

Do You Realize the Necessity

To-day of Confining Your Dealings Where Values are Best?

SERGE TABLE COVERS.
A small lot showing Crimson and Green shades; all plain with heavy knotted fringe edge; value for \$2.40. Friday, Saturday and Monday 1.98

Our Weekly Sales Unquestionably Suggest that Heaping Returns are Assured Purchasers Here.

BOYS' BRACES.
Assorted makes picked from a large selection of serviceable braces for hard wear good broad elastic webs and leather fastenings. Reg. 15c Friday, Saturday & Monday 13c

Friday, Saturday & Monday



A Crowded Store is the Best Indication.
WE are now busy tumbling out cases of **Christmas Goods** Getting ready for Record CHRISTMAS Sales. Careful selections have amassed for us a stock of surpassing elegance, refinement and value.



Friday, Saturday & Monday

Scotch Lambswool Underwear. Garments here worth from \$2.50 to \$3.00 each, and being bought before the big advance in the price of wools, they represent more value to-day; mostly Drawers, but we have a few Singlets in extra large size. Drawers to correspond. This is positively one of the best offers in All Wool Underwear yet. Special, per gar., \$1.98 Friday, Sat. & Mon. 8c

JOB LINE Americ'n Gingham. Gingham like these are always useful, and being bought before the rise, they offer much better value than you can buy to-day. Hundreds of yards, pretty checks and stripes. Values to 12c. Friday, Saturday & Monday 8c

James Baird

Boys' Russian Blouse Suits. For small boys, handsomely made of good Wool Serge, double sailor collar, broad belt with large nickel buckle; they're dressy and sure to give good wear; assorted sizes. Reg. to \$6.20. Friday, Saturday and Monday \$5.65

GAS PLATES For Quick Cooking. A handy little contrivance, indispensable to gas users. Not a regular line with us, we just happened on a small stock which we secured cheaply, each fitted with 5 feet of braided-covered rubber tubing for attaching to gas bracket; a perforated dome distributes the flame, with solid supports for kettle or pan. Special, Friday, Saturday & Monday, each complete 36c

WOMEN'S HOSIERY. Fast Black Wool Cashmere Hosiery in plain and assorted ribs, finely woven hosiery, for present needs; values to 60c. per pair. Friday, Saturday and Monday 50c

MEN'S HALF HOSE. An assortment showing black cashmere and wool, others in grey and pretty leather mixtures; these were brought under favourable circumstances and offer you the best values obtainable to-day. Regular 49 cts. Friday, Saturday and Monday 35c

SUITABLE GIFTS Recommended by the War Office FOR OUR BOYS AT THE FRONT.

HOUSEWIVES. He is not well equipped without one of these handy little kits each containing 2 reels of cotton, 2 slips of linen thread, pants buttons, underwear buttons, assorted needles, darning and pins, steel thimble, the lot enclosed in Black Leatherette Case, rolls up snugly and secured with elastic band. Special, Friday, Saturday and Monday, each 36c

A WELCOME GIFT. A dozen Khaki Handkerchiefs and leather Tobacco Pouch, both enclosed in pretty box with large photo on cover of distinguished leaders in Army and Navy. Reg. \$1.10. Friday, Saturday and Monday 98c

CIGARETTE LIGHTERS. A new idea, sure to please as a gift, can be conveniently carried in breast pocket. Special, Friday, Saturday and Monday 30c

HOME KNIT SOCKS. He would be delighted with a pair of these, double thread, made especially for us; black and white mixture. Special, Friday, Saturday and Monday 50c

Home Needs. TABLE NAPKINS. 10 dozen of fine English Damask Table Napkins, size 20 x 20; hemmed ready for use; a special lot that will vanish at our Special Price. Friday, Saturday and Monday 20c

KITCHEN CLOTHS. Made from fine Linen Craash with Crimson striped border each; size 21 x 28; warranted for wear. Reg. 22c. Friday, Saturday and Monday 18c

WILLOW CASES. Handsome art embroidered Pillow Cases, some with "Faded Edges," others showing wide frill; assorted designs and colorings; value for 40c. Friday, Saturday and Monday 29c

IRISH LINEN TABLE DAMASK. 54 inches wide, the old fashioned linen pattern; you can't buy better tabling than this for constant wear; only 2 pieces for this sale. Friday, Saturday and Monday, per yard 56c

WHITE SHEETS. New arrivals in high grade Bed Sheets, best quality sheeting used in the making; nice twill finish and hem-stitched ends; size 2 x 2 1/2. Friday, Saturday, \$2.95 and Monday 2.30

COLOURED QUILTS. These come in an extra large size and in a mixed shade showing Crimson with White designs and Blue with White Grecian quality, will give most satisfying wear. Note the size, 75 x 100 inch. Reg. \$2.20. Friday, Saturday & Monday 1.92

