

LADIES COAT SALE SUPREME

Hundreds Just Unpacked--Others Re-grouped--Re-priced for Tremendous Selling!

COATS IN ALL SIZES for Women
—36 to 46; for Misses—14 to 20; for
Juniors—13 to 19; for Stylish Stouts
—42½ to 53.

16.98
\$20 to \$25
Values

Save \$5--\$10--\$15--Yes, and Even More, But

**BUY NOW! Get Your
Winter Coat in this Sale!**

SCORES OF NEWEST MODELS.

For Variety, for Quality and for Price, we challenge any
Store to show their equal. A visit will sell you absolutely

25.00
\$30 & \$35
Values

COATS

WOMEN, MISSES and STOUTS—
Unusual variety in fabrics and trim-
mings.

\$29-34-39

BEAUTIFUL COATS—Rich with Furs
—Newest Styles.

The coatings are qualities that you perhaps
have not thought possible at such low
prices. Rich materials, in the fashionable
new shades.

Coats at \$12.98

Fur Collars, Fine Materials—Values to
\$18.00

COLOURS—

Tanager, Grey, Rust, Ruby
Red, King Fisher, Fawns,
Browns, Plum and Navy and
Black.

FURS—

Costly Furs of Beaver, Musk-
rat, Mufflon, Deep Cuffs, Huge
Collars, Borders or Bandings.

MATERIALS—

Velour, Pin Point, Suede,
Velveteen, Broadcloth, Duv-
boom, Bolivia.

STYLES—

Flare, Circular and Straight
Line Models. Every new whim
included in these Coats.

UNDERPRICING OF THE NEWEST FALL

DRESSES

FEATURING SIX CHOICE GROUPS AT

6.98 11.98 15.98

\$21 25 29

Authentic
Styles.
Unlimited
Selection.

GREAT

SAVINGS

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FAIL TO

ATTEND.

We have gone through our entire
stock of over 1,000 DRESSES,
and every Dress has been re-
duced in price. To appreciate
their value you must see these
Dresses.

Junior Sizes, 13 to 19
Misses Sizes, 14 to 18
Women's Sizes, 36 to 46
Extra Sizes, 48 to 54

ST. JOHN'S BIGGEST MILLINERY SALE!

HATS -- HATS

OVER 900 HATS IN THIS SALE—FELTS, VELOURS,
VELVETS, AND SATINS.

2.20 2.79 4.50 5.98

A collection of Millinery entirely different, and better values than
you have found here or elsewhere. The most becoming shapes,
the most desired colours.

HATS FOR ALL AGES—LARGE, MEDIUM AND
SMALL HEAD SIZES—PLENTY OF BLACKS.

**London, New York & Paris
Assoc. of Fashion, Limited**

GUARANTEED

FUR COATS

BEAUTIFUL MODELS—CORRECT IN STYLE AND
GUARANTEED AS TO QUALITY.

NATURAL SKUNK \$115.00
NATURAL SQUIRREL \$150.00
KOLINSKY \$195.00
MARMINK
FOX

62 MODELS
We advise early se-
lection as there are
only one and two of
a kind.

SIZES—

JUNIORS

MISSES

WOMEN'S

and

STOUTS

We Guarantee

every Fur Coat in

this Sale.

Included are:

Muskrat Coats

Hudson Seal

Coats

Northern Seal

Coats

MEN!

You can buy your

sister, mother, wife

or sweetheart a Fur

Coat for Christmas

—a 25 p.c. deposit

will hold it.

OTHER FUR COATS—\$220.00 UP TO
\$350.00

SIDE TALKS.

By Ruth Cameron.

THE ORdeal OF BEING THANKED.



"Do you know
the thing I read
the most about
suffering at a tea
or anything like
that," said a girl
who has a very
sweet voice and
is always being
importuned by
friends to sing at various func-
tions, "is having people come up at-
tend and tell me how much they
enjoy it."

"Don't you like to have them like
that?" I asked.
"Of course I do, but how do I know
they really like it. They're not to tell
that, haven't they, if I sing for
charity? What else could they do? Be-
cause it's so hard to know what to say
return. I don't want to be blunt,
and I don't want to be fatuous, and

it's so difficult to steer between the
two."

We've All Been There.

As if it weren't everyone in the
world who knows that! We all love to
have compliments and we all hate to
receive them.

A friend of mine has a style of com-
pliment receiving that I think is ex-
cellent. She receives a compliment
with a frank smile of pleasure. No
pretense that she isn't pleased. No
attempt at self-depreciation. "Do you
really think so? I'm so glad. It's aw-
fully kind of you to tell me so," or
words to that effect. I don't mean that
she always says those exact words,
but that is her line. And she says it
in a hearty way that carries conviction.

I used the word hearty but perhaps
warm would be better, or sincere. For
I have heard other people use the
same formula in a flat, insincere way
that entirely failed to carry convic-
tion. If you are going to say anything
of that nature, say it with warmth
and sincerity. Why shouldn't you? It
is nice of people to tell you kind
things. You are pleased and all you

need to do is to show it frankly and
pleasantly.

