

JOHN'S PUBLIC AS THIS GREAT FALL & WINTER SALE SWEEPS the CITY

FALL & WINTER SALE

A Sale that has stirred the City to its Very Depths!
Men are talking about it on the streets!
Women are talking about it in their homes!

VALUES AND STYLES THAT DEFY COMPARISON IN THIS FALL AND WINTER SALE. COME! PROVE THE TRUTH OF OUR STATEMENTS.
NOTE THIS FACT!—WE HAVE STAGED SPECTACULAR SALES BEFORE—BUT THIS SALE IS THE CROWNING EVENT OF ALL PAST ACHIEVEMENTS.
PLEASE NOTICE!—WE CANNOT FILL MAIL ORDERS, PHONE ORDERS or C.O.D. ORDERS ON ANY FALL AND WINTER SALE MERCHANDISE. WE RESERVE THE RIGHT TO LIMIT THE QUANTITIES PURCHASED BY ANY ONE CUSTOMER.

Wholesale & Less than Wholesale--Costs Prevail

Spread the news of our Fall and Winter Values among your friends. There is no rivalling the economy wonders in our apparel departments.

PARIS ASSOCIATION OF FASHION

SIDE TALKS.

By Ruth Cameron.

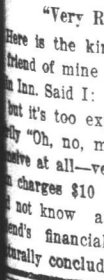
HOW TO PUT UP A FRONT.



Would you like to know a way that doesn't cost a cent in which you can impress people (some people) with your financial position? So many ways, a deep impression.

position to regard \$10 a day up as very reasonable. As it happens, I know better. That's what I mean by some people. You mustn't cry this out on people that know you too well. That's part of the technique. Only people without imagination do that. It she had said the same thing to someone who knew less about her finances it would undoubtedly have made a deep impression.

"That Old Rag, My Dear."



Referring to any dress your friends chance to admire as "that old rag, my dear" I bought it last spring. It ought to be in the rag bag" is a familiar method of putting up a big front inexpensively.

A woman whom I know only slightly had on a dress that I admired. "I think it's rather nice myself," she said. "I got it at 35—just a cheap little dress, of course. I only paid \$60 for it but rather good lines, I think."

Do you call a \$60 dress a cheap little dress? No, I thought not. Neither do I. But that woman, being someone I know very casually, had me baffled. I rather think she was putting up a front, but I am not quite sure.

Which shows how easy it is to do. But Look Out! But anyone who doesn't like the

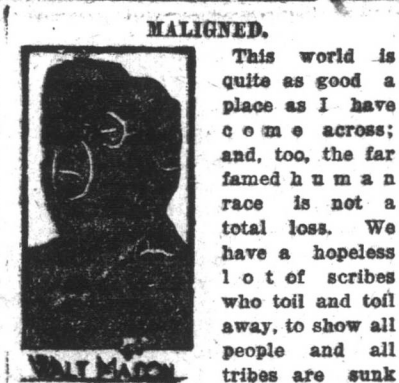
idea of being ridiculous should be very careful not to over do it. I believe I wrote about the girl who apologized for a \$5,000 limousine as "this old car," and when asked how old explained: "Almost a year and these cheap cars don't stand up that long." That was too strong a dose for anyone to swallow, and naturally made a good story to go the rounds.

The Notorious Charles Peace.

The annals of crime do not record the exploits of a criminal more remarkable or audacious than Charles Peace. He was a strange problem of human nature. Bold to desperation, and yet at times even craven, he was a man of exceptional intelligence, and yet a criminal from choice rather than through stress of circumstances. Two murders, at least, had sealed his infamy before a burglary led to his arrest in the small hours of the morning of November 10, 1878, and that not until he had attempted a further murder. It was due to the gallant persistence of P.C. John Robinson, of Blackheath, that the capture of Charles Peace was made, with the startling revelations that ensued. The constable, about two o'clock in the morning, saw a light in the back drawing room of a house in the avenue leading from St. John's Park to Blackheath. Suspecting mischief, he summoned other constables, and the house was surrounded. The alarm was raised, and a man emerged and made for the garden. Robinson followed him. "Get back, or I'll kill you!" shouted the fugitive, who subsequently turned out to be Peace; but the plucky constable still followed, and Peace fired three shots from a revolver. They passed harmlessly by, however, and the constable rushed at Peace, who with the words, "I'll settle you this time!" fired again, wounding the constable in the elbow. Robinson, nothing daunted, closed with his would-be murderer, and a desperate struggle took place on the ground, during which the constable managed to lay hold of the revolver, and with it struck Peace several times on the head. The other constables had by now reached the spot, and secured the burglar. When tried in December, a startling record of

crime was revealed against Peace, proving that he was a most accomplished housebreaker, and that his immunity from arrest was due to his extraordinary skill in disguising himself. During the trial Peace assumed a very abject manner, and on hearing the jury's verdict broke down completely. He made a pathetic appeal to the judge, Mr. Justice Hawkins (afterwards Lord Brampton), but he was unaffected by it, and passed a sentence of penal servitude for life. Then stories of still darker crimes were whispered about, and on January 21, 1877, Peace was removed from Pentonville to Sheffield, where he was charged with the murder—three years previously—of a civil engineer named Dyson. While on his way, in the custody of two warders, he made a sudden bound and jumped through the carriage window of the train. One of the warders, however, managed to catch him by the foot, and for a time Peace dangled head downward, with the train going at between 40 and 50 miles an hour. Struggling desperately, Peace managed to wriggle his foot out of the boot, and fell. The train was stopped, and on going back, Peace was found insensible on the line. He was tried at Leeds, sentenced to death, and executed, after confessing to another murder for which an innocent man was undergoing penal servitude for life.