92 INCH WHITE SHEETING. 220 yards of pure White Twilled Sheeting from reliable English makers of best family sheetings; an extra good width being 92 inches; good value to-day at 60c. Friday, Saturday & Monday 52c

BEDROOM SLIPPERS For Children and Misses. Mostly red felt with good thick inner sole of lambswool, chamois leather sole; the most comfortable slipper you can wear about the house; sizes from 6 in children's up to 9 in Misses; all one price. Friday, Saturday & Monday 74c

WRAPPER FLANNEL. This material is particularly desirable for present use, in making bath robes, dressing robes and kimono, in fact you would not grudge children's wear also; plain shades of Sky Blue, Pink and Cream. Reg. 30c. per yard. Friday, Saturday & Monday 27c

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BOYS' TWEED PANTS. 72 pairs of Boys' English Tweed Pants, to fit from 3 to 9 years; mostly Navy and Dark Tweeds; regulation shape, finished. Values to 90c. Friday, Saturday and Monday 79c

BOYS' SWEATER COATS. Nice snug-fitting little Knitted Coats for the small boys, in Cardinal and Navy shades. V-neck neck; nice for wearing under their jacket when outdoors. Reg. 35c. Friday, Saturday and Monday 28c

CHILD'S WOOL GAITERS. Knee length in Cardinal, Saxe and White knitted wool, comforts like these they must have when out of doors now; assorted sizes. Reg. 35c. Friday, Saturday & Monday 27c

SUIT CASES. These are much admired, having the appearance and finish of much higher priced suit cases, double strapings, dependable stitchings, secure lock and spring clasps; in fact you would not grudge paying \$4.00 for one. Friday, Saturday & Monday 3.50

WOMEN'S "JULIETS". Solid comfort; they come in nice warm felt in shades of Black, Red and Wine, fur tops, leather sole and heel; sizes 3 to 7; a pleasure to own a pair. Reg. \$1.50. Friday, Saturday and Monday 1.35

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COTTON BATTING. In plump 1 lb. rolls, really the finest filling you can get for Cushions, etc.; perfectly clean and free from imperfections. Special, Friday, Saturday and Monday, per roll 22c

BRACE SPECIAL. 29 cents. A variety of makes, in fact values to be found here up to 40c. Good heavy makes for winter wear, and others in the inner make; some with leather stings, others white cord. Reg. up to 40c. Friday, Saturday & Monday 29c

MITCHELL "SLIDE EASY" TIE FOR MEN. Offers the very best value always. You get the best styles, the leading shades, full lengths and satisfactory wear. What more can be desired? Popular pricing concludes the argument. This special high grade lot Friday, Saturday & Monday 38c

Mostly Smallwares: Beauty Pins, 10 on card, for 5c. Collar Studs, per doz. 5c. Celluloid Buttons for baby, 15c. Cliff Links and Tie Pin for 9c. Nursing Bottles, each 4c. Transparent Nipples for above 5c. Absorbent White Cotton, 2 oz. rolls 6c. Absorbent White Cotton, 4 oz. rolls 12c. Envelopes, assorted, 50 for 6c. Writing Pads from 5c. up. Patriotic Paper, with flags printed, per package 5c. Patriotic Envelopes, with flags printed, per package 5c. Teddy Bears and Animals 15c. Unbreakable Dolls 10c. Unbreakable Dolls, larger 34c. Pencil Cases, each 5c.

BOYS' WOOL SUITS. 18 only. Wouldn't one make a nice Christmas gift for that favorite boy of yours? They're very comfortable looking; Cap to match each Suit; shades of Grey and Navy, all wool. Reg. \$2.60. Friday, Saturday & Monday \$2.35

BOYS' CORDUROY CAPS. Suitable for Fall wear, pretty shape, soft crushable crown and pretty turned up rim; shades of Navy, Grey and Cardinal. Reg. 25c. Friday, Saturday & Monday 22c

"D. & A." CORSETS. Perfect fitting Corsets in low, medium and high busts, to-day's latest models, sure figure improvers. Close attention to the smallest detail in making has given these Corsets the preference by fashionable shoppers; made from finest white coutil, gore at sides, 4 and 6 suspenders, 7 different styles to select from. Reg. up to \$2.00. Friday, Saturday and Monday \$1.72

HAIR BARRETTES. Amazing values and such pretty "get-ups", too, small, medium and large makes, plain and brilliant mountings. Reg. 15c. Friday, Saturday and Monday 12c

High Grade Scarves. Very fashionable, long lengths with silk fringed ends, made of finely knitted silk, becoming shades in Saxe, Rose, Emerald, Navy, Tango, Royal, Brown, Grey, White, etc.; others showing patriotic stripes. Reg. \$2.20. Friday, Saturday and Monday 1.98

