

NOW FOR THE EVENT OF THE YEAR! Thousands and Thousands of Dollars Worth of New Fall Merchandise at Banner Savings!!

FALL APPAREL SALE SUPREME

Proving that Prices on all Fall Merchandise Have Come Down—FAR DOWN!

No matter what you need in Fall Apparel, now is the time to buy; the savings are tremendous--the assortments at their best. We make the firm and positive statement that the prices are the lowest ever known for quality merchandise.

COMPARE! "YOU BE THE JUDGE!"

GREAT SALE OF LADIES' FINE COATS

Gigantic purchase of Hundreds of fine FALL and WINTER COATS paved the way for this, one of the most Stupendous Sale Events we have ever offered so early in the season.

EXCLUSIVELY STYLED COATS—Models from foremost American Designers. Such luxurious Fabrics! Such distinctive styles! Such gorgeous linings! The majority have fur cuffs and fur collars and some have fur borders or band trimmings.

MATERIALS:

PANVELAINE,
VELDYNE,
BOLIVIA

FINE VELOUR,
NORMANDY,
GERONA

LUSTROSA,
MARVELLA,
HERRING BONE

TWEEDS,
FUR SEAL,
SEALETTE

Fur Linings:

BEAVER, FOX, CARACUL,
RACCOON, AUSTRALIAN,
OPOSSUM

PRICE RANGE: \$8.98, up to 16.98, 18.98, 27.00, 29.00, up to 35.00, others a little higher priced.

Buy your Winter Coat now and the season's Plain styles are authentic and Coats as good as these cannot possibly be had later at so small a price. To duplicate them you will necessarily have to pay much more.

Hundreds of New Fall Suits, Dresses, Sweaters and Novelty Sweater Wear, Skirts, Furs, Furchokers, Blouses, Hats, etc.

Representing Best Possible Values—Combined with assortments that provide for every requirement of good taste, suitability and Serviceability—COME!

FOR MEN

LARGE NEW SHIPMENTS OF MEN'S SUITS, FALL TOP COATS and OVERCOATS—Just opened and to be included in this Sale at Prices which are but another illustration that the cost of quality merchandise has come down—far down.

FOR BOYS

NEW ARRIVALS IN BOYS' OVERCOATS and SUITS—Just imagine a Boy's Suit or an Overcoat to be purchased for as low as \$8.98

To be included in this Sale at prices which are but another illustration that the cost of quality merchandise has come down—far down.

LONDON, NEW YORK AND PARIS ASSOC. OF FASHION

The Customer's Dollar.

The finding of the Board of Inquiry into the United States Congress, which has been investigating prices, costs and profits, will be of interest to the Canadian men's wear trade. As it is very fully into details of the apparel trade between the years 1915 and 1921. One thing that report does is to disprove the charge of profiteering that have so recently been levelled against the

apparel trades. It shows that in 1913 the average of net profits in the retail clothing business in the United States was 3.6% while in 1921 the average was but 1.9% net, and it also shows that from 1915 to 1921 the proportion of the customer's dollar that the retailer retained as his profit kept constantly growing less, with the exception of the year 1919, when it was slightly more than it had been the previous year.

Another interesting detail disclosed by this Commission's inquiries is the proportion of the customer's dollar absorbed by the cost of stock and the cost of the retailer's operating expenses and it showed that where these were increased they were increased at the expense of the retailer's profit.

It is apparent that the admittedly high profits figured in dollars and cents that retailers made during the first years were large only when considered as dollars and cents and not when considered in relation to the cash turnover. This has brought about a condition where, with a steadily decreased cash turnover, the retailer's profit in dollars and cents is usually small or practically non-existent.

ECZEMA You are sure to get relief from this skin disease by using the famous "Eczema Ointment" which is the only one that cures it. It is the only one that cures it. It is the only one that cures it.

To cook squash with tomatoes (a delicious combination) remove tops and scoop out some large tomatoes, and fill with mashed squash, thickened with bread crumbs and highly seasoned. Sprinkle with nut-meal; add butter and bake.

MINARD'S LINIMENT FOR COLDS, BRONCHITIS, MEASLES, ETC.

British Journalism's Grand Old Man.

Great Britain is the land of wonderful old men. Surely there is no other country in which so many men of great age are carrying on responsible duties with their faculties undimmed? Here, for instance—and it is only one instance among many—is Sir John Le Sage, the managing editor of the "Daily Telegraph," celebrating his 85th birthday this week. And he would have celebrated it in the usual way by a hard day's work at his office had it not been for an inopportune cold which sent him to bed for a couple of days! There are no signs of great age about his vigorous, rather military, figure so familiar in Fleet Street even to-day, and yet Sir John Le Sage has had enough incidents and adventures to cram into his 25 years of life to suffice for half a dozen lifetimes. For the paper he now controls as managing editor he served as special correspondent in France, Germany, Russia, Italy, Egypt, the United States, and Canada, and with the German Army in 1912. His memories of newspaper

life go back to the old days—how remote they seem—when a reporter went out into the English countryside in a gig and the news itself had to be sent to the office by train. News of a happening a little way out of London often took a couple of days to reach the Press! "It was I," said Sir John Le Sage to a "Daily Mail"

reporter who called upon him on his birthday, "who gave Lord Northcliffe his first London morning newspaper engagement."

Beyond a Double.

The teacher in a country school tried to make the lessons as interesting as possible. "Now, children," she said, "let me see what you remember about the animal kingdom. You have named all the domestic animals but one. What is that?" There was no reply. "What!" exclaimed the teacher. "Does no one know? It has bristly hair, likes the dirt, and is fond of grovelling in the mud." "A small boy at the end of the class raised his hand.

"Well, Alan?" said the teacher. "Please, 'man,'" said the little boy reflectively, "if I must be so."

The Better Title.

Don't think that a title-writer (for the films) is going to stop at anything when it means satisfaction concerning a title. He will purloin words from a tourist time-table. Poets come in handy for descriptions of sunrises and sunsets. Just as authors and

journalists feel that they must avoid certain words that have become hackneyed, so certain words and sentences have to be shunned in titling a moving-picture production. The imaginative and experienced title-writer will write when he sees certain combinations used to denote a passing of time, as, for instance:—

"Three years later—"
"And the next morning—"
"And that night!"
The most useful of words which is banned as far as possible is dear old "meanwhile." You can always tell what the villain has been doing while the hero has been on his honeymoon by resorting to "Meanwhile—" and then show the villain using his eyes and plotting. It requires great resistance to escape one "meanwhile" in a production. It is not only a useful word, but it has the recommendation of being one word which conveys a good deal.—Mordaunt Hall in the Evening Standard.

When you go troutling, don't forget to take a bottle of STAFFORD'S MOSQUITO OIL, 20c. Bottle; Postage 2 cents extra.

