

**Keen Prices ON Sample Lines.**

**MEN'S and BOYS' OVERCOATS.**  
 You can save dollars on buying your winter overcoat from this lot. Well tailored fall and winter overcoats in Tweeds and Cloths; among the lot will be found some Tweed Coats in Reef-er style, warmly lined, and velvet collar.  
 Boys' range from \$4.00 up to \$8.00.  
 Men's and Young Men's from \$7.50 to \$16.00.  
 Get interested, there is value and variety here.  
**Also, SAMPLE DRESSING GOWNS.**  
 Men's Sample Dressing Gowns girde at waist; just one of a kind in Grey, Fawn and fancy mixtures, roomy sizes, some with Special prices from \$8.00 to \$16.00.

**LACE CURTAINS.**  
 250 pieces soft White Lace Curtains in assorted sizes; real good looking patterns, with a nice lacey look. Some of these have slight imperfections a mesh or two slipped here or there, nothing to spoil the appearance though. Come along early to get your pick of these Special per pair Friday, Saturday and Monday . . . . . **95c**



**SEE THESE NEW COLLARS.**  
 A regular mix up of the newest and prettiest styles, favouring The Sailor and Shawl Collars, some hemstitched, others lace trimmed, in Muslin, organdy, Flannel and other materials. Reg. to 40c each. Friday, Saturday and Monday . . . . . **32c**

**Felt Footwear at Easy Prices**

**LADIES' FELT SHOES.**  
 Two-room shoes in a warm felt make, assorted shades of Blue, Purple, Rose and Brown; tops lace-up with ribbon, Pom-Pom front and soft chamisole soles. Oh! the comfort of a pair of these. Regular \$1.70. Fri., Sat. and Monday . . . . . **\$1.48**

**MEN'S FELT SHOES.**  
 Show me the man that would not appreciate a pair of these warm Grey Felt Slippers after his day's work; soft, trading chamisole soles and printed front; sizes 6 to 10. Regular \$2.10. Friday, Saturday and Monday . . . . . **\$1.90**

**CHILDS and MISSES' SHOES.**  
 Dainty little soft felt house shoes in a pretty warm crimson shade, leather sole and heel, bow front. Two Special Prices of this line. Friday, Saturday and Monday:  
 Children's 6 to 11. Special . . . . . **75c**  
 Misses, 11 to 2. Special . . . . . **85c**

**Gentlemen! Rest Your Keen Bargain Eye on These.**

**TWEED SUITS.**  
 English tailored Suits in pretty Tweed mixtures. These offer you the best procurable value to-day; mixed Dark Greys and Browns; cuff-buttoned suits with good linings and honest workmanship throughout. Reg. \$18.00 suit. Friday, Saturday and Monday . . . . . **\$14.25**

**UNDERWEAR.**  
 Men's Scotch Lambawool Underwear in Shetland shade, unshrinkable finish, spliced elbows and steen fronts. Closely knitted Underwear that is favoured for the coldest weather wear. Regular \$2.60 per garment. Friday, Saturday and Monday . . . . . **\$2.40**

**LONDON NECKWEAR.**  
 Bright spanking new Neckwear from across the water, at the same price as you paid last year. Plain and fancy silk mixtures in the long flowing end styles; every wanted shade to suit the individual taste. Good value at 60c. Friday, Saturday and Monday . . . . . **55c**

**COAT SWEATERS.**  
 All wool, in shades of Grey, Heather and Brown; V neck. 2 pockets; a warmth giving garment. Values for \$2.50. Friday, Saturday and Monday . . . . . **\$2.10**

**TOP SHIRTS.**  
 Soft bosom Shirts, the latest from London, showing the newest striped patterns, with laundered cuffs and neckband; roomy sizes, from 14 to 16 1/2. Reg. \$1.25. Friday, Saturday and Monday . . . . . **\$1.10**

