



Big Sale. Be
low for Sat-
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FAIR.

RCH CO., LTD.,
and Springdale Sts.

J. J. St. John.

Before Flour
goes higher put
in your stock.

1500 barrels on hand and to arrive, of best brands.

Pork, Beef, Jowls.
Spare Ribs at \$19.00 bbl., or 10 lbs. for \$1.00.

Molasses—1st runnings.
Tea, Sugar, Kero Oil.

Oats, Bran & Cattle Feeds.
Our ECLIPSE TEA is the best in Newfoundland at 45c. lb.

J. J. St. John,
Duckworth St. and LeMarchant Road.

EUROPEAN
AGENCY

Wholesale Indents promptly executed at lowest cash prices for all British and Continental goods, including Books and Stationery.

Boots, Shoes and Leather.
Chemicals and Druggists' Sundries China, Earthenware and Glassware, Cycles, Motor Cars and Accessories, Drapery, Millinery and Piece Goods, Fancy Goods and Perfumery, Hardware, Machinery and Metals, Jewellery, Plate and Watches, Photographic and Optical Goods, Groceries and Oils, etc., etc.

Commission 2 1/2 p.c. to 6 p.c. Trade Discounts allowed. Special Quotations on Demand. Sample Cases from \$50 upwards. Consignments of Produce Sold on consignment.

WILLIAM WILSON & SONS
(Established 1814).
5, Abchurch Lane, London, E.C. 4.
Telegrams: "WILLIAMSON, LONDON."

DRESSMAKING in all the latest styles. Ladies' Full Gored Coats and Dresses from \$1.00 up; Children's Costumes, Dresses & Coats \$2.50 up; Pinafores, Underwear, all plain sewing from 10c. up. Boys' Clothes. MRS. O'BRIEN, 100-102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000.

BOUGHT SALT CARGO.—The fish schooner A. M. Fox arrived at St. John's yesterday from Cadiz with cargo of salt.

WARD'S LINIMENT CURES DIPHTHERIA.

Linoleum.

Heavy printed Linoleum, 2 yards wide, thoroughly durable quality with richly blended colorings; carpet and block patterns. Regular \$1.40 yard. Friday & Saturday... **1.25**

Silk & Mirror Velvets

Owing to the dye scarcity and the tremendous advance in raw silk, this class of goods is very hard to get, so this is an opportunity that should not be lost. Instant action on your part. Colors: Black, Light, Mid. and Dark Navy, Green, Saxe, Sapphire, Grey, V. Rose, Cerise, Red, Green, Humbolt and Purple. Reg. \$1.00 yd. Friday & Saturday... **80c**

Flanelette.

Plain colors of Pink, Pale Blue, Fawn and White, soft, heavy quality, absolutely pure and free from dressing; values to 20c. yard. Friday & Saturday... **14c**

Lyonnaise Velvets.

150 yards of Lyonnaise Velvets. This special Velvet is one of the most remarkable sales of this season for value. At its regular price it is much below the regular market value; colors: Light and Dark Saxe, Navy and Green. Reg. \$1.75 yard. Friday and Saturday... **1.35**

London Smoke.

Less than 1,000 yards of Grey and Blue London Smoke, fairly heavy make. You should get your share of this as it will be some time before we will be able to offer you goods of this kind at so low a price. Special for Friday & Saturday... **11c**

Corduroy Velvets.

New shades of Grey, Myrtle, Navy, Light Brown, Emerald, Crimson and Black. This goods is 22 inches wide and very popular for Ladies' and Misses' Costumes. Reg. 65c. yd. Friday & Saturday... **57c**

Men's Pyjamas.

With collars attached in full roomy sizes, made from fine soft flannelette in neat striped patterns. Reg. \$3 suit. Fri. & Sat... **2.60**

Are You Prepared for the Cold Weather?

Boys Jersey Suits.

Made from heavy Fleeced Jersey with Cap to match, in sizes to fit boys from 1 to 5 years; this is remarkable value at the price; Colors: Navy, Brown and White. Reg. \$2.00 suit. Friday and Saturday... **1.60**

Sooner or later you will have to prepare for the Fall and Winter. Why not "DO IT NOW?" This is the right time, while the assortments of New Goods are complete and fresh.

