

# UGS!

66 each.  
As Bright as Ever.

...30c. to 80c. yard  
PESTRY ...\$2.00 to \$5.00  
...90c. yard  
...\$1.35 yard  
...90c. each.  
...\$2.00 to \$4.00 pair  
...\$1.15 to \$1.50 pair  
...\$2.90 each  
...\$1.10 lb.  
CROCHET QUILTS at big savings

# Everybody!

# ER SHOES

Black, Tan and White.

## MEN'S STORM RUBBERS,



\$1.20 to \$3.00.

## MEN'S MUD RUBBERS,



\$1.55 to \$2.20.

## MEN'S STORM RUBBERS,



Red Sole and Heel,  
\$1.80 pair.

# ROE, Ltd.

at the front, and many are the  
raiding parties which go out with  
sole object of straffing one of  
objectionable ladies.  
"Th-r-rob, th-r-rob, th-r-rob."  
Listen! There's another coming  
Good-bye.  
Capes may have small  
slits to act as armholes.  
Fannies covered with green  
leaves will bloom early in the  
Green walnuts can be hulled  
ing run through a hand-cranked  
distinctive  
when we go  
quarters with  
open for  
standing near  
and with an  
ards them.  
are about to  
our moments  
side, up go  
"Kamerad!  
man." Good  
it: "Me no  
annoyance



MARLEY 24 IN DEVON  
ARRO COLLAR  
OLNEY, WINDSOR & CO. LTD.

## Strong Values from Our Boot Dept.

Men's box grain Blucher style Boots, with  
military heel and block toe. A dependable  
boot for present wear. Only 48 pairs left to  
from. Sizes 6 to 10. Per pair  
Friday, Saturday and Mon- **\$5.00**  
WOMEN'S BOOTS—Dongola Kid, Blucher  
style with medium heel and broad com-  
fortable shape. An ideal boot for present  
wear. Sizes 3 to 7 including half sizes.  
Reg. \$4.10. Friday, Saturday **\$3.95**  
and Monday  
CHILD'S BOOTS—Child's grain leather  
boots in laced and buttoned styles. Just  
the boot for wearing in rubbers. Sizes  
4 1/2 to 11 1/2. Per pair Friday, Sat- **\$1.42**  
Saturday and Monday  
HORSE SHOES—Women's and Men's com-  
fortable house shoes with leather soles and  
heels; lovely shoes for house wear. Col-  
ours Black and Grey. All sizes. Reg. \$2.00.  
Friday, Saturday **\$1.19**  
Monday

## Curtain Fringe.

BALL FRINGE—In all Wool Curtain Fringe in  
Green, Pale Blue, Yellow and White, Red and  
Green, and Pink, White and Green. Spe-  
cial Friday, Saturday & Monday, yard **8c**

## Assorted Cotton.

ABSORBENT COTTON—In 10 oz. packages, suitable  
for family and hospital use. Sold elsewhere  
for \$1.30. Our price for Friday, Satur-  
day and Monday **59c**

## Some Hosiery Values

MEN'S SOCKS—A stout black, heavy wool  
sock. A comfortable weight and a warm  
make for the working man. Special for  
Friday, Saturday and Monday **95c**  
WOMEN'S HOSE—Fast Black Cashmere  
Hose, in all wool, English make, garter  
top with seamless toes and heels. Reg.  
\$1.30 pair. Friday, Saturday **\$1.18**  
and Monday  
WOMEN'S LISLE HOSE—Closely woven  
Fall weight Lisle Hose in colors of Black,  
Tan and Grey, really good quality plain  
finish. Special per pair Friday, **29c**  
Saturday and Monday  
INFANTS' BOOTEES—The little ones need  
warm wool booties, now the cold weather  
has set in. We offer you Pink and White,  
Blue and White in mixed shades, and  
others in plain White. Reg. 40c. **36c**  
pair. Friday, Saturday and Mon-  
CHILDREN'S HOSE—Assorted sizes from  
6 to 9 years in a fine ribbed worsted  
stocking, medium weight. These wear  
well and give you satisfaction in every  
way. Per pair Friday, Saturday, **85c**  
and Monday

FALL IN LINE for some of these SPECIAL  
VALUES! Look over this list and see how  
great some of these offerings are in the matter of  
money saving, and see what it means to you and  
your family.