Pinafiores. So attractively made of fine White Lawn, that you simply can't resist the temptation to invest trimmings of dainty Swiss Embroidery and insertion and lace edging at neck; usually sold at 50c. each. Friday, Saturday and Monday 42c

Men's Fur Caps. 10 only, not many 'tis true, but they are good value for \$3.00 each; all Black in Coney Fur, serviceable for all winter wear; a shape you'll like. Special, Friday, Saturday and Monday 2.30

Ladies' Boudoir Caps. Rather dainty makes in colored Silks; lots of pretty shades, artistically trimmed with fine lace and ribbons, net edgings. Reg. 40c. value. Friday, Saturday and Monday 32c

Children's Wool Overalls. 2 makes in this lot, one with overall covering the entire boot, the other just fits over instep with strap underneath, string at waist; all White Wool. Reg. 70c. Friday, Saturday and Monday 62c

Hat Pins. Handsome Hat Pins, strongly finished, silver mountings and pretty coloured settings; values for 40c. each. Friday, Saturday and Monday, special 25c

Corset Covers. Snug-fitting and warm, very suitable for present wear in fact all winter wear; they come in fine Jersey knit, high neck, long or 3/4 sleeve, buttoned in front; sizes from 34 to 44 inch. Reg. 40 cents. Friday, Saturday and Monday 34c

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UP AGAINST THE TURKS.

Sir Charles Monro, the New Dardanelles Commander.

But for the war the new Commander-in-Chief in the Dardanelles, General Sir Charles C. Monro, might have lived and died plain Major-General Monro, unknown to the man in the street and known only in the army as a very efficient instructor and commandant at Hythe School of Musketry.

When the war broke out he had been five years a Major-General. The day after war was declared he was appointed a divisional commander, and in a short time was out in France trying to stem the amazing rush of the German troops towards Paris.

Mentioned in Despatches.

What he did is only known in all its fullness to Sir John French. Planning, organizing, fighting, Monro never rested day or night during those dreadful days of last year when hope seemed lost. He was one of the men who, on September 6th, began to stem the German torrent, fought in the battle of the Aine—and saved Europe.

For that he was mentioned in Sir John French's dispatches of the battle of the Aine, promoted to lieutenant-general, and then to full general, and in February of this year made a K. C. B. "for services rendered in connection with operations in the field," as the bald official announcement states it.

One of the causes which have enabled the Germans to fight so well, and the Turks to hold on to the Dardanelles, is the huge supply of machine guns which they possess.

Sir Charles Monro is one of the chief machine-gun experts in the British Army. For six years he was at the Hythe School of Musketry as Chief Instructor and Commandant. The Hythe School is the chief school for the training of officers and non-commissioned officers in the handling of machine guns.

Urged for Supply of Machine Guns.

Sir Charles's knowledge of what has easily proved the most useful weapon in the present war has proved of the greatest value. He was one of the first, indeed, to predict the enormous extent to which they would be used and to urge for an overwhelming supply of them.

General Monro, who was born in 1860 and entered the Army when nineteen, served in the fighting on the North-Western Frontier of India in 1879-80, took part in the Tirah Expeditionary Force, and served in the Boer War where he was mentioned in despatches.

He is one of the men who has gained a greater reputation in the Army than out of it—for he hates advertising himself. That's why so many people asked who he was when he was appointed. But the Army knows that it has got a fine leader, a man who doesn't talk but does things. And the Army's opinion is the thing that counts nowadays.

MAGAZINES.



The magazines have known a slump; they're gravitating to the dump. Ten years ago their lives were gay, and they controlled the right of way. Their advertising made them thick, and heavy as a paving brick. Their circulation boomed along, and life was just one grand sweet song. Of course the publishers were sure their bed of roses would endure, but in this world, wherein we endure, but in this world, wherein we stay, conditions come and pass away. The moving pictures made a hit, and folks who used to read and knit beside the fire, on winter nights, now drift downtown to see the sights. The auto came and seemed to be a family necessity. And people tired to distant scenes, who used to read the magazines. Life's business now is just to roam; no one has any use for home; our thoughts are all on "record speed," and so we haven't time to read. And so it is the magazines sell slower than old cans of beans. Where once the newsman plied them high, to lure the eager public eye, he now lays in but three or four, and seldom has to order more. It's sad to see the magazines immersed in clammy soup tureens!

Everyday Etiquette.

"Knowing a young man quite well and being escorted home from a party by him, it is proper to kiss him good-night," inquired Gladys.

"Unless you are engaged do not allow your escort to kiss you good night. Shake hands and do not linger more than a few seconds at the door," replied her aunt.