

G. B. CHOCOLATES

A few favorites-Corellas, Almontinos, Almond Crispets, Nouga tinas, Furnt Almonds, Maple Walnuts, Caramels, Cream Drops, Milk Chocolate Creams, Fruit Creams, etc. Display Cards with goods. EMERY BROS. - 82 Germain St. Selling Agents for Ganong Bros., Ltd.

The Household Remedy

for the ailments from which almost everyone sometimes suffers—sick headache, constipation, disturbed sleep, muddy complexion, lassitude, backache, depression and other results of a disordered digestive system—is

widely used medicine in the world, because millions of recople have found them dependable, speedy and sure in their action on stomach, liver, kidneys and bowels. Compounded from vegetable products, Beecham's Pills are free from harmful minerals and dangerous drugs. They do not promote the physicing habit—do not irritate the bowels. Should be taken by every member of the family at the first sign of illness—so mild and effective that they are good for the aged, and for the ills of childhood, are

Worth a Guinea a Box

Prepared only by Thomas Beecham, St. Helens, Lancashire, England. Sold everywhere in Canada and U. S. America. In boxes, 25 cents.

BIRTHDAY RINGS

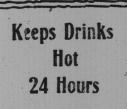
As the hand of Old Father Time points again to a birth anniversary, the Ring with the Proper Gem forms an ever appropriate remembrance.

In the choice of a Birthday Ring, you will find in our collection both new and conventional patterns with suitable stones for each month.

41 King Street

Ferguson & Page DIAMOND IMPORTERS AND JEWELERS

Use The WANT AD. WAY





Keeps Drinks Cold 72 Hours

The Universal Vacuum Bottle

tle at a Moderate Price that the Universal was intended, but it has more than fulfilled the purpose for, not only is its price exceedingly reasonable, but it will do all that much more expensive Vacuum Bottles will do, possessing also ex clusive features which are vast improvements on earlier types.

PRICES:	
Green Finish, Nickel Top	Pint, \$2.10; Quart, \$3.35
Corrugated Nickel	Pint, \$2.50; Quart, \$3.80
Plain Nickel	Pint, \$3.00; Quart, \$4.25
ReFills	Pint, \$1.15; Quart, \$2.00
UNIVERSAL LUN	CH SETS
Complete with Vacuum Bottle	

Market W. H. Thorne & Co., Ltd. Street



Millinery Attractions

FOR THE WEEK-END

Fashionable Hats — Exclusive Designs

UNTRIMMED HATS in all styles and colors. PATTERN HATS, including latest French and New York models at reduced prices for the week-end. CHILDREN'S HEADWEAR in an exceptionally choice s

Mounts, Flowers, Wings, and Novelty Trimmings in all the lat-

NEUTRALS TELL

Agree That British Reports Are Accurate

CERMAN CLAIMS FALSE

No Trace of Widespread Destruction Reported From Berlin German people, that the German

S. S. McClure, magazine publisher, was in Germany not long ago, and there read of the frightful damage done by a recent Zeppelin raid. When he return-S. S. McClure, magazine publisher, ed to England on his way home he took

ed to England on his way home he took the trouble to visit the places where the Germans claimed to have wrought their destruction. He checked the British official statements, and then announced that the British figures were correct, and the German claims absurd.

Similar testimony has been given by a correspondent of the Springfield Republican, who appears to have been sceptical of the British reports. He was provided with credentials which took him to the districts visited by the raiders, and there was permitted to interview witnesses of the raids, to count the dead and independently estimate the damage. He reports, as Mr. McClure reported, that the British figures are absolutely to be depended upon; and that the German claims are mere inventions. He asserts positively that it is impossible for the Zeppelin raiders to know anything of the damage they do; impossible for them to recognize the districts over which they are flying.

Germans Do Not Know

Germans Do Not Know A captain of one of the Zeppelins brought down in England, when asked how he could reconcile his conscience to dropping bombs on women and children, denied that this was done, and asserted that bombs were dropped only on military works and public buildings. Asked how he could tell where a bomb dropped on a dark night when he was a couple of miles up in the air he redropped on a dark night when he was a couple of miles up in the air he replied, with some mystery, that the Germans have their ways of knowing. If this is true, then it is plain that the German reports of munitions works being destroyed and thousands of people killed are deliberate inventions, and not founded on the reports of the Zeppelin officers. British aviators flying at various heights over London in order to test the efficacy of the methods employed to darken the city on the approach of a Zeppelin agree that at a much lower altitude than that usually maintained by Zeppelins it is impossible to distinguish prominent places. If those who are flying over London every day cannot tell one landmark from another, how is it possible for strangers flying much higher up to do so? er up to do so?

