



FRIDAY BARGAINS



THERE IS A REASON WHY!
 THE CROWDS thronging to our counters every week, the enthusiasm manifested by the Shoppers who attend our FRIDAY SALES, our competent staff of Salespeople that ensure such good and prompt attention, are additional proofs to our claims, that this Store is never undersold, that we carry stocks to satisfy the most exacting demands, and this at reasonable prices, that the service given is unexcelled, and above all we consider the Interest of our Customers first.

PRICES OUT OF THE ORDINARY.

- TOILET SOAP—150 boxes of Velvet Skin Toilet Soap, 3 cakes in a box; assorted perfumes. Reg. 50c. box. Friday **22c**
- DRESS FASTENERS—10 doz. sets only of "The Favorite" in Black and White Taped; job line. Reg. 10c. set. Friday **4c**
- AMERICAN HAND BAGS—3 doz. only Black Silk American Hand Bags, with Moire Silk Lining, Corded Silk Handle, and extra strong clasp. Reg. 55c. each. Friday **45c**
- LINEN BUTTONS—Victoria Cross Linen Buttons, put up in sets of six cards, assorted sizes, plain, and two-holed. Regular 20c. set. Friday **16c**
- SHELL HAIR PINS—3 gross only Shell Hair Pins, one dozen in a box. Extra strong, good quality. Reg. 30c. box. Friday **25c**
- BACK COMBS—10 doz. only Ladies' Fancy Back Combs. Special job line; good strong quality. Reg. 25c. each. Friday **22c**
- AMERICAN QUILT COTTONS—2,000 yards extra soft finish Quilt Cottons, in Japanese, Floral Biased and Check effects. Reg. 10c. yard. Friday **8c**
- PERAMBULATOR COVERS—11 only, sample lot, all different patterns and prices; some are White Linen, trimmed with Insertion and Lace, others have colored borders. Prices range from 55 to 80 cents. Friday they all go at Special Prices.
- LADIES' HOSE—70 doz. Ladies' Hose, in Black and Tan Cashmere, Lisle Thread and Lisle Lace fronts; plain and assorted ribs, seamless. Reg. 55c. pair. Friday **49c**

PRICES THAT WILL INTEREST YOU.

- PINS.**
10 gross, of extra heavy quality. Reg. 2c. sheet. Friday 1 sheet for **5c**
- CAMP STOOLS.**
2 doz. only Folding Camp Stools, made upon slight Iron Frame, extra strong. Reg. 65c. each. Friday **50c**
- TALCUM POWDER.**
Air Float Talcum Powder, oval tins; large size. Reg. 15c. tin. Friday **12c**
- WRITING INK.**
Carter's Black Writing Fluid, 2 oz. bottles. Reg. 5c. bottle. Friday, 2 bottles for **7c**
- COTTON BLANKETS.**
50 pairs of Cotton Blankets, with Pink and White and Blue and White borders; size 64 x 80 inches. Reg. \$1.75 pair. Friday **\$1.55**
- AMERICAN SHIRTING.**
1,200 yards fine American Shirting, very soft finish. Reg. 11c. yard. Friday **10c**
- TABLE COVERS.**
9 only Tapestry Table Covers, in colored mixtures of Green, Red, Gold and Blue. Reg. \$1.50 each. Friday **\$1.25**
- CUSHION COVERS.**
3 doz. only Tapestry Cushion Covers, Boston and Woodland scenes; size 20 x 20 inches. Reg. 40c. each. Friday **32c**
- TEA CLOTHS.**
11 only Tea Cloths, Linen; Lace trimmed, special line; size 32 x 32 inches. Reg. 50 c. each. Friday **40c**
- LADIES' HOSE.**
25 doz. of Cashmere, Black and Tan; assorted ribs. Reg. 20c. pair. Friday **25c**

THE LOWEST PRICES OBTAINABLE.

