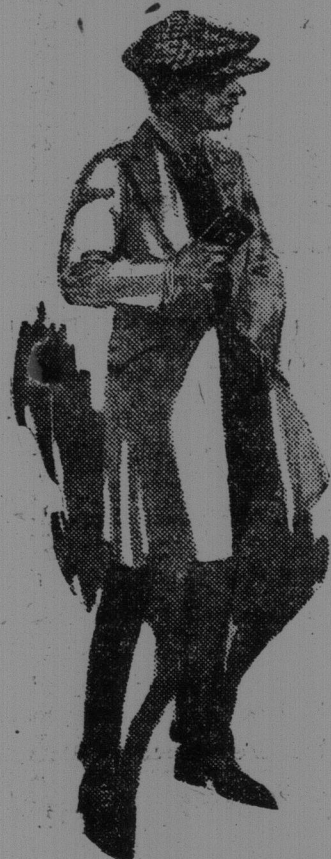


The Low Rent Clothes Shop's Sale of Men's Fall and Winter Suits and Overcoats is Now Going On

Specially prepared values for this sale for the beginning of the season when they are most wanted.



SINGLE AND DOUBLE-BREASTED OVERCOATS—
Form-fitting, semi-form fitting, Chesterfields, Trench Coats, Double-breasted Ulsters with belts all round; made in plain and fancy mixtures, rough and smooth cloths that are tailored in the best possible manner.

These Coats are being sold at \$15.00, \$17.50, \$20.25, \$24.25 and up to \$35.00.

| MEN'S SUITS | |
|------------------------|---------|
| \$22.00 Values at..... | \$17.60 |
| 24.00 Values at..... | 19.20 |
| 25.00 Values at..... | 20.00 |
| 28.00 Values at..... | 22.40 |
| 30.00 Values at..... | 24.00 |

We have carried over hundreds of Overcoats from last year—all made of good wool fabrics—and we are selling them at last year's prices. You save half.

CUSTOM TAILORING

We have secured and will sell and make to order one special lot of All Wool Worsted Suits at \$35.00; also one Special Blue Serge Worsted at \$40.00.

This store is located at 104 King St., one door below Charlotte St., out of the high section. That is why we sell Good Clothes Cheaper.

Henderson's
Clothes Shop - - 104 King Street

SPECIAL SAFETY NOTICE!
Store Fumigated Each Night as Preventative Against Influenza

We Are Still Continuing SPECIAL SALE

And as previously announced, total receipts this week will be invested in Victory Bonds. If you are unable to buy a Bond yourself, help out the general cause by purchasing here and the country will benefit to that extent.

Physicians are saying to take precautions — Dress Warmly, keep clear of colds. We have a splendid stock of Fall Furnishings now on sale. Better drop in this week.



Just Received Boys' Suits

For present wear—Made in popular Norfolk style with pinch-back and belt

| | |
|---|---------|
| Brown Tweed—Sizes 30 to 35..... | \$14.98 |
| Smaller Sizes, only..... | \$11.98 |
| Grey Tweed—Sizes 30 to 35..... | \$12.98 |
| Small Sizes, only..... | \$11.98 |
| Mixed Tweed—Large sizes..... | \$13.98 |
| Small sizes, only..... | \$11.98 |
| Black and Grey Cheviot—Large sizes..... | \$14.98 |
| Black and Grey Cheviot—Small sizes..... | \$12.98 |

RAINCOATS ON SALE
Ladies' Tweed Raincoats—Trench style, good appearance and waterproof; all sizes.
\$12.48, \$14.98, \$15.98
Men's Tweed (Brown) Raincoats..... \$11.48
Men's Trench Style Raincoats, \$12.98, \$14.98
Men's Fawn Raincoats..... \$7.98 to \$13.98
Men's Black Rubber Raincoats, \$5.98 and \$7.98

RUBBERS and UMBRELLAS

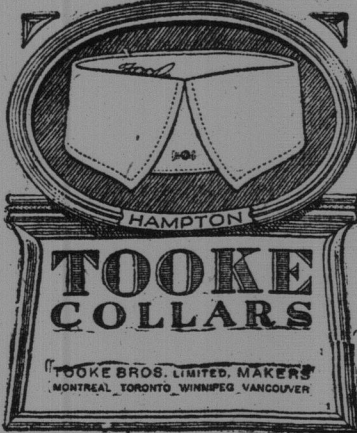


Cold Snap Here Any Day Now—Prepare!
LADIES' BLACK WOLF FURS
Melon Muff..... \$11.98
Pillow Muff..... \$10.98
Neck Pieces..... \$12.48
Only a Few Left—Buy Early

Cotton Batten

Good quality..... 14c. roll

KING SQUARE SALES CO.



PLEDGE THEMSELVES NEVER AGAIN TO USE GERMAN MADE GOODS

New York, Nov. 1.—The New York Architectural League last night adopted the following pledge, which every architect, artist, draftsman and engineer in the country will be asked to sign:—
"I do hereby pledge myself not to use German made material in my office as long as I live, so help me God."
—BUY-VICTORY-BONDS—

Easy for Hoppe.
Boston, Oct. 31.—Willie Hoppe defeated Morris Parker 400 to 87 in an exhibition billiard match tonight for the benefit of the Red Cross. In three matches Hoppe has turned over gross receipts of more than \$1,000 to the Red Cross.
—BUY-VICTORY-BONDS—
Buys Another Schooner.
L. Van Praagh, who is in the city arranging for the purchase of vessels for

SPANISH 'FLU a "Safety First" suggestion for its prevention is to drink every morning a glassful of

"RIGA"

Purgative Water. It cleans out and keeps clean the digestive organs and wards off disease.
Distributors for the Maritime Provinces: R. B. COLWELL, Halifax and NATIONAL DRUG & CHEMICAL CO. OF CANADA LIMITED, St. John and Halifax

the Portuguese government, has secured the 338 ton schooner Mollie and Melba, which was recently launched, and has completed the purchase from J. E. Cassill of Grand Manan.
—BUY-VICTORY-BONDS—

JUMP INTO IT!

"When you're up against a 'Un don't be afraid of 'urting 'im!"

That's the way the English drill sergeants train our men for bayonet fighting.

Put every ounce of weight into your thrust ---jump into it with your whole soul---that's the way to save your own life and the only way to win.

We at home must jump into the Hun IN JUST THAT WAY, and help save the Nation's life and win the Nation's war.

Canada is up against a danger that is real, vivid, menacing. The only way to end it is "BY FORCE TO THE UTMOST."

JUMP INTO IT!

LEND THE WAY THEY FIGHT!

BUY BONDS TO YOUR UTMOST!

New Brunswick Must Raise \$13,000,000

Contributed by

COLWELL FUEL CO., LTD.

— COAL AND KINDLING —

J. Firth Brittain, Manager, Union Street, West St. John