

THE REXALL STORE
Unbreakable Mirrors
Specialty Made For Soldiers!
Let Us Show Them To You—They Make An Ideal Gift!
The Ross Drug Company, Limited
 100 King Street - Phone Main 2767


Saturday Bargain Extra In Early Winter Millinery at Marr's
 Until tonight only, we have placed on sale a newly opened line of the very latest creations in Trimmed Winter Millinery, embracing the most popular colorings, materials and designs from the highest style authorities, at
ONLY \$3.00 EACH
 Less Than Half Their Regular Values
 Also a Special Importation of Untrimmed Hats in a Superior Grade of Silk Velvet, in every prevailing coloring, at
\$1.00 and \$2.00 Each
 Worth More Than Double the Money.
— NOW —
is the Time To Buy —
MARR MILLINERY COMPANY, LIMITED

LADIES!
 You may wonder how we can sell you a garment for less than any retailer. It is because **We are Actual Manufacturers** for our own trade. Call at our special sale of Coats and Suits, either ready-to-wear or made to your desire.
The American Cloak Mfg. Co.
32 Dock Street
 Phone Main 833

Ladies' Muskrat Coats
 Now is The Time To Buy!
 Prices Are Lower Than For Years—An Advance is Bound To Come Soon.
OUR PRICES
\$45, \$60 and \$65
 Dark Skins, Fancy Satin Linings
F. S. Thomas
 539 to 545 Main Street



About Effort:-
 Each physical effort of yours—no matter how small—weakens your Underwear. It's the friction of elbows, knees, etc., that brings early holes.
 Of course, you will not save money by reducing your efforts. But why not make an effort this year to find stronger Underwear?
 Come and examine a suitable weight in Stanfield's Unshrinkable.
RED LABEL.....Per garment, \$1.35
BLUE LABEL.....Per garment, \$1.50
BLACK LABEL.....Per garment, \$2.00
SPECIAL.....Per garment, \$1.00
S. W. McMackin
 335 Main Street



Hallowe'en Cash Specials For Friday and Saturday
STANDALONE COFFEE for honest value.....37c. lb.
GENERAL LIST—
 10c. tin Ozo Cubes.....77c.
 25c. tin Ozo Cubes.....21c.
 6 lbs. Outmeal.....25c.
 2 pkgs. Dessert Jelly.....15c.
 25c. box Bee Jelly.....21c.
 35c. lb. Lipton's Tea.....33c.
 15c. bottle Tomato Catsup.....11c.
 25c. bottle Snider's Catsup.....17c.
 20c. tin California Peaches.....17c.
 35c. tin California Peaches.....27c.
CAMPBELL'S SOUP—
 15 tin, Any Sort, for.....11c.
FOR COOKING—
 1 lb. Shelled Walnuts.....43c.
 1 pkg. Cleaned Currants.....11c.
 1 pkg. Seeded Raisins.....11c.
 1 pkg. Seedless Raisins.....12c.
 1 pkg. Dried Prunes.....10c.
 12c. pkg. F. G. Cake Icing.....9c.
 1 lb. Block Pure Lard.....16c.
 1/2 lb. Cake Baker's Chocolate.....16c.
SOAPS, ETC.—
 5 cakes Sunlight.....21c.
 5 cakes Lifebuoy.....21c.
 5 cakes Monkey Brand.....19c.
 15c. tin Oza Cleaner.....18c.
 10c. bottle Ammonia.....8c.
 15c. bar Castle Soap.....11c.
 1 cake Baby's Own Soap.....8c.
CONCORD GRAPES
19c. Basket
 Take Them With You, 17c. Basket
 NO DELIVERY OF SPECIALS ALONE
 Space Will Not Permit the Listing of Our Candy and Hallowe'en Novelties
GILBERT'S GROCERY