- PILLOW CASES.**
100 only American Pillow Cases, good wearing quality; size 45 x 28 inches, plain finished. Reg. 25c. each. Friday **20c**
- PILLOW COTTON.**
200 yards of Circular Pillow fine Linen finish; 45 inches wide. Reg. 25c. yd. Friday **29c**
- BLAY SHEETING.**
1,000 yards of Blay Sheeting, very strong quality; 66 inches wide. Reg. 20c. yd. Friday **26c**
- MUSHROOM BARNERS.**
11 only Mushroom Barners, with piece for holding needles. Reg. 10c. each. Friday **8c**
- SATIN COVERED BUTTONS.**
Large size Satin Covered Buttons, in colors of Myrtle, Purple, Fawn, Cardinal, Navy, Green, White, Grey, Brown, Rosed and Black. Reg. 15c. doz. Friday **12c**
- SATIN COVERED BUTTONS.**
Small size, in all the leading colors to match the above. Reg. 8c. doz. Friday, 2 doz. for **13c**
- FANCY MUSLINS.**
Only a small quantity in neat Pin Day, special price, per yd. Stripe & Floral effects. Friday **13c**
- DRESS GOODS.**
2,000 yards of Amazon Cloth, in colors of Myrtle, Grey, Light and Dark Brown, Saxe, V. Rose, Prunelle, Amethyst, Terra Cotta, Crimson. Reg. 55c. yard. Friday **49c**
- SASH MUSLIN AND BRISE BIASE.**
Some splendid values in Sash Muslin, and Brise Biase, White and Cream. Friday, special price, per yard **13c**
- ALHAMBRA QUILTS.**
18 only Alhambra Quilts, in Blue and White and Pink and White; size 12-4. Reg. \$1.50 each. Friday **\$1.30**
- LADIES' BOOTS.**
Kid Blucher, single sole, match top, patent tip. Reg. \$2.20 pair. Friday **\$2.05**
- LADIES' SHOES.**
25 doz. pairs Ladies' American Shoes in Black and Tan Kid Blucher, Oxford. Reg. \$2.40 pair. Friday **\$2.10**

SHOWROOM GOODS AT A SAVING.

- LADIES' BLOUSES—7 doz. only Ladies' White Lawn Blouses, with Embroidered fronts and collar. Reg. 55c. each. Friday **75c**
- LADIES' UNDERSKIRTS—6 doz. only Ladies' Black Heather Bloom Underskirts; very special line, with fancy frill. Reg. 75c. each. Friday **65c**
- LADIES' VESTS—15 doz. of Ladies' Jersey Ribbed Vests, Essex Mills; short sleeves. Reg. 15c. each. Friday **12c**
- NECK CLOTHS—In colors of White and Cream, and combined colors of Cream and Gold, Pink and White, Green and White, Sky and White, Navy and White, Saxe and White, Mole and White. Reg. 20c. yard. Friday **16c**
- SILK RIBBON—500 yards Silk Ribbon in colors of Pink, Pale Blue, Navy, Alice, V. Rose, Crimson, Helio, Green, Black, etc.; 4 inches wide. Reg. 20c. yard. Friday **16c**
- STRIPED RIBBON—250 yards, suitable for String Ties, in the following: Saxe and White, Pale Blue and White, Black and White, Crimson and White, Brown and White, Navy and White, and Gordon Plaids. Reg. 12c. yard. Friday **10c**
- WHITE FLOUNCING EMBROIDERY—150 yards of Flouncing Embroidery, 18 inches wide, fine quality, heavily embroidered. Reg. 70c. yard. Friday **64c**
- VIOLET DENTIFRICE—Specially prepared Tooth Paste, keeps the teeth, pearly and clean. Reg. 25c. Friday **20c**

CROCKERY and GROCERY BARGAINS.

- China Cups and Saucers, 3 gold lines. Reg. 11c. for 25c. each. Friday **9c.**
- China Plates, 5 inch, 3 gold lines. Reg. 5c. for 25c. each. Friday **6c.**
- Jugs, Liko Shade and Gilt. Reg. 25c. for 25c. each. Friday **20c.**
- Krytol Butter Dishes. Reg. 29c. for 25c. each. Friday **26c.**
- Krytol Sugar Dishes. Reg. 29c. for 25c. each. Friday **26c.**
- Fancy China Cake Plates. Reg. 29c. for 25c. each. Friday **26c.**
- Bell Shaped Tumblers, 10 oz. Reg. 9c. ea. Friday, 2 for **15c.**
- Egg Stands, 2 cups. Reg. 20c. for 17c. each. Friday **17c.**
- Toilet Sets (print), 5 pieces. Reg. \$1.50 for 1.50 set. Friday **\$1.20**
- Oxford Marble Teapots. Reg. 55c. for 25c. each. Friday **25c.**
- Kop's Wines. Reg. 20c. Friday **25c. bot.**
- Zena Coffee. Reg. 40c. Friday **35c. lb.**
- Pure Gold Flavouring. Reg. 25c. Friday **20c. bot.**
- Campbell's Soups. Reg. 13c. Friday **9c. tin**
- Veal Loaf, 1 lb. tins. Reg. 25c. Friday **22c. tin**
- Bay Rum Soap, 3 cakes in box. Reg. 30c. Friday **25c. box**
- Rose and Glycerine Toilet Soap. Reg. 18c. Friday **14c. box**
- 1 lb. tins Oysters. Reg. 15c. Friday **12c. tin**
- 2 lb. tins Red Kidney Beans. Reg. 15c. Friday **12c. tin**