As A Handle For A Return Compli-
ment.

Another woman I know has a gra-
cious habit of using the compliment as
a handle to say something pleasant to
the giver. If someone praises her
frock, she thanks her and then man-
ages to say something of this general
nature, "I'm glad you like it. I think
it's going to be an awfully useful
frock. I always admired that grey
kasha you had last year and I think
this will serve the same purpose." Or
if her garden is admired, she thanks
the admirer and presently says some-
thing about her wonderful luck with
geraniums and asks if she may have a
slip some day. (There are some things
we are all willing to be asked for.)

Of course it takes some quick think-
ing and much tact to do this sort of
thing. But tact is just the expression
of the habit of feeling other people's
feelings as well as your own. It is
something that all the people who
wish to be skilled in the art of social
relations must cultivate. And whom
does that not include?

Policy of Next Labor Government

MR. PHILIP SNOWDEN LOOKS
AHEAD.

In a speech at a Labour meeting of
Paisley, Mr. Philip Snowden spoke of
the party's intention to pursue a So-
cialist policy if and when returned to
office.

They were all familiar, he said, with
the phrase which they often heard
from certain quarters about the over-
throw of the capitalist system. (A
Voice: Hear, hear.) Mr. Snowden re-
torted to the "Hear, hear."—That ob-
servation would be far more educa-
tive if it were accompanied by some
glimmer of a scheme by which the
destruction of capitalism was to be
achieved. The speaker added that
the work of the next Labour Govern-
ment must consist of carrying through
or attempting to carry through great
schemes which will gradually but fun-
damentally change the economic struc-
ture of society. The financial policy of
the Labour Government would be to
raise revenue by taxation on unearned
wealth for social as well as financial
reasons, and it would discourage by
the instrument of taxation the trans-
fer of huge fortunes to people which
they themselves never did anything to
earn.

Safeguarding of Industries.
The safeguarding of industries by

the present Government was a euphe-
mism for old Protection. "It seems
very likely that if this Government
remains in office for two or three years
longer prostituting their accidental
majority they will impose upon this
country a full-blown system of Pro-
tection." The Labour Party stood
solid against Protective tariffs, but
they were not in favour of permitting
the importation of articles in this
country the production of which were
degrading to foreign workers.

BUILT TO LAST.

Bilger built my
stately dwelling,
to protect me
from the blast,
and he said,
"There is no tell-
ing just how long
this house will
last; but if cy-
clones do not
break it, blowing
it to distant
spheres, and if
earthquakes do
not shake it, it will stand a thousand
years. Your remote descendants,

bragging, will remark to friends who
come, 'Not a jot or ill is sagging,
not a beam is out of plumb. Not for
gingerbread or gilding did our noble
fathers care; they were only keen on
building houses that would last and
wear.' That was long ago, my mas-
ters, and the builder's rede seems
true; other houses meet disasters, but
my own's as good as new. Other
houses are disbanding when the how-
ling tempests blow, but my mansion
still is standing, not a blemish does
it know. Other houses burn like
tinder, homes of wood and homes of
bricks, but my stone walls seem to
hinder all the fire fiend's choicest
tricks. I should be a happy mortal,
sunny smiles I ought to wear, but I
do not sing or chortle as I climb the
winding stair. For the house is out of
fashion, it's a relic of the past; I de-
nounce it with a passion that would
make you stand aghast. There is no
one who will buy it, there is no one
who will rent; and the years that
sither by it do not leave in it a dent.
All in vain I make endeavor to be
blitheome, glad and gay, for I'm
doomed to live forever in a house that
won't decay.

THE NEW FRENCH REMEDY.
THERAPION NO. 1
THERAPION NO. 2
THERAPION NO. 3
No. 1 for Bladder Catarrh, No. 2 for Stomach &
Kidney Catarrh, No. 3 for Chronic Weakness,
and all cases of Urinary Tract Disease. Price 1/6
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have to work so hard in
cleaning for Pearlina cleans
and polishes with little ef-
fort.

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We have one of the largest and best equipped
WOOD-WORKING PLANTS in this country. We
make all our own stock from the log to the finished
article, including: Framing, Matched Board, Clap-
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and Sashes, Oil Barrels, Herring Barrels, Fish Casks
and Fish Boxes, Folding Chairs, Tables, etc.

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ROYAL-KENDALL COAL SAVER.

Wise folks look ahead to winter now: this is the time
to buy and install this new coal and labor saving de-
vice. Dozens here have tried it the last two winters
and saved at least one-fourth their coal, and a third
of furnace labor. And prices this year are cheaper
than last year.

H. & M. BISHOP.

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Paris sends over braid bags orna-
mented with cunning dolls' heads.
Large, close-fitting pearl earrings
are worn by the Parisienne.
Velvet and lame is a favorite com-
bination for the evening wrap.
The shawl collar is a feature worth
noting on fall and winter coats.

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Pure and Wholesome
Keeps The Skin Clear
Keeps Outward Taints and Eruptions