The Man In The Street

Well, well Here's a whole week gone by without another Hughes becoming a general.
 King George may congratulate himself that his seat on the throne is more secure than was his seat in the saddle on the occasion of his accident, and his hold on the hearts of his subjects more solid than either.
 It must have been a recruiter with a sardonic idea of satire who posted the plea "Wake Up! Your Country Needs You" in front of Fernhill.
 "What will Greece do?" is the subject of endless discussion. Rather a slippery subject to deal with, eh what?
 King Constantine's attitude seems to be that of the man who wants to be allowed to put up his bets after the horse-race is over.
 Forget The Transfer, Too
 Let us hope that no feelings of spite on the part of any city or company official will further delay unnecessarily the running of the cars through to Indianapolis now that the concrete has been laid.
 The Kaiser has denied the story that he has \$1,000,000 on deposit in the Bank of England—He'd have a fat chance of getting it, anyhow.
 "Another Maine man was shot this week in mistake for a deer. People who advocate a close season for hunters were right."
 Fellow who have regarded joy-riding as a luxurious pleasure partly because of the cost of it, may now transfer their regard to the beer wagon if they hold to the same viewpoint. It cost a local \$80 to drive a beer-wagon from the city to the One Mile House this week.
 But Don't Do It Again.
 The United States is facing another "serious crisis." This one is caused through the infringement of neutrality by German agents plotting against munition shipments. It is not known what the next "critical situation" in the States will be, but whatever it is, there is no doubt that the nation, having come through so many, will be equal to the strain.
 This probably means more work for President Wilson's secretary in the way of correspondence.
 And it's remarkable how many "last straws" there are in a national bundle.
 Have One Saturday Night, Anyhow.
 It was probably with no intention of taking advantage of the advertising done by the recruiting committee this week that a local business house inserted in one of its show windows a poster appropriate to their display. They were making a feature exhibit of their fixtures, and just in front of a large bathtub was displayed the now familiar poster: "Ye have been waiting, waiting, waiting, etc.—Can you afford to wait any longer?"—Of course people with a strong sense of humor saw a chance for a smile whether they took the tip or not.

HIS FATHER WAS IN FAMOUS MARCH OF THE 104TH REGIMENT
 Ralph London Now Has Two Boys of His Own at Front in France
 Events of more than a century ago do not seem so much like ancient history to a man who is familiar with them through the stories told by his own father. To Ralph London of Wright street, caretaker for the St. John Tennis Club, the famous march of the 104th who tramped on snowshoes in the dead of winter from Fredericton to Quebec, is a matter of family history. His father was a member of the regiment and was one of the few who went through the Upper Canadian campaign and returned safely again to New Brunswick. Mr. London was a small boy when his father died but he still remembers the tales of that remarkable march and of the fierce fighting in the war of 1812 which his father related.
 The military traditions of the family are being well upheld and Mr. London now has two of his boys at the front in France. Gunner Roy B. London is with the Divisional Ammunition Column of the second contingent and Gunner Samuel London is with the second Canadian heavy artillery.

MONCTON BANDSMAN IS FATALLY STRICKEN PLAYING AT A SOLDIER'S RECEPTION
 Moncton, Oct. 30.—Walter S. Bonness, whose death occurred on Thursday night following an attack of paralysis, possessed unusual ability, both as a musician and a mechanic. He was a member of the Citizens' Band. He suffered the fatal stroke while attending a reception in honor of Pte. Arthur LeBlanc, a returned soldier. He continued to play a selection after one arm was numb, thinking it was only "sleazy." Mr. Bonness was a native of Summerside, P. E. I.

ST. JOHN MAN IS INJURED IN CALGARY
 Joseph P. Nason, formerly employed with H. Horton & Son in St. John in the manufacture of military harness and equipment has met with a painful accident in Calgary. While working in a harness factory his hand was crushed in a power splitting machine and blood poison set in. The surgeon suggested amputation of two fingers and possibly the whole hand but Nason has refused as he has hopes of saving the hand. He is thinking of returning to St. John to consult his family doctor. This information comes from a friend of his in Calgary in a letter to the Times.

MARRIAGES AND BIRTHS
 During the week sixteen marriages and fifteen births—nine boys and six girls—were reported to Registrar John B. Jones.

Store and Home
 Newspapers advertising is the direct link between store and home.
 People look to the advertisements for the news that will guide them to satisfactory buying.
 They patronize stores that advertise and they buy advertised goods.
 No other medium forms such an active link between store and home as the daily newspaper.
 No advertising brings such profitable results as newspaper advertising.

HOW IS ST. JOHN TO BE TREATED?

Two Battalions Can Be Easily Wintered Here—Halifax May Reap Benefit of \$400,000 a Month—There Are Other Matters Also
 To the Editor of the Times:—
 Sir—The larger the amount of money cleared in St. John, the more readily the people will be able to respond to the appeals made to them in behalf of all funds, and the easier it will be for merchants and manufacturers to maintain their business in a normal state, giving employment to their able, who in their turn will reap a benefit.
 For this reason we feel that more than one battalion should be quartered in this city for the winter, since there is ample accommodation.
 As an example, let us consider the case of Halifax. That city has some four thousand regular troops. If we add to these the 64th and 88th Battalions and other units in training for overseas, there will probably be more than seven thousand, besides eight hundred men, as we understand it, worn on the terminals. In all there would be, say, eight thousand men. The board and pay of each of them would represent not less than two dollars per day, or \$16,000 in all per day. That would be \$480,000 per week, or say \$400,000 per month.
 This great amount of money put in circulation must have a very stimulating effect upon every branch of trade, and illustrates very clearly the benefit St. John would derive from the presence of even two battalions here. We feel, therefore, that the hands of the Hon. Mr. Hasen should be strengthened in every possible way to ensure that result, and that it is purely a business matter and in the interests of the city as a whole.
 Yours,
 A. O. SKINNER,
 F. W. DANIEL