People shopping here find it a simple matter to get complete satisfaction, as our stocks are larger and more varied than elsewhere.

Another thing, our constant aim is to offer the best merchandise to be had at the lowest price.

It is therefore to your advantage to buy at this Store. Read our list for FRIDAY and SATURDAY. Every item a Bargain.

Economy Prices on Gent's Furnishings.



MEN'S NEGLIGEE SHIRTS.

Of fine American Striped Cotton, with soft double cuffs and stiff collar bands; all sizes. These are all the newest stripes in the popular open front or coat style. Reg. \$1.50 each. Friday and Saturday... **1.28**

MEN'S HALF HOSE.

Autumn and winter weights in Black and Fawn Heather mixtures; ribbed makes with plain feet; all sizes. Reg. 40 cents pair. Friday and Saturday... **35c**

MEN'S BOOTS.

Wawell brand, Box Calf and Gunmetal Blucher styles with heavy viscolized soles, broad toes, medium heels. Regular \$5.35 pr. Friday and Saturday... **4.90**

MEN'S CAPS.

Light and Dark Tweeds and Worsted, Silk and Satin lined. Newest American shapes; sizes 6 1/2 to 7 1/2. Reg. \$1.50 each. Friday and Saturday... **1.25**

MEN'S TIES.

Of Silk and Satin in pretty spotted and striped patterns; wide flowing ends; also a small quantity of Silk Knitted Ties, 2 inches wide. Regular 40c. each. Friday and Saturday... **35c**

MEN'S STANFIELD'S UNDERWEAR.

Made from pure wool, guaranteed unshrinkable; well finished garments; sizes 34 to 40 pants; 35 to 42 shirts. Reg. \$2.25 garment. Friday and Saturday... **2.00**

MEN'S WALK-OVER BOOTS.

Of good quality platinum Calf and Vic Kid leathers in the popular Blucher style; all sizes, halves included; a dress boot with comfort and service combined. Regular \$5.50 pair. Friday and Saturday... **4.70**

MEN'S GREY FLANNEL SHIRTS.

Excellent workshirts, made with collar attached, yoke, pocket, double-stitched seams, good full size. We cannot duplicate this shirt to-day at price offered here; all sizes. Regular \$1.45 each. Friday and Saturday... **1.25**

Groceries.

ROYAL SCARLET BUCKWHEAT FLOUR Regular 20c. for... **18c**
ROYAL SCARLET PANCAKE FLOUR Regular 20c. for... **18c**
TALCUM POWDER, Regular 25c. tin for... **20c**
LIMA BEANS, 2 lb. tins. Special, per tin... **15c**
LARGE TINS GRAPES, Special, per tin... **18c**
PINT BOTTLES GRAPE JUICE, Special, per bottle... **30c**
TOILET SOAP, box containing 3 cakes for... **25c**



Fashionable Hats For Ladies and Misses.

A large assortment of this season's favored styles in Felts and Felt Velours, attractively trimmed with fancy ribbons and band velvets, in a variety of smart shades, including Nigger, Tan, Mid. Brown, Rose, Green, Black, Cerise, Tango, etc. Values to \$2.50 each. Friday and Saturday... **1.75**

HARDWARE.

EGG BEATERS, Reg. 9c. for... **8c**
ENAMEL TEAPOTS, Reg. 80c. for... **75c**
ENAMEL PIP DISHES, Reg. 35c. for... **31c**
ENAMEL COFFEE POTS, Reg. 80c. for... **78c**
ENAMEL CUPSIDERS, Reg. 55c. for... **50c**
COMBINATION GRATERS, Reg. 13c. for... **11c**
ENAMEL DIPPERS, Reg. 20c. for... **18c**
TIN PATTY PANS, Reg. 14c. for... **12c**
SOAP SAVERS, Reg. 8c. for... **7c**
EGG TIMERS, Reg. 12c. for... **10c**
CAKE TURNERS, Reg. 5c. for... **4c**
POTATO MASHERS, Reg. 8c. for... **7c**
CARPENTERS' HAMMERS, Reg. 75c. for... **70c**
SCREW DRIVERS, 5 inch, Reg. 25c. for... **22c**
SHINGLING HATCHETS, Reg. 50c. for... **45c**
SCRUB BRUSHES, Reg. 17c. for... **15c**
NAIL BRUSHES, only (each) ... **5c**
CLOTHES BRUSHES, Reg. 12c. for... **10c**

The Showroom Dept. Offers Many Saving Items.

