



**PROFIT-PRUNED PRICES PREVAIL**



on all kinds of Seasonable Merchandise.

**Keen Buyers Will Readily Appreciate This List of FRIDAY, SATURDAY AND MONDAY SPECIALS!**

**NAVY NAP CLOTH.**  
For children's winter coats, or boy's refers you can't find anything more serviceable, it makes up well, looks well and wears well, 54 inches wide. Reg. \$2.40 per yard. **2.00** Fri., Sat. & Mon.

**Curl Cloths.**

Make comfortable looking winter coats for Ladies or Misses. We are offering 4 pieces, brand new stock, a nice heavy weight and showing an extra thick curl; 52 inches wide. Reg. \$2.40 per yard. **Friday, Saturday & Monday.**

**\$2.20** per yard.

**BOYS' WOOL UNDERWEAR.**  
Regular \$1.00 garments for 49c.

A limited quantity, about 4 dozen altogether. Shirts and Drawers; sizes to fit boys from 6 to 8 years. This Underwear comes in natural wool weight and especially suitable for cold weather wear. Reg. \$1.00 per garment. **Friday, Saturday and Monday** . . . . . **49c**

**CONGOLEUM MATS.**  
We have had quite a run on these; they are certainly great value and give satisfactory wear. A pleasing range of designs and bright colorings; a bit larger than the usual Linoleum Mats and much cheaper; size 18 x 36. **Special Friday, Saturday and Monday** . . . . . **27c**

**MEN'S TWEED CAPS.**  
Fashionable London Caps for fall wear. Light, medium and dark shades, silk lined; we are noted for style in Caps; this week's display is smart, neat and attractively priced. Reg. 75c. values. **Friday, Saturday and Monday** . . . . . **65c**

**Don't Put Off Till To-morrow the Shopping You Can Do To-Day. Every Item Here a Leader in Value.**

**Wrapper Flannelettes.**

3 pieces 27 inches wide; light and dark patterns; these make up rather prettily and have a nice warm comfortable appearance. Reg. 35c. **Friday, Saturday & Monday** . . . . . **34c**

**MEXICAN TABLE COVERS.**

A strong make in pretty lace pattern; circular shape, scalloped edge; nice designs; 23 inches in diameter; they wash perfectly, all white. Reg. 15c. **Friday, Saturday and Monday** . . . . . **15c**

**Unbleached Sheetting**

70 inches wide, fine twill finish, reliable English make, a strong and serviceable family sheetting; recommended for hard wear. Reg. 35c. **Friday, Saturday & Monday** . . . . . **32c**

**FINAL OFFER OF AMERICAN TABLE DAMASK.**

Just about 200 yards of this excellent Damask left; can't say that any more is available at present; it's pure white and beautifully figured; sells readily at the regular price 35c. per yard. **Friday, Saturday & Monday** . . . . . **29c**

**Fluffy-Fleeced BLANKETS, for Children's Cots.**

In Pink and Pale Blue, prettily figured showing animals in white button hole edge; size: 30 x 40; they make an ideal blanket for cold weather wear. **Special, Friday, Saturday and Monday** . . . . . **52c.**

**3---Boot Specials---3**

**LADIES' DONGOLA BOOTS.**

Another line of comfortable fitting boots in laced style; Blucher cut, wide last. A perfect boot for the stout foot, the low heel makes it an ideal walking boot; 1/2 sizes to pick from. Reg. \$2.75. **Friday, Saturday & Monday** . . . . . **2.60**

**LADIES' FELT TOP BOOTS.**

A line of boots that many like during the cold weather; these are not like the old fashioned felt boots, but with a finer finish and better shape; lace style, low heel, moderately priced. Reg. \$2.00. **Friday, Saturday & Monday** . . . . . **1.85**



**2.60 1.85**

**BOYS' PANTS.**

With our Readymades came along a very fine range of Boys' Tweed Pants, suitable for boys from 3 to 9 years, well cut and excellently finished, open knee style, representing 30c. values. **Friday, Saturday and Monday** . . . . . **77c**