SPECIAL VALUES IN HARDWARE.

- Standing Lamps, with Bronzed Stand. Reg. \$1.10. Friday **90c.** each
- Standing Lamps, with Bronzed Stand. Reg. 90c. Friday **80c.** each
- Clothes Baskets. Reg. 50c. Friday **45c.** each
- Picnic Baskets, with Cover. Reg. 45c. Friday **40c.** each
- Hearth Brushes. Reg. 35c. Friday **30c.** each
- Feather Dusters. Reg. 45c. Friday **38c.** each
- Clothes Wringers. Reg. \$3.50. Friday **\$3.00** each
- Brass Tea Kettles. Reg. \$1.20. Friday **\$1.05** each
- Goddard's Plate Powder. Reg. 20c. Friday **17c.**
- Polishing Oil. Reg. 12c. Friday **11c.**
- Porcelain Pastry Rollers. Reg. 30c. Friday **27c.** each
- Egg Beaters, small size. Reg. 9c. Friday **8c.** each
- Egg Beaters, large size. Reg. 30c. Friday **25c.** each
- Porcelain Pudding Steamers. Reg. 55c. Friday **48c.** each
- White Enamel Water Pails. Reg. 55c. Friday **50c.** each
- Globe Metal Polish, in tins. Reg. 12c. Friday **11c.** tin

MAIL ORDERS.

All Mail Orders receive our personal, prompt attention.
 Out-of-town customers by enclosing cash with order may secure any of these bargains at advertised prices.



WALL PAPERS.

Our assortment includes several hundred designs, both pleasing and effective.
 New stock just opened.
 Moderately Priced.

"The Sins of Society."

An American Clergyman's Trenchant Criticism of Conditions Prevailing in the United States.

Philadelphia, Aug. 12.—Undismayed by criticisms, many of which have come from high places, the Rev. George Chalmers Richmond, rector of St. John's Protestant Episcopal Church, will to-morrow deliver a sermon to his parishioners equally as denunciatory and scathing as that which he preached last Sunday on the approaching marriage of John Jacob Astor to Miss Madeline Force, a sermon which, during the past week, has excited the whole American nation and which has been applauded by certain prelates in the Protestant Episcopal and Roman Catholic Churches, notably Bishop Doane of Albany.

Mr. Richmond's attitude against the Astor-Force wedding is no less militant now than it was a week ago. In fact in his second sermon it is more so. He cuts and mows with a free verbal sword if ever a man—inside the pulpit or out of it—did. His sermon is entitled "The Sins of Society," and his text is taken from the 12th, 13th and 14th verses of the second chapter of the second epistle of St. Peter.

Speaking in regard to the coming marriage, Mr. Richmond says:—"The utterances of Bishop Doane in this coming marriage set all our Bishops a good example. The Bishop knows Astor very well, but that fact only drives the great bishop of Albany to exercise his prophetic function of a priest of God's holy church, pronouncing anathema on this coming alliance. Their money and hereditary increments of various kinds place them for unthinking people among the highest citizens of New York.

"In reality Astor and his crowd are social perverts of the worst type. Think of the difference between him and Seth Low, John Bigelow, the late Mr. Sheppard and many others who, with their wealth, position and character, are helping in the erection of a kingdom of peace, justice and righteousness."

"Has Astor ever lifted his hand to help New York in her progress upward. No. He simply draws the big rents from off land and buildings, the value of which—has unearned income—has been enhanced by the toil of thousands of humble men and women who through the long hours every day sweat and slave in order to give such as Astor a bigger income—mansions, yachts, midnight dinners and weeks and months of foreign travel."