A correspondent in last evening's Globe points out that St. John is still without an elevator for grain over the C. P. R. He intimates that the last new wharf at West St. John cannot be used until the breakwater has been extended to Partridge Island, and that though the contract is said to have been awarded for this work, the contractors have not been permitted to go on with it. In Halifax, he says, 1,000 men are at work on new terminals. He says further that horses, \$400 should go from St. John, are to go from Portland and Boston. Regarding troops to be wintered in St. John, he says we are kept in the dark, and while we may get a battalion, or perhaps two, or none at all, Halifax will get at least three. He refers also to the delay in the Valley Railway matter and asks how much longer the people of St. John will put up with this sort of treatment.

HARRY HAMILTON SEVERELY WOUNDED
 Telegram Comes to His Sister, Mrs. James Ingraham, City Read
 Mrs. Jas. Ingraham, 55 City road, received a telegram from the militia department today advising her that her boy,



PRIVATE HARRY HAMILTON
 then, Private Harry Hamilton has been severely wounded. Another member of her family is at the front also, with the 20th battalion. Harry Hamilton was formerly in the St. John-Digby steamer service.

Macaulay Bros. & Co., King Street, St. John, N. B.
 Saturdays Our Stores Will be Open Until 10 p.m.; Open at 8 a.m.; Close 6 p.m., Excepting Saturday 10 p.m.
Real French Marabou Muffs and Boas
 French Marabou is lighter, softer, finer and more durable than any other make. We are now offering these at most attractive prices.
MARABOU MUFFS—New shape, in black and natural color.....\$6.00 and \$7.00 each
MARABOU BOAS—Long length with Marabou ends forming tail, all are five strands wide. At \$5.00, \$7.50 and \$9.00 each. Black or natural.
MARABOU HALF LENGTH BOAS that reach to the waist line, with Silk Tassel Ends, in black or natural.....At \$3.25 and \$4.50 each
 These will be found as warm as furs and much lighter in weight. Will withstand rain or snow, and can be worn as a neck garniture almost any season of the year.
MACAULAY BROS. & CO.


To Get the Most Heat from the Coal Consumed You Must Use a NEW SILVER MOON
 This Durable, Economical and Attractive Self-Feeding Stove is a steady, powerful heater, lighter on fuel and easy to operate.
 In smaller heaters we have the Winner Hot Blast, Glenwood Oak, Standard Ideal, Daisy Oak, in all sizes and prices. See our line before you buy.
D. J. Barrett 155 Union St. St. John, N.B.
 Store open Wednesday and Saturday Evening Until 10 o'clock




Special Sale Women's and Misses' Winter Coats
 Clearing up broken sizes, but every size is in the lot, and the fact that the sizes are broken so early in the season indicates the favor they have met with.
 Every garment is this season's newest style, the models are right up to the minute and the materials are Fancy Tweeds and Cheviots.
 The regular prices of these Coats range from \$15.00 to \$18.50, but for Friday and Saturday you can take your choice for \$11.95
NO COATS ON APPROVAL
KING STREET COR. GERMAIN
GREATER OAK HALL
SCOVIL BROS., LIMITED, St. John, N. B.



WONDER MIST
 As the name implies, is a wonderful preparation, applied by a sprayer in the form of a mist, for the cleansing, polishing and beautifying of furniture, floors, wood-work of all kinds, marble, bronze; in fact, every surface which becomes dull and needs reviving.
 For use on automobiles it provides the quickest and most satisfactory method of polishing the highly finished surfaces, and preserves their lustrous appearance to a remarkable degree.
 The method of applying makes it very economical, and a given quantity goes four times as far as other liquids applied in the ordinary way.
FOR SALE BY
A. Ernest Everett - 91 Charlotte St.



"MAGEE'S RELIABLE FUR HOUSE"
EXTENSIVE DISPLAY OF RICH, BLACK FURS
FOX, LYNX, WOLF, SEAL, ETC.
 Every lady patron will be delighted with this showing of MODERATE-PRICED Scarfs and Muffs.
BLACK LYNX (Muffs and Stoles)..... from \$35.00 to \$65.00
BLACK FOX, Muffs from \$40.00 to \$60.00, Stoles from \$27.50 to \$51.00
BLACK WOLF (Muffs and Stoles)..... from \$23.00 to \$35.00
HATS FURS
D. MAGEE'S SONS, Limited 63 KING STREET