LADIES' BLOUSES.

A dainty lot of Flannelette Blouses in pretty new striped and spotted patterns, high and low neck styles; also plain Black Poplin, newest styles; sizes 34 to 42 bust. Reg. \$1.00 each. Friday and Saturday... **80c**

LADIES' SCARVES.

Fine silk knit, finished at ends with silk knotted fringe, 36 inches long; colors: Cream, Rose, Fawn and Black. Reg. 55c. each. Friday and Saturday... **48c**

LADIES' APRONS.

All over style, made from good quality cottons, in neat pin stripes, trimmed about the edges and pocket with plain colors to match. These aprons are neatly shaped and fit perfectly. Regular 80c. each. Friday and Saturday... **65c**

LADIES' COLLARS.

White Muslin Medici with fine lace trimmed edge and pleated backs, embroidered organdie military collars, oriental revers and full frilled fine net collars in white only. Regular 50c. each. Friday and Saturday... **42c**



LADIES' SKIRTS.

Black Cloth and Serge, and Fancy Tweeds, made in the latest 4 and 5 gore styles, with belted and button trimmed backs. Regular \$4.50 each. Friday and Saturday... **3.90**

RIBBONS.

Taffetas, Merves in Plain colors, Black, White, Cream, Pale Blue, Saxe, Navy, Cerise, Brown, Emerald, Hello, Tan, Olive and Myrtle and Corded in Fancy dark stripes, 6 inches wide. Regular values to 40c. yd. Friday and Saturday... **25c**

Dress Goods Offerings.

AMAZON CLOTHS, ETC.

Whipcords in Tuscan, Saxe, Purple, Amethyst and Black; Hopscaps in Majenta and Crimson; Amazon Cloths in V-Rose, Amethyst and Olive; Pine Coatings in Black and Navy; and Habit Cloth in Black. These goods are all good value at their regular prices of \$1.10 yard. Special for Friday and Saturday... **95c**

COSTUME GOODS.

Diagonal Cord in Brown, Saxe and Myrtle; Fancy Bedford Cord in Brown and Black; Fancy Costume Tweeds in Greens, Browns and Tans; Cheviot Serge in Royal Navy and Light Saxe and Black Box Cloth. Splendid wearing fabrics and the variety is large. If you are needing a dress or costume you should see these. Reg. \$1.50 yard. Friday and Saturday... **1.35**



Attractive Smallware Values.

FRAMED PICTURES.

Size 6 1/2 x 13 inches, neat one inch framing of dark oak color, with fancy pebbled mat shaped to show picture in 3 parts. Regular 20c. each. Friday and Saturday... **16c**

DRESSED DOLLS.

English make of Pink, Blue and Green Cottons. This is a chance you should not miss as dolls will be hard to get later. Regular 20c. each. Friday and Saturday... **16c**

FANCY BOXES.

For Hairpins, Needles, Thimbles, etc. Some Volunteer and Boy Scout Hat Shapes; others with fancy aluminum tops. Reg. 25c. each. Friday and Saturday... **20c**

DRESSING COMBS.

The "Hercules" Comb made from hard rubber. This is an extra good quality, the material used in their manufacture being of the very best. Regular 50 cents each. Friday and Saturday... **42c**

CHILDREN'S TEA SETS.

Containing Teapot, 4 Cups and Saucers, Milk Jug and Bowl. This is a fairly large set of antique willow design. Reg. \$1.20 set. Friday and Saturday... **1.00**

JOB BEAUTY PINS.

Assorted qualities, some slightly tarnished, others perfect; in gilt, enamel and Briliants, etc. 3 pins on card. Special for Friday and Saturday... **5c**

PEARL NECKLETS.

Single row of medium and large size pearls, 13 1/2 inches long, fastened at back with strong gilt fastener. Reg. 15c. each. Friday and Saturday... **12c**

FRAMED PICTURES.