**INFANTS' BOOTS.**

Made in conformity with the natural foot, Button Style in Crimson leather, with patent leather uppers of the same shade, and others with black tops; sizes: 3 to 6. Reg. \$1.00. **Friday, Saturday and Monday** . . . . . **94c**

**49c**

**27c**

**65c 42c**

**MEN'S SUEDE CHAMOIS GLOVES.**

In natural shade only; sizes 7 to 8 1/2, with one dome fastener; this glove washes perfectly and wears better than any glove near the price. **Special, Friday, Saturday and Monday** . . . . . **42c**

**Timely Offerings in the Shirt Section.**

**BIG JOB LINE OF BOYS' KNITTED SHIRTS, 34c.**

A warm Shirt for fall and winter wear, deep collar, heavily fleeced; no better Shirt for a boy working outdoors; sizes from 12 to 14, and in shades of Brown and Navy. Value for 50c. **Friday, Saturday & Monday** . . . . . **34c**

**BOYS' JERSEYS.**

A line of all navy Jerseys for growing boys; made to stand hard wear. Don't be without one for your boy, when for such a small price you get a really serviceable Jersey. Reg. up to 60c. **Friday, Saturday 47c and Monday** . . . . . **47c**

**ROLLER TOWELING.**

18 inches wide, white, with parallel stripe in crimson, soft finish, handy about the kitchen; get your share of this material. **Friday, Saturday and Monday** . . . . . **7c**

**RUSSIAN BLOUSE SUITS.**

For the small boy nothing prettier; they're made of good quality navy serge, coat with detachable navy drill collar, can be worn without this collar if desired, pants lined throughout; this line fits boys from 3 to 8 years, really serviceable suit for present wear. Reg. \$4.00. **Friday, Saturday and Monday** . . . . . **3.65**

**Men's Shirts.**

A lot of pretty stripe patterns, materials of fine Twill, and needs but a glance to tell you it will give you satisfactory wear, soft bosom and cuffs; saves the expense of laundering each week. Reg. 1.30. **Friday, Saturday & Monday** . . . . . **1.08**

**Stainless Knives.**

See our window for these Knives doing the acid test. Reliable Sheffield manufacture. Table and Dessert sizes, with good ivory handles. By a special process in the making the objectionable stain, so noticeable in other knives is eliminated here. They cut apples, oranges, lemons and any other fruit of an acid nature and yet show no staining; dip them in vinegar or pickles and no stain is apparent. Call and see them, no obligation to buy. **Friday, Saturday and Monday** . . . . . **60c** Table size . . . **70c**

**CUSHION CORDS.**

In all the most wanted shades, such as Navy, Crimson, Yellow, Green, Royal, Pink, Pale Blue and Garnet, etc.; others in mixed shades, each 10 feet long and large tassels at either end; usually sold at 35c. each. **Friday, Saturday and Monday** . . . . . **29c**

**Khaki Handkerchiefs.**

Only 5 dozen of these, showing the Nfld. Badge in native colors, a novelty and serviceable handkerchief for the boys at the front; send him a half dozen now. **Special each Friday, Saturday and Monday** . . . . . **18c**

**TOWELS.**

Rarely have we offered a nicer line of Towels; these have a soft finish, no filling of any kind, large faint check patterns and white. Good value at 25c. each. **Friday, Saturday 22c and Monday** . . . . . **22c**

**INFANTS' CRIB BLANKETS.**

Another lot of nicely fleeced Cotton Blankets for children's cots; size 30 x 40, pale blue or pink striped border. We offer these singly. **Friday, Saturday & Monday** . . . . . **19c**

**Every Department Has Its Share of Bargains This Week.**

**TENERIFFE D'OYLEYS.**

Are always admired; this lot is particularly attractive, 10 inch size; you wonder how they make them for 20c.; washing will not destroy their original appearance. Reg. 29c. **Friday, Saturday & Monday** . . . . . **29c**