Last Week's Sale Kept OUR STORE CROWDED

# FRIDAY, SATURDAY and MONDAY.

## Careful Shoppers Will Be Alive to These VALUES.

SEABOARD CLOTHS—As dainty as you will see any-  
where, but lower in price. In fine White Linen, hem-  
stitched embroidered corners with drawn thread cen-  
tre. Larger than the ordinary make. Reg. \$1.10  
each. Friday, Saturday and Monday **98c**  
FOLLOW SHAMS—Beautiful White Linen Shams, with  
lace centre and scalloped edge and neatly embroidered  
corners. One of the prettiest makes we have ever  
shown; size 28 x 28. Reg. 85c. Friday, Sat- **89c**  
urday and Monday  
TEA CLOTHS—A few only of beautiful snow White Tea  
Cloths, nicely embroidered and finished with broad  
hemstitched edge; suitable for afternoon **\$1.08**  
Reg. \$1.20 ea. Friday, Sat. & Monday  
COTTON BLANKETS—70 pairs of American Pileed Cotton  
Blankets, with Pale Blue and Pink stripe borders.  
You will be wise to secure a pair or two of these at  
once, as our new arrivals promise to be much high-  
er. Regular \$3.20 pair. Friday, Satur- **\$2.98**  
day and Monday  
HEISS EXTENSION ROPS—These are heavy tubular  
Rops, suitable for all kinds of light curtains, with  
large brass knobs at ends. Friday, Saturday & **37c**  
Monday  
TURKISH TOWELS—Extra good value in best quality  
all White Turkish Towels, with crimson ends; large  
size. Extra value for 60c. each. Friday, Sat- **54c**  
urday and Monday  
JOB TOWELS—In Blay Turkish, slightly damaged. Large  
size family Towel, offer exceptional value for  
90c. each. Friday, Saturday and Monday **19c**  
WHITE LACE CURTAINS—A clearing line of 12 pairs in  
the lot, best Nottingham make with new lacey design.  
3 yards long; an ideal bedroom Curtain. **\$3.85**  
Friday, Saturday and Monday, per pair.  
FACE CLOTHS—Nice, soft finish, Jersey knit Face Cloths,  
with Pink and Blue binding; handy size. Fri- **7c**  
day, Saturday and Monday, each

## USEFUL GIFTS FOR THE BOYS "OVER THERE."

MEN'S WRISTLET WATCHES.—Here's a special lot with a Tan  
wrist strap, with a nickel silver  
luminous dial. He will appreciate  
such a gift from home. Special for  
the occasion, each. Fri- **\$4.80**  
day, Sat. and Monday  
MUFFLERS.—Men's all wool Khaki  
Mufflers, with fringed ends. A  
suitable suggestion for "over there."  
Reg. \$2.20 each. Fri- **\$2.05**  
Sat. and Monday  
MEN'S KHAKI SILK KNITTED TIES.—Four in hand make, some fine knit,  
others coarser make with narrow,  
easy adjustable band. Fri- **59c**  
day, Saturday and Monday  
KHAKI SWEATER COATS.—Khaki  
Wool Coat Sweaters, full fashioned  
facings with a heavy roll collar. A  
delightful gift for the boys in the  
trenches. Reg. \$4.50 each. Fri- **\$4.28**  
day, Saturday and Mon-  
day  
MEN'S WOOL GLOVES.—Warm Kha-  
ki Gloves, best Scotch knit, with  
closed wrists. Don't overlook the  
fact he must have warm Gloves.  
Special, per pair, Fri- **\$1.55**  
day, Sat. and Monday  
KHAKI HANKERCHIEFS.—Full  
size, nice soft mercerized finish and  
finished with a hemstitched border,  
for boys "over there" and boys over  
here. Each, Friday, Satur- **19c**  
day and Monday  
TOBACCO POUCHES.—Men's Suede  
finished pouches, rubber lined and  
air tight, in square and half circular  
makes. Reg. \$2.50. Fri- **\$2.39**  
day, Saturday and **29c**  
Monday  
MEN'S KHAKI SHIRTS.—A warm  
shirt yet not over bulky. Khaki  
shade with collar attached; he will  
appreciate such a shirt on a cold  
winter morning. Reg. \$4.80 each.  
Friday, Saturday and **\$4.38**  
Monday  
MEN'S PIPES.—With amber colored  
Bakelite stems, in bent and straight  
forms; the cool smokers, in a soft  
Khaki case, each, Fri- **\$1.75**  
Sat. and Monday  
HEAVY WEIGHT UNDERWEAR.—  
Winter weather with its attendant  
piercing cold days and nights has  
no terrors for those wearing this  
all-wool underwear, strongly finish-  
ed and unshrinkable; all sizes. Drop  
in and see this lot of good under-  
wear at a special price, or garment,  
Friday, Saturday and **\$3.18**  
Monday  
MEN'S GREY SOCKS.  
You could not wish for better Socks. They are warm with a nice heavy  
rib finish, and it is pleasure for us to offer such value in Socks. Fri-  
day, Saturday and Monday, pair **65c**

