred felt in England for Germany was for the spirit of militarism, the "Kaiser spirit," whereas, he pointed out, Germany fiercely hated the English nation. He went on:

"We are a nation of gentlemen, who show chivalry to women and children and have the spirit of forgiveness. We must be above hate. We must fight our battle with majesty, which is with bigness of soul, and when the gospel of 'might is right' is crushed, we may be better friends with the poorer classes of Germans than ever before."

The Bishop was dressed in khaki. He has taken a conspicuous part in the recruiting work, and an appeal he made in two territorial camps resulted in six battalions volunteering for foreign service. For this he received the thanks of the Commander-in-Chief. The Bishop said he was to address a recruiting meeting to-day, and remarked, "I hope to obtain 1,000 recruits."

## Bayonets Win Le Quesnoy.

FRENCH SERGEANT DESCRIBES THE CAPTURE OF AN IMPORTANT POSITION.

Paris, Nov. 15.—The Matin prints a letter from a former contributor, now a Sergeant in Infantry, who gives details of the capture of the important strategic position of Le Quesnoy-en-Santerre, last week. It enables the reader to form a picture of the long drawn-out burrowing war between the two strongly entrenched armies from Arras to Verdun.

"We set out at dawn," says the writer, "my company in the second line, supported by artillery fire. The ground leading to the Quesnoy heights is an open plain, across which we advanced by short rushes under heavy fire. Toward evening we were barely 200 yards from a wood occupied by the Germans, but were unable to advance further owing to the intensity of the cannonade. Without pausing for food or rest, we started trenching ourselves, and by morning reached a point only fifty yards from the wood.

"About 7 o'clock our artillery resumed operations, while reinforcements managed to crawl to our trenches. At 8, the bugles sounded the charge, and, despite the enemy's quick-firers, we rushed the wood, driving out the Germans with the bayonets. Then we easily seized Le Quesnoy Village by a similar rush, and took two cannon and three quick-firers.

"Still we had no rest, and all began immediately to intrench against a possible counter-attack, and with good reason, for toward nightfall the reinforced enemy tried to regain the position. Thanks to our unremitting work in the trenches, they were unable to prevail, and were forced to retire with severe loss."

Stafford's Phoratox Cough and Cold Cure is the best preparation for all kinds of Coughs and Colds. Price 25c. a bottle; post, 5c. extra.—sep19.14