The correspondent of the Republican visited an important Midland city of several hundred thousand population the day after a notable air raid. This city should have been a shining mark. It has many square miles of munitions works, and the facilities for driving off works, and the facilities for driving off invaders were slight compared with those of London. The city was warned of the approach of a Zeppelin, and all lights were turned out, while the citizens in obedicage to orders stayed indoors, refraining from laughter or any other loud noise. For some time, perhaps half an hour, the invader hovered over the hushed and shrouded city, utterly at a loss where to strike. Then a distant railway train evidently gave the commander of the airship his first hint of his whereabouts, and the bombs began to drop, until the whole cargo had been disposed of. Then the ship flew swiftly away.

Poor People Chief Sufferers

As a result of this spectacular raid the correspondent found that between twenty and thirty people had been killed by the bombs and twenty houses destroyed. Despite the vast extent of the area occupied by munitions works, only one bomb dropped within it, destroying a pile of railroad ties. Nearly all the bombs fell in the thickly-populated districts, upon the homes of the very poor, and it has been noted that this is the case with the great majority of the bombs dropped in England since the beginning of the war. It is supposed that this is due to the fact that the Zeppelins necessarily follow the course ed that this is due to the fact that the Zeppelins necessarily follow the course of railways or rivers in their flight, and it seems to be the rule in most cities that the railways pass through the most congested districts. The houses destroyed, for the most part, have been small and poor, and in view of this fact

it is remarkable that the incendiary bombs have been able in not a single

when one of these 200-pound bombs dropped from a height of a couple of miles falls on the average workingman's house, that house ceases to exist, and where it stood is a fire. But so admirable are the fire-fighting arrangements and so swiftly are the firemen on the spot that even in densely-packed districts there has been no important conflagration. Equally amaging it is that





KING ST. GERMAIN ST. MARKET SQUARE

Three Importantant Sales Still Going On

Bargain Sale of Velvet, Plush and Velour Hats IN MILLINERY DEPARTMENT

Reduction Sale of Women's and Children's Heavy Winter Coats IN COSTUME DEPARTMENT

And Pre-Stock-Taking Sale of Men's and Boys Winter Overcoats IN CLOTHING DEPARTMENT



Men's Heavy Winter Gloves

The keen, frosty weather makes your fingers tingle. Are your Gloves warm enough? Our showing compires every fashionable make of Winter Gloves intended for complete comfort.

Tan Cape, wool lined, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50 and 2.75 pair.

Tan Cape, Chamois lined. \$3.50 pair

Tan Cape, Fur lined, \$2.50, \$2.75 pair

Tan Mocha, Wool lined, \$1.35, \$1.50, \$1.75, \$1.90, \$2.00, \$2.25, \$2.50, \$3.00

Tan Reindeer, Wool lined. \$6.50 pair Grey Mocha, Wool lined, \$1.50, \$1.75, \$2.00, \$2.25

MEN'S FURNISHINGS DEPT



NEW HALL



. To make your hall attractive you must have good Furniture, and the new hall fittings are so reasonable in price that every home can be suitably provided at small cost. The illustration shows two very popular seats and mirrors. This combination has almost entirely replaced the old-fashioned hall rack. We have many others to choose from. All of oak and in the standard shades.

MIRRORS..... From \$6.75 to \$19.00 SEATS..., From 12.00 to 26.00



FURNITURE DEPT.-MARKET SQ. Hall Seat. \$13.00 Manchester Robertson Allison, Limited

A Wealth Of Warm Winter Things For Saturday Selling

Mothers, girls, little ones and all can be provided with warm ready-to-wear garments of many kinds, suitable winter underwear, etc., at our moderate prices

REDUCTION SALE OF WARM COAT CLOTHS

Clearing a number of lines of Heavy Coat Cloths, mostly short pieces of a single coat length, some more. They come in fancy mixtures, dark plaids, heavy wool checks, etc., 54 inches wide.. Regular prices up to \$2.75 per yard...... To Clear on Saturday, \$1.88 per yard

"FLANNELETTE COMFORT" UNDERWEAR, ETC.

All flannelette garments purchased before recent advances, could not be obtained today at the same price.

be obtained today at the same price.

Children's Flannelette Drawers of good, strong, warm and soft material, all white, sizes 2 to 12 years.

29c per pair.

Girls' Flannelette Petticoats, warm soft finish, made with deep ruffle at bottom, sizes 8 to 16 years.

Price 50c each.

Girls' Flannelette Nightgowns of heavy smooth finish finanelette, buttonhole edging at neck and sleeves, sizes 4 to 8 years.

Price 68c each.

Price 68c each.