**TABLE CENTRES.**

The nearest little Battenburg centre imaginable, white linen centre, strongly made to stand washing; just a dozen of these to hand. Reg. 45c. **Friday, Saturday & Monday** . . . . . **37c**

**Banner Values in Hosiery.**

**WOMEN'S CASHMERE HOSE.**  
40 dozen of English and American makes in plain and ribbed, fast Black seamless finish. Reg. 35c. **Friday, Saturday and Monday** . . . . . **29c**

**MORE VALUES IN LADIES' HOSE.**

A very fine line in all Black, plain and ribbed finish. No better time to buy your Hosiery than now; this line affords an opportunity you should avail of. Reg. 50c. **Friday, Saturday and Monday** . . . . . **44c**

**MEN'S FALL WEIGHT SOCKS.**  
In a splendid line of Dark Grey and pretty Heather mixtures, worsted weight. Eager shoppers will pick these 40c. values **Friday, Saturday & Monday** for . . . . . **19c**

**DUCHESS SETS.**

Pretty little 4-piece sets for your boudoir, very dainty with lace edge and insertion to match eyelet centre, the largest piece measuring 11 x 40. Reg. 50c. per set. **Friday, Saturday and Monday** . . . . . **42c**

**CHAIR CUSHIONS.**

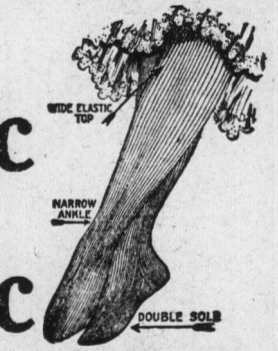
Make your chairs comfortable for the coming long evenings; a small cushion is sometimes all that is needed; we have a lot measuring 12 x 16, saten and art coverings, plump little cushions. **Special Friday, Saturday & Monday** each . . . **15c**

**PILLOW CASES.**

Strong serviceable Pillow Cases, measuring 22 x 33, with deep hem at open end, made of good American wash cotton. Look around and see how many you need; the price is low. Reg. 25c. **Friday, Saturday and Monday** . . . . . **22c**

**MEN'S STUD SCARVES**

A pleasing lot in light and dark mixtures; others in plain; they fit perfect, neat cut, always secure, strong, stud fastening. Reg. 25c. **Friday, Saturday & Monday** . . . . . **15c**



**10c. Specials.**

- 10c. Specials . . . . .
- Large Sugar Shakers . . . . . 10c.
- Tortoise Shell Back Combs . . . . . 10c.
- Tortoise Shell Hair Clips . . . . . 10c.
- Reliable Boot Polish . . . . . 10c.
- Children's Table Sets . . . . . 10c.
- Mendets, mends everything . . . . . 10c.
- Preserve Dishes, 3 for . . . . . 10c.
- Hair Combs, strong . . . . . 10c.
- Toilet Soap, 3 cakes for . . . . . 10c.
- Tin Cullenders . . . . . 10c.
- Enamel Soap Holders . . . . . 10c.
- Coal Shovels, Galvanized . . . . . 10c.
- Bath Sponge Holders . . . . . 10c.
- Meat Choppers, Double . . . . . 10c.
- Dust Pans, Japanned . . . . . 10c.
- Pot Covers, large size . . . . . 10c.
- Tin Ladies, heavy . . . . . 10c.
- Pocket Dictionaries . . . . . 10c.