## Note These Values

MEN'S BOYS' WEAR.  
BOYS' WINTER COATS—Made of heavy Grey Nap, dou-  
ble breasted, plated back, with half belt and straight  
pockets; fully lined; sizes 6 to 9 years. **\$8.49**  
Reg. \$8.75. Friday, Sat. & Monday  
MEN'S SHIRTS—Get one of these warm-giving Flannel  
Shirts; best quality English make, good looking  
striped patterns, made without collar. A presentable shirt  
for any man; assorted sizes. Reg. \$3.00. **\$2.78**  
Friday, Saturday and Monday  
Another good line in heavy Grey Twilled Flannel Shirts,  
with collar attached and breast pocket. A splendid shirt  
for the out-of-door man; sizes ranging from 14 1/2 to 16 1/2.  
Regular \$4.50 each. Friday, Saturday and **\$4.25**  
Monday  
MEN'S BRACES—The "Al Police and Fireman's Braces"  
Just the kind for strenuous work, with extra strong  
elastic and leather fastenings, nickel clips and slid-  
ing leather back; impractical style and moderately  
priced. Reg. 75c. Friday, Saturday and Mon- **55c**  
day  
MEN'S UNDERWEAR—In heavy weight soft finish Merino.  
A special lot that we stocked long before the big ad-  
vancement in underwear. First class goods in every  
respect; a line we would like to show you. All sizes  
in Shirts and Pants. Values to-day for **\$1.98**  
\$2.20 garment. Friday, Sat. & Monday

## Don't Miss This Important SALE OF BUTTONS!

Buttons for almost every purpose, and  
in various excellent assortment. Trim-  
ming buttons, coat buttons, costume but-  
tons, coat and vest buttons; in fact almost  
any shade and any size you could wish for  
will be found here.  
PEARL BUTTONS—In White,  
4, 6 and 9 on a card. Per card **8c**  
MILKING BUTTONS—Immense variety in  
all White Ocean Pearl; 6 on card. **10c**  
EMBROIDERED PEARL BUTTONS—Assorted  
sizes for Ladies' Misses' and Children's  
coats, costumes or dresses; 3, 4 **12c**  
and 5 on card  
MILKING BUTTONS—This lot offers im-  
mense assortment, suitable for coat and  
vest; for mantles, skirts, costumes; all  
shades, all sizes; 3 to 12 on card. **7c**  
MILKING and MANTLE BUTTONS—Buttons  
like these will brighten up your last  
year's coat; no trouble to match that coat  
here; 2 to 6 on card. Per card **12c**