*Fall Fashion Promenade*  
**FRIDAY, SAT. and MONDAY'S BARGAIN NEWS**

**From the Wage-Earner's Source of Supply**

**INEXPENSIVE FALL GOODS**  
 At Prices That Go Easy on the Purse!

**SHOW**

**CORDUROY VELVET HATS.**  
 Becoming shapes for Ladies and Misses. Seasonable and serviceable Hats for all fall wear; White and Coloured with stitched brim. Reg. 85c each. Friday, Saturday and Monday . . . . . **78c**

**INFANTS' DRESSES.**  
 Cream, Pink and Sky Cashmere Dresses for the baby, braided and embroidery yoke; others with long bodice, long sleeves and Peter Pan collar, with little Dresses that sell regularly for \$1.20 each. Friday, Saturday and Monday . . . . . **98c**

**UNDERSKIRTS.**  
 The Underskirt that you want for now and later on, fine ribbed Jersey make in White, Grey and Striped coloured crocheted edge, made in fall sizes. Reg. 85c. Friday, Saturday and Monday . . . . . **74c**

**CORSET COVERS.**  
 Trim and neat are these snug-fitting fine ribbed Jersey Corset Covers, all white, long or short sleeves, buttoned in front, edging at neck, comfortable for present wear, indispensable for winter wear. Reg. to \$1.60. Friday, Saturday and Monday . . . . . **62c**



**Scarves.**  
 Those long, knitted silk throw-over Scarves are fashionable, shades of almost every hue, Rose, Purple, Royal, Corset, Gold, Emerald, Nigger Brown and Tango, etc., finished with silk fringe at ends. Reg. \$2.20. Friday, Saturday and Monday . . . . . **\$1.89**

**Pretty Blouses.**  
 Elegance and distinction in the new Fall Blouses; made from Navy, yellow and Challis plain and fancy; low neck, roll collar with revers, pearl buttons; others in high neck and long sleeves; an especially attractive lot of up-to-the-minute styles; assorted sizes. Reg. to \$1.60. Friday, Saturday and Monday . . . . . **\$1.39**

**ROOM**

**SLEEPING SUITS.**  
 For the children we have warm Fleeced Jersey Sleeping Suits in Cream or Grey shade. Better than the old-fashioned Nightdresses, as the child is always covered and warm. These are fashioned with feet covering. Reg. 65c. Friday, Saturday and Monday . . . . . **59c**

**CHILDREN'S CORSETS.**  
 Mothers, we would like you to see these, excellent little Corsets for the girls from 6 to 10 years, extra strong, corded finish, quilted here and there, buttoned front, shoulder straps; a really fine finish in a Corset that satisfies. Regular 70c. Friday, Saturday and Monday . . . . . **62c**

**A Special Lot of LADIES' DRESSES.**  
 These we would like you to see as soon as possible, not many 'tis true, early buyers will get the pick! Stylish cut dresses in Navy, Gahardine, and Lustre; others in a pretty shepherd's check, trimmed with silk and cord, low neck and long sleeves, others with lace yoke and high neck; sizes from 34 to 44 inch bust. Regular \$5.00. Friday, Saturday and Monday . . . . . **\$4.20**

**WOOLNAP BLANKETS IN REMNANT FORM.**

Just a case full of these, offering excellent values; pieces large enough for medium beds and lots of others that will do splendidly for children's beds and cots, etc.; others in fancy patterns that would do nicely for lounge wraps and so forth; you know the warmth-giving quality of this woolnap Blanket. Take advantage of the special prices. Friday, Saturday and Monday . . . . .