Price 60c per garment

Price 60c per garment

Price 60c per garment

Price 60c each.

Price 68c each.

10 to 14 years ... Price 75c each.

Children's Pajamas of strong white flannelette, good warm sleepers and pajamas, made all in one piece, sizes 2 to 6 years.

8 to 12 years

Children's Pajamas of strong white flannelette, good warm sleepers and unshrinkable yarns, good heavy warm make, sizes 40 to 46 inch bust measure.

Price 60c per garment

Women's Flannelette Gowns, bes value on the market in women's good warm flannelette gowns, all sizes, including extra O. S. for large women, high or low neck, short or long sleeves. Price \$1.29 each. KIDDIES' FUR SETS

Pretty warm, useful little fur sets for kiddles, tie and muffs in grey, tan or white, manufacturer's samples, to be sold on Saturday at half

WINTER LINED UNDERSKIRTS

pleated ruffle. Price \$1.65 each SILK UNDERSKIRTS

A limited quantity of soft messaline silk underskirts, in black, sand and navy. Made with deep flounce. Special, \$3.58 each.

A new line of very soft finish cape gloves with double seams and Imperial point backs, dome fasteners, in good shades of oak tan.

Price \$1.35 pair.

BEST MAKES KNITTED UNDERWEAR

ments, knitted and shaped to fit. .

Women's "Outside" Underwear,

All odd garments of different lines, children's vests and drawers, natural, cream or white, all wool merino as well as heavy cotton rib knit, some are slightly soiled, all sizes 2 to 12

WINTER HOSIERY

Exceptionally good line of ladies' Good quality sateen underskirts in black only, lined with heavy flannelette, deep flounce, trimmed clusters fine tucks, finished 4 inch accordion for tucks, fi

LADIES' CAPE GLOVES

WOMEN'S WARM WINTER | LADIES' GOOD FURS, ATTRAC.

Good warm business or house blouses of silk repp, bengaline or cashmere finish flannel, plain colors, fancy stripes or small figured designs, some are trimmed velvet or silk on collar and cuffs, colors pongee, saxe, navy, grey, tan, cardinal; also black and white. Sizes 34 to 44 inch.

Prices 79c to \$1.75.

TIVE PRICES

TIVE PRICES

Special values in ladies' fur neck pieces and muffs, black wolf, black fox, mink, popular red fox, etc.
Special Flack Wolf Stoles \$6.75, \$9.85.
Black Wolf Muffs \$7.90, \$9.45
Natural Red Fox Neck Fur, \$28.50.
White Iceland Stole . \$6.85 to \$10.85
White Iceland Muffs \$24.00

SATURDAY IN STAPLE

DEPARTMENT
Wide soft finish flannelette in new fancy shirting stripes, pinks, blues, greys, fawn, etc., 30 in., good weight, cut in 5 yard pieces to save time.

Price 5 yards for 65c.

Price 5 yards for 65c.

Soft white Turkish bath towels, good sizes, hemmed ends.

1,000 yards white longcloth, good quality, soft finish, full bleach, 36 inches wide, cut in 5 yard lengths.

5 yards for 58c.

KIMONOS

Full length kimonos in neat flower-ed flannelette, made in plain loose style with satinette band on neck and down front.

Special \$1.00

XMAS NECKWEAR ARRIVING Big lot of Dainty New Neckwear, especially ordered

for our Christmas trade, has just arrived and will be on sale for Saturday. New things in fine organdy, crepe de chene, popular white flannel and broadcloth; the latest effects......Prices 35c. to \$1.25

MORE COMFORTABLES

About 40 only left of those special large size comfortables which have been on sale during the past week, exceptionally well filled and well stitched, neat designs, values up to Special Price, \$2.35 each

XMAS STAMPED GOODS Note the fine quality of the fol-lowing stamped articles.

Night gowns stamped on fine Eng-lish madapolam 75c and 95c

Corset Covers stamped fine nain-

JAP SILK WAISTS

WOMEN'S FLANNELETTE

Special Price, \$2.89 each.

A small lot of large rough, heavy

A small lot of large rough, heavy

Large fancy linen towels, stamped

Large fancy line comfortables for camping purposes.

Price \$1.65 each
18 inch centres, stamped on
Irish linen

SPECIAL WOMEN'S WINTER COATS, \$10 EACH

For Saturday, about 30 New, Stylish, Up-to-date Winter Coats' in Tweeds, Melton Cloth and Chinchilla, dark grey, mid. grey mixtures, navy or black. Made in full loose styles or with all round belt. Regular price up to \$13.50.....Our Saturday Special, \$10.00 each

London House /

DANIEL,

Head of King St.