**GOOD MORNING! HAVE YOU USED Pears SOAP?**

We offer you Pears Transparent Soap, unscented, in oval shape cake; the familiar size. **Friday, Saturday and Monday** . . . . . **12c**

**For the Little Boys. Runabout Suits**

Finely woven and fleeced suits with cap to match, V-cut neck, and pants extending down to the instep; all Grey shade; they're cut and specially suited for fall wear. **Special per suit Friday, Saturday and Monday.**

**95c.**

**You Can Spend 15c. Profitably Here.**

- Pretty Gift Stud Sets . . . . . 15c.
- Purses, nice assortment . . . . . 15c.
- Christy's Lanoline . . . . . 15c.
- Colgate's Cold Cream . . . . . 15c.
- Peroxide Cream . . . . . 15c.
- Enamel Cullenders . . . . . 15c.
- Enamel Wash Basins . . . . . 15c.
- Enamel Milk Pans . . . . . 15c.
- Whisks, plump size . . . . . 15c.
- Boot Brushes . . . . . 15c.
- Frying Pans . . . . . 15c.
- Roller Racks . . . . . 15c.
- Wall Brackets . . . . . 15c.
- Hair Brushes . . . . . 15c.

**RELIABLE CLOCKS.**

A respectable looking Clock in large light and dark oak case, clearly defined figures on a good open face, and has a nice melodious sound when striking; suitable for dining room or kitchen. Regular \$2.25. **Friday, Saturday & Monday** . . . . . **1.89**

**Values That Will Crowd Our Showroom.**

**LADIES' OVERALLS.**

Simple styles yet attractive and neat, made of strong washing materials, showing stripes and fancy figured effects, large patch pocket in each, straps at back, full sleeves, pipings of white; a morning need about the house. Reg. 70c. **Friday, Saturday & Monday** . . . . . **59c**

**OIL HATS FOR CHILDREN.**

Just the season for these; the school children appreciate them; they will stand some knocking about; all black with a shiney finish, full sizes; get one now. Reg. 40c. **Friday, Saturday and Monday** . . . . . **36c**

**WATERPROOF CAPES.**

The ideal wet weather Cape. Nothing more desirable for the child going to school. They come in Navy and Crimson, each with hood attached, gathered with elastic, plaid lined; sizes to fit from 6 to 14 years. Regular \$2.30. **Friday, Saturday and Monday** . . . . . **1.95**

**CORSET COVERS.**

A corset cover or two is always needed, this particular line comes in fine ribbed Jersey with high neck and your choice of long or short sleeves, finished at neck with fine silk crochet edge; sizes 34 to 42; you'll feel the benefit of these during cold weather. Reg. 40c. **Friday, Saturday and Monday** . . . . . **36c**

**NIGHTGOWNS.**

For present wear, new importations in fine white flannelette, trimmings of Pink, Sky or White braid, low neck and very neat collar, made full; they represent good value at their regular price \$1.30. **Friday, Saturday & Monday** . . . . . **1.08**

**SILK SCARVES.**

Scarves of high degree in fine knitted silk, and such a variety of shades to decide from, silk tassels ends; Emerald, Saxe, Brown, Terra Cotta, Rose, Pink, Champagne, etc. Reg. \$1.30. **Friday, Saturday and Monday** . . . . . **1.13**

**CASHMERE DRESSES.**

For infants; nicely shirred at waist, lace edging at neck, long sleeves; the make-ups are very neat and show shades of Sky, Pink, Crimson and Cream. Reg. 80c. **Friday, Saturday and Monday** . . . . . **68c**

**BONE HAIR PINS.**

The very newest shapes, large square and round heads, many pretty effects showing brilliant settings, etc.; usual 25c. value. **Friday, Saturday and Monday** . . . . . **17c**

**Children's Undershirts**

Strong Flannelette used in the making of these, in shades of Sky, Pink and Cream; made without body, narrow flounce and button hole edge; cheaper than you can make them; assorted sizes. Reg. 35c. **Friday, Saturday and Monday** . . . . . **26c**

**A Clearing Line of \$1.50 Blouses.**

And every one of them this year's style, White Muslin, Voile, Crepe; others in Fancy Stripe Crepe, turned down collars and long sleeves, button trimmings. Lateness of season will not prevent purchasers from buying generously from this pleasing assortment; a full range of sizes, making it possible to fit any figure. Remember, \$1.50 Blouses await you **Friday, Saturday & Monday** for . . . . . **98c**



**Dress Goods.**

Hundreds of yards of pretty Dress Lengths, Skirt Lengths, and even Costume Lengths in this pile of Remnants. Popular materials and fashionable weaves, left over from this season's selling; Tweeds, Serges, Cloths, Lustres and Poplins, etc. Price per yard forgotten in marking these pieces. Come early and see for yourself.