Use STAFFORD'S Phosphate Cough Cure for coughs and colds. It will cure.—oct31.12



MALIGNED.

This world is quite as good a place as I have come across; and, too, the far famed human race is not a total loss. We have a hopeless lot of scribbles who toll and toll away, to show all people and all tribes are sunk in slow decay. We have no true respect for Art, our view's sordid thing; we'd rather drive a spangled cart than hear a tenor sing. Our souls are sunk in real estate, in fox and other trots; instead of striving to be great, we deal in vacant lots. Our homes all lack artistic charm, and one is like the rest; we all have clocks that ring alarm, and bottles in a chest; we all have bathtubs in the hall, our doorbell whines and clangs, and on the eastern parlor wall "A Yard of Roses" hangs. And thus we lead our sordid lives in our atrocious homes, and go to lectures with our wives, or read cheap lowbrow poems. I scarcely know why this is wrong, or why we are to blame, but highbrow authors, going strong, insist that it's a shame. We're seeking of the commonplace, we're gross as we can be; and yet the bum old human race is good enough for me.

For Gentlemen of good taste. Cub Cigarettes.—sept23.12

Just Folks.

By EDGAR A. GUEST.

HERE WE ARE, THE THROG OF US.

Here we are, the throng of us. The clever, strong and wise of us; The toiler at his bench by day, The banker with his gold, The dreamer gazing at the skies, The painter and the poet and The warrior brave and bold.

Here we are, the crowd of us. The humble and the proud of us. Together for a space of years Upon this good old earth; Champions on the ship of Time, All sailing to a brighter clime, And all of us arriving through The gateway known as birth.

Here we are, the great of us. The twisted and the straight of us. The weak, the frail, the muscled arm, The timid and the brave, And each of us with work to do Before the span of life is through. And each of us to come at last Unto the silent grave.

Oh, call it life, or what you will, And choose whatever spot you will, We stand or fall together. By whatever road we take, We share alike the joy and pain, The bitter loss, the golden gain, For what the world is yet to be The multitude must make.

We're born alike, we die alike, For happiness we try alike, If life shall team with hate and sin The blow shall crush us all. The rich, the poor, the great, the low Must live up to the best they know, For should disaster strike the world Together we shall fall.

Fashions and Fads.

Separate skirts are plain as to cut, but are made of striking materials. Checks and waffle plaids are used with good effect.

A suit of blue velours de laine has a silver embroidered motif at one side through which a belt passes to tie on the other side.

Creamy white woolen lace makes the lower part of the sleeves of a black velvet dress. They are held in with tight velvet cuffs.

To show that squirrel is becoming very popular, a handsome straight-line bolivia wrap has big, square sleeves of the fur.

Fur is used lavishly on street costumes; beaver, American broadtail, astrakhan, moleskin, gray monkey and caracul are the most popular.

Some suits which have attracted attention tend to narrowness at the hem. The top is wider, having much

the same effect as the pug top type. A charming coat of black bolivia is colored with gray squirrel and has the new straight back, stitched pleats at the side and flare below the belt.

The fuller skirt effect is obtained often by draping sheer material cut circular and bound on the edge over a contrasting material of different texture.

For motoring, mannish sports coats of the double-faced woolen materials are worn. One side is plaid, while the other is plain, the plaid being used to trim the other in cuffs, pocket flaps and collar.

Many imitation furs appear on winter costumes, and most interesting is a flat, soft-furred silk embroidered which covers the whole surface of the cloth and which is an imitation of broadtail.

A child's charming school frock is made of tan rep, embroidered daintily in brown worsted, and trimmed with covered buttons and a crocheted belt.

Preliminary Announcement!

On Saturday, November 11th, the Kodak Store commences an absolutely unique sale of everything photographic.

Watch for full particulars and price list to be published in Saturday's papers, and be prepared to grasp this great opportunity of buying exclusive and ordinarily prohibitive Christmas gifts at very pleasing prices.

TOOTON'S,

The Kodak Store, : Water Street

'Phone 131

A Charming Woman is Healthy

Good looks mean good Health. Health gives the only true and lasting beauty to the complexion. Perfect digestion and assimilation of food are necessary to ensure perfect health. For relieving ailments of the digestive powers—such as biliousness, constipation, sick headaches, flatulence—Beecham's Pills have proven their worth to countless thousands of women for many years past. They are convenient, gentle in action and positive in their excellent results.

Beecham's Pills 25c—40 pills 50c—90 pills

"My Heart Would Palpitate, I Had Weak Spells"

Mrs. L. Whiting, 202 King St. West, Brockville, Ont.

"I took very sick with my nerves and stomach, and seemed to be all run down. At times my heart would flutter and palpitate so and I would take such weak spells it was the pit of my stomach that I sometimes thought I would never get better. I had almost given up hope when a friend advised the use of Dr. Chase's Nerve Food. I did not stop until I had taken twenty-five boxes. It has done wonders for me and I want to recommend it to everyone."



DR. CHASE'S NERVE FOOD
At all Dealers.
GERALD S. DOYLE, DISTRIBUTOR.