## The SHOWROOM With Its Exceptional Strong Values to Attract Shoppers.

LADIES' WHITE BLOUSES.—In  
Voile, Muslin, Brilliant, etc., nicely  
embroidered, fronts, large and round  
collars trimmed lace with elastic  
at waist; sizes 36 to 46. Regular  
\$1.80. Friday, Satur- **\$1.59**  
day and Monday  
LADIES' COLLARS.—In Voile, Mus-  
lin, Silk, Georgette Crepe in all the  
the newest styles of Sailor and Roll,  
lace trimmed; others in plain hem-  
stitched. A few collars and cuff tops  
in this lot, values to 45c. Fri- **27c**  
day, Sat. and Monday  
HAT CORDS.—Colored Silk Hat Cords  
suitable for children's and misses,  
in the latest shades. Reg. 35 cents  
each. Friday Saturday and **29c**  
Monday  
LADIES' COZEY COATS—These come  
in colours of Black and White, quilt-  
ed with double lining, fastened at  
front, warm and comfortable; suit-  
able for wearing under coat. Reg.  
\$1.50 each. Friday, **\$1.37**  
Saturday and Monday  
Black Wings.  
Two dozen only of these special  
priced Black Wings, medium size, suit-  
able for Fall and Winter Millinery.  
Special, per pair, Friday, Sat- **29c**  
urday and Monday  
INFANTS' WHITE WOOL OVERALLS  
—With and without feet, draw string  
t waist and ankles; the ideal over-  
all for the little ones; extra warm.  
Reg. \$1.70 pair. Friday, **\$1.42**  
Saturday and Monday  
Child's Sleeping  
Suits.  
In fine Ribbed Jersey Knit, fleece  
lined with feet and long sleeves, high  
neck; sizes 2 to 10 years. Reg. \$1.00  
pair. Friday, Saturday and **84c**  
Monday  
CORSET COVERS.—Ladies' fine rib-  
bed Silk and Wool Corset Covers  
with high neck, short sleeves, but-  
ton in front, in Cream only; as-  
sorted sizes. Reg. 75c. **59c**  
Fri. Sat. and Monday  
LADIES' VESTS.—Ladies' fine Wool  
Vests, low necks, sleeveless, others  
with high neck and wing sleeves,  
finished at neck and armholes with  
silk edge and silk ribbon draw  
string, with pants to match, open  
and ankle length; size 36 to 44.  
Reg. \$2.50. Fri. Sat. & **\$2.64**  
Monday  
LADIES' FLANNELETTE UNDER-  
SKIRTS.—In plain colours of Cream,  
Sky and Pink, embroidered flounce;  
others in Pink and White with  
flounce with button hole edge. Reg.  
\$1.35 each. Friday, Sat- **\$1.24**  
urday and Monday



## JOB LINE Ladies' Hats.

A very special purchase of which  
you can get the advantage for Friday,  
Saturday and Monday. Very newest  
shapes in Black and Colored, made of  
the best Lyons Velvet and Hatters  
Silk; values to **\$6.50**. Fri-  
day, Sat. and Monday. **\$2.98**

## Take Advantage of These Cut Prices on Brushes.

SHAVING BRUSHES—A few at the old  
price, extra good quality, with bone han-  
dle and badger brush; a good lather.  
Reg. 45c. each. Friday, Saturday **38c**  
and Monday  
NAIL BRUSHES—Another very good value  
In Brushes, splendid assortment, with  
light oak back and good stiff bristle.  
Friday, Saturday and Monday **15c**  
THE "POESLYN" HAIR BRUSH—Is a  
beauty, easy to keep clean, germ proof,  
water proof and dust proof. An all white  
brush with enamel back. Reg. 40c. **32c**  
each. Friday, Saturday and Mon-  
day  
TOOTH BRUSHES—They come to us as-  
sorted in a box all really good value,  
equal to any 50c. brush. Friday, **38c**  
Saturday and Monday



## Men's Winter Overcoats

at a price that will make a  
big stir in this department  
Friday, Saturday and Mon-  
day. Particularly good lines  
in warm tweed make, sin-  
gle and double breasted,  
with and without belt.  
Some very serviceable Cloth  
Coats in colors of Grey and  
Brown. These are really  
excellent values. Regular  
\$36.00. Friday, Saturday  
and Monday, **\$33.00**