With respect to the "smart sets" of New York and Philadelphia, Mr. Richmond said:

"Too many of our rich men lack all feeling of personal responsibility in the life and welfare of the city that supports them. The smart set is undoing what the real set is building up. The moral underpinning of our nation is shaken every time such a wedding as this Astor-Force affair takes place.

"I speak out in order to bring these frivolous people to their senses. That is not only my privilege; it is my duty. The moral standards of our nation are being imperilled by the smart set. They are ignorant of duty, of moral worth, or personal responsibility of civic obligations, of patriotic demands and of the strong national claims laid on them because of their inherited wealth and social position.

Women Drift and Drive.
 "The smart set of our day have no religion suitable for life's demands. The women of this set drift and drive as the day's pleasure and sensual gratification allow. The young girls of our so-called 'upper crust' have no religion to speak of. Their minds are filled with material ambitions and social schemes which they hope will place them above some other woman whose brain is torn and warped with a liked purpose.

"This condition is due to three reasons—a false leadership in the past among some of our Episcopal clergy who prepare many of these women for confirmation; a weak, dotting and foolish lot of mothers whose sole idea is to have a daughter marry a millionaire or some other social snirk and who would rather have the girl know how to dress and dance well than pray, and whose sole idea of church and religion is a means of social advancement, exclusive company and a place of refuge once or twice a year, at Christmas and Easter, when, of course, a person is off color if she doesn't attend services to show off her new hat and drop a dime in the box.

"Oh, the smart set of New York is the social dung heap of the nation! The stench emitted is felt all over the world. Paris, London, are defiled by the social rakes and moral perverts

of New York who hang around the outskirts of a coronation or stand in line to catch a sight of some lord's daughter, whose name may add an iota of an inch to a calling card."

"Thank God, King George of England—God bless him—will have nothing to do with the smart set tribe of New York and Philadelphia, and for this our nation ought to pass him a vote of thanks.

"This matter of the Astor-Force wedding is more important even than President Taft's arbitration treaty. For if America continues to raise up moral weeds, weak and worthless specimens of men and women, she will some day have no men with souls big enough or broad enough to think of nations' duty let alone our obligations across the seas.

"We must free ourselves of the American smart set just as soon as we can. They are a drawback on our character; an unholy stigma on our national life and a disgrace to us abroad.

"The motherhood of our land is pure and holy. I revere it and love to think of it as our great national asset against the awfully ravaging sins of our women who care not for the beauty of children. A woman without a babe to her breast or at least in her soul is a useless inhabitant of this globe.

Smart Set's Women.
 "We detest the women of the smart set. They stand for nothing high or morally lovely. They lead on to sin the men who for a time they thought they loved. Their weak, insipid natures are the worst character the world ever knows, frivolous, vain, deceitful, always seeking publicity, gadding about to dinner parties, horse shows, polo contests, yacht races, ball games and prize fights. They laugh at nothing; they smirk at themselves, which is the same thing; they giggle at the sunlight; they snicker at the moon. Minds they lack. As we walk our streets we avoid them. Sensible men hide their faces in shame as they see a woman of the smart set approach."

The marriage to which Mr. Richmond refers in the above article is that which is soon to be celebrated between Col. John Jacob Astor, of New York, and Miss Madeline Talmage Force. The age of the groom is 47 and that of the prospective bride is 18. The colonel has a son, who is said to be a year older than his prospective step-mother.

Basket weaving is very prominent in the first autumn suits shown, and it is noticeable that revers of these suits are extremely large.

Now is the time for travelling.
 Before starting see our
Portmanteaux,
Gladstone,
Kit and
Brief Bags,
Carryalls and
Trunks,
 in all sizes & at prices to suit everyone.
Bowring
Brothers,
 Limited.
 Drapery Department.

ED!
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 and There.
 FOR LABRADOR.—Capt. secured all the squid that in Holyrood yesterday and Labrador banks this morning now about 2,000 qtrs.
 COURT.—To-day a man disorderly for the 4th also for assaulting James was fined \$10 or 30 days. The third time, was fined \$5. Another drunk was and an assault case was
 DIED.
 22nd, Susie, beloved Beattie and Robert Bishop, leaving 3 brothers to mourn their sad loss. May at 2.30 p.m., from her home, Barter's Hill.