Pretty subjects, size 7 1/2 x 17 inches, gilt carved frames, dustproof backs. Regular 35c. each. Friday and Saturday... **30c**

FORCE SOAP.

Acts at once, removes ink, paint, rust stains and sticky substances from the hands and face. Regular 8c. cake. Friday and Saturday... **7c**

BACK COMBS.

Polished shell in plain and fancy makes, large and medium sizes. Reg. 15c. ea. Friday and Saturday... **12c**

ROCKWOOD TOILET SOAP.

Medium size tablets; assorted perfumes. Reg. 5c. cake. Friday and Saturday... **4c**

BOXES OF STATIONERY.

Containing 24 envelopes and 24 sheets of linen finished writing paper of extra good quality. Special for Friday and Saturday, each... **22c**

HAIRPINS.

Heavy and fine make, some invisible, in Brown and Japanese Waved and Holdfast makes, assorted lengths in box. Regular 4 cents. Friday and Saturday... **3c**

ENVELOPES.

White wove, size 3 1/4 x 3 1/4 inches, in packages containing 25. Regular 6c. package. Friday and Saturday... **5c**

Bureau and Stand Bargains.



Made of well seasoned birch, mahogany finished. Bureau has three large drawers, top ornamented with carvings and fitted with plate mirror, size 18 x 24 ins.; washstand has one drawer and large cupboard. Same as cut shown. Regular \$26.50. Friday and Saturday... **22.64**

Woolen Coatings.

56 inch Covert Cloth in Navy, Saxe, Brown, Tan and Red; 56 inch Nap Cloth in Brown, Navy, Saxe and Soudan Cloths in Royal, Navy, Myrtle, Brown and Grey. Splendid wearing fabrics for Ladies' and Misses' Coats and Costumes. Regular \$3.00 yard. Friday and Saturday... **2.50**

Vigorous Price Cutting on Household and Staple Goods.

BEAUTIFUL CUSHION COVERS.

Cream Madras Muslin, White Lawn and Fawn Linen, embroidered with colored silk in pretty new designs; size 20 x 20 inches. Regular 50c. each. Friday and Saturday... **40c**

TABLE CLOTHS.

Wide Battenburg borders, linen openwork centres. This is a favorite cloth and marked at a price that will repay you buying for future use; size 30 x 30. Reg. 55c. each. Friday and Saturday... **45c**

TAPESTRIES.

In beautiful new patterns, neat floral effects. The colors are Greens and Reds, fairly heavy make and will give splendid wear; 46 inches wide. Reg. \$1.75 yard. Friday and Saturday... **1.50**

TABLE CENTRES.

Coarse and fine Repp in fawn with scalloped edge; oval shapes, 14 x 19 and 12 x 17 inches. The centres are beautifully embroidered with silk in contrasting colors. Regular values 90c. and \$1.00 each. Friday and Saturday... **85c**

TOILET COVERS.

Made from good heavy Marcelline, fine looped borders; size 24 x 24 inches. Reg. 70c. each. Friday and Saturday... **57c**

CRETONNES.

In plain Cream, Fawn and Red with colored floral borders; also, Cream, Fawn and Paris Casement Cloth, fancy striped and floral borders, 42 inches wide. Reg. 55c. yard. Friday and Saturday... **30c**

TABLE CENTRES.

Wide Battenburg borders in new, neat designs with linen hand worked centres, size 15 x 23 inches. Regular 35c. each. Friday and Saturday... **29c**

SIDEBORD CLOTHS.

Homesteaded and embroidered cotton, size 14 x 66 inches and lace and insertion trimmed; size 14 1/2 inches; all new popular designs. Regular 55c. each. Friday and Saturday... **45c**

DOOR MATS.

Cocoanut fibre centres, Red and Black or Green and Black wool borders; size 12 x 27 inches. This mat is of excellent quality, and will give good satisfaction. Regular \$1.20 each. Friday and Saturday... **1.05**

DOOR MATS.

Fringed at both ends, beautiful block and flowered patterns, made from cotton and jute. Splendid appearance will give you good satisfaction. Reg. 70c. each. Friday and Saturday... **63c**

Ladies' Underwear.