## In Memoriam.

Of Pte. Joseph Dobbin, Died of  
Wounds Oct. 18, 1918.  
A briefly worded message.  
A few short lines we read.  
But to us these few words revealed  
The fact that Joe was dead.  
Dead: yes, another soldier,  
A true and gallant boy  
Has proved himself a hero  
And not afraid to die.  
When Home and Country called him  
To fight the cruel Hun,  
Joe quickly got in khaki  
And took his sword and gun;  
His country needed soldiers  
To help her in the strife  
And for her cause Joe Dobbin  
Has sacrificed his life.  
Brave Private Joseph Dobbin,  
Among the honoured dead  
Your name to-day is listed—  
Though you yourself are dead,  
With those—our heroes  
Who for her won renown,  
On Britain's roll of honour  
Your name is written down.  
When war at last is finished  
And Briton's peace proclaim:  
And our brave boys we meet once more  
Returning home again,  
We'll see your vacant place, lad,  
And gaze at it with pride,  
For we'll remember you, Joe,  
And the noble death you died.  
R. BUGDEN.  
Bell Island, Oct. 20, 1918.

## White Flag Ways.

Punishment Follows Its Misuse.  
To many people the mere mention  
of a white flag in war at once suggests  
a desire to surrender. But it is im-  
portant that it should be more gen-  
erally known that a white flag in inter-  
national law possesses a significance  
quite different.  
For an officer or soldier to display  
a white flag or other token of sur-  
render in the presence of the enemy is  
a disgrace equivalent to showing the  
white feather and the British regu-  
lations make it unmistakably clear that  
the offender will be tried by general  
court-martial. The surrender, by an  
officer charged with its defence, of  
any garrison, post, guard, or position,  
whether fortified or not, which even  
a detachment may be ordered to hold,  
can only be justified by the utmost  
necessity.  
Unless this necessity be clearly  
shown, the surrender becomes an act  
of shame and disgrace, punishable by  
death; or if the evidence is insufficient  
to support such a charge the offender,  
if an officer, is liable to be cashiered,  
or if a soldier to suffer imprisonment.  
The hoisting of a white flag means,  
in itself, nothing more than that one  
party is asking whether it will re-  
ceive a communication from the other.  
In practice, however, the white flag,  
in consequence of being improperly hoisted  
in the course of an action by in-  
dividual soldiers or small parties, has  
come to indicate surrender.  
The white flag is the universally  
understood flag of truce. Great vigil-  
ance is always necessary, for the  
question in every case is whether the  
hoisting of the white flag was au-  
thorized by the senior officer. In  
consequence of being improperly hoisted  
in the course of an action by in-  
dividual soldiers or small parties, has  
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## U. S. Soldiers Teeth.

One thing among the American  
soldiers and sailors must strike Eng-  
lish people when they see these gal-  
lant fighters, and that is the sound-  
ness and general whiteness of their  
teeth.  
From childhood the American is  
taught to take care of his teeth. He  
visits his dentist thrice daily, and  
visits his dentist every three or four  
months. If by chance a tooth does  
decay, the rot is at once arrested by  
gold or platinum filling. American  
dentists rarely extract a tooth. No  
matter how badly decayed it may be,  
they save the molar by "crowning" it  
with gold.  
The result of all this is that our  
United States cousins, besides adding  
to their appearance, gain in health by  
having good, clean teeth, and when  
war came very few men were turned  
down by the American military au-  
thorities for having decayed teeth.

## The Wonder Element.

Although her husband, the late  
Professor Curie, is generally spoken  
of as the discoverer of radium, it is  
really Mme. Curie who is credited to  
that distinction. She is shortly going  
to Italy, on behalf of the Allied Gov-  
ernments, to investigate the radium  
content of certain mineral springs.  
Mme. Curie has done much for our  
hospitals in the present crisis, and  
has decidedly "wakened up" from the  
days when her absent-mindedness  
swamped everything else—barring  
her work.  
A little Parisian dressmaker tells a  
terrible tale of the day when, called  
upon to fit madame for a new frock;  
she accidentally swallowed a pin.  
"Madame, madame!" screamed the  
girl, "I have swallowed a pin." "Never  
mind!" said madame, soothingly.  
"Take another one."