**Armenians Are Almost Wiped Out Bryce Says**

London, Oct. 7.—Replying to a question by Lord Cromer in the House of Lords yesterday, the Marquis of Crewe, Lord President of the Council, said that information which had reached the Government in regard to the massacre of Armenians was based mainly on statements from Tiflis. In one district, it was declared, the population had been absolutely exterminated, and the most terrible description was given of the condition of the country.

The Government, the Marquis continued, had no official confirmation of statements that German consular representatives in Asia had encouraged these horrors, but the statements had been made by an observer from the United States, and he was bound to say that, knowing what had happened elsewhere, there could not be said to be antecedent improbabilities that such was the case.

The Government had not thought, said the Marquis of Crewe, that any advantage would follow from an attempt to make either direct or indirect representations to the Turkish Government on the subject.

Viscount Bryce, former British Ambassador to the United States, said that such information as had reached him from many quarters showed that the figure of 800,000 Armenians destroyed since May was quite a possible number. Virtually the whole nation had been wiped out, he declared, and he did not suppose there was any case in history of a crime "so hideous and on so large a scale."

The means for saving the unfortunate remnants of the Armenian people, added Viscount Bryce, were to be found, he believed, in the expression of the opinion of the world, especially of neutral countries, which might possibly exert some influence on the German Government and induce it to take steps to prevent further massacres.

"The death of these people," said Viscount Bryce, "resulted from the deliberate and premeditated policy of the gang now in possession of the Turkish Government. Orders for the massacres came in every case direct from Constantinople. In some instances local governors being humane, pious men, refused to carry out the orders and at least two governors were summarily dismissed for this reason."

The Earl of Crewe quoted the British Consul at Batoum regarding appalling horrors which he said had taken place in the district of Sassoun, where the population was absolutely exterminated except for a handful of people who escaped to the mountains. The Lord Mayor at a meeting at the Mansion House on the 15th will start a fund for the aid of Armenian refugees. Among the speakers will be Viscount Bryce, Cardinal Bourne and T. P. O'Connor, M.P.

**The Loan Negotiator.**

Thomas W. Lamont, of the firm of J. P. Morgan & Company, and one of the negotiators with the Anglo-French financiers, was formerly a newspaper reporter. Lamont, who is the son of a minister, worked his way through Harvard as a newspaper correspondent, and at graduation secured a berth on the New York Tribune, where he was given the princely stipend of \$15 a week. He made progress in the newspaper world and was soon holding down a \$40 a week job. Later he came in contact with some big financial men and they took him into partnership. Eventually he came in touch with the late J. P. Morgan, who was so taken with the young man's personality and qualifications that he invited him to the firm. Lamont is only forty-three years of age. —Journal of Commerce.

**Proud of J. J. Hill.**

Canadians should feel a considerable measure of pride over the fact that James J. Hill, who played such an important part in the big loan to the Allies, was born in Canada. No man in the neighboring republic commands the attention and respect of the people of the country as does the former Canadian.—Journal of Commerce.

Professor J. H. Margon, who contributed to the Bryce report, told an audience at University College, London, recently, of an incident which led to the passing of the Army Sentences Suspension Act, by which a sentenced soldier can have an opportunity of redeeming his character. A sergeant who had lost his nerve was sentenced by court-martial to five years' penal servitude for cowardice. Before the sentence could be carried out the Prussian Guard made their attempt to break through, and in the fighting which followed the sergeant fought with such bravery that but for being under arrest he would probably have received the V.C. The sentence was afterwards quashed.

**MILNARD'S LINTMENT CURES DISTEMPER.**