**PIANO SQUARES.**  
 Large Tapestry Squares, to stand in front of piano; each Square 50 x 75 inches; good colorings that are rich looking and well patterned. Just a dozen to hand. Reg. \$6.50. Friday, Saturday and Monday . . . . . **\$6.20**

**HAND TOWELS.**

Extra good quality, large size, all White Turkish Towels for family use, one of our best value lines; Towels that will give you the very best of wear; good value at 45c. Friday, Saturday and Monday . . . . . **37c**



**Some of Our Best HOSIERY VALUES**

**LADIES' HOSE.**  
 An all Cashmere line in plain and fancy ribs, best quality English Hosiery that we point with pride for value. Regular 65c a pair. Friday, Saturday and Monday . . . . . **59c**

**CHILDREN'S HOSE.**  
 Fine Rib Black Cashmere Hosiery for the smaller children; these are very close and warm and make an ideal fall hose; assorted sizes. Reg. to 35c. Friday, Saturday and Monday . . . . . **28c**

**MEN'S SOCKS.**  
 An assortment of high grade socks, showing Navy Cashmere, and heavy ribbed Navy and worsteds; others in pretty heather mixtures. Reg. to 55c. Friday, Saturday and Monday . . . . . **45c**

**LADIES' HOSE.**  
 Plain Black Cotton Lisle Hosiery, with spliced heel and toe, stockings good enough for present weather conditions; full sizes. Reg. 20c pair. Friday, Saturday and Monday . . . . . **17c**

**UNION FLANNEL SHIRTS.**  
 A splendid range of Men's fancy-line Flannel Shirts for fall and winter wear, will wash well and will not shrink like an all wool flannel; these are well shaped and come in full sizes. The time is here for warmer top shirts, the best value awaits you now. Reg. \$2.30. Friday, Saturday and Monday . . . . . **\$1.95**

**HELPFUL PRICES on BOYS' WEAR.**

**BOYS' COAT SWEATERS.**  
 For the bigger boys, plain Grey Coat Sweaters, that may be worn underneath the everyday jacket; a welcome weight for the out-of-door boy; sizes 28 to 34 inch. Reg. 75c. Friday, Saturday and Monday . . . . . **65c**

**BOYS' "ETON" CAPS.**  
 The recognized School Cap, the "Eton", in Navy Serge and nice Mixed Greys. This Cap always looks well, smart and may be carried in the pocket without impairing its shape. Regular 50c. Friday, Saturday and Monday . . . . . **45c**

**BOYS' LACED BOOTS.**  
 Strictly a fall Boot in a good wide fitting shape; Blucher cut, brass protected nose, heavy sole and heel. If he is rough on boots give him a pair of these; sizes, including halves, 9 to 13. Reg. to \$2.60 pair. Friday, Saturday and Monday . . . . . **\$2.40**

**BOYS' NAVY JERSEYS.**  
 Assorted sizes from 22 to 28 inch, in a good wearing Navy Worsteds Jersey, snug fitting neck, not buttoned at shoulder; warm for outdoor wear; not uncomfortable for school wear. Reg. price up to \$2.10. Friday, Saturday and Monday . . . . . **\$1.78**

**BOYS' SHIRTS.**  
 Strong Striped Flannellette Top Shirts, with collar attached. These are well stitched and made of good materials. Reg. to 80c. Friday, Saturday and Monday . . . . . **72c**



**HARVEST SALE**

**TABLE DAMASKS.**  
 A couple of pieces of excellent quality, pure White English Table Damasks, the old-fashioned block or dice pattern with a many stippled border, looks well and has the appearance of a cloth that will give lasting wear. Value for 60c. per yard. Friday, Saturday and Monday . . . . . **52c**

**MANTEL DRAPES.**  
 Embroidered Linen Mantel Drapes with a pretty fringe edging, dark linen shade with coloured embroidered designs. Reg. 65c each. Friday, Saturday and Monday . . . . . **59c**

**CUSHION COVERS.**  
 Heavy linen Cushion Covers with permanent printed designs in pleasing colour combinations, edged with fancy twisted cord; size 20 x 20; may be washed and re-washed and still look as good as new. Reg. 80c. Friday, Saturday and Monday . . . . . **74c**

**WHITE SHEETS.**  
 Two dozen pairs of Pure White Sheets, twin finish, best English make; size 2 x 2 1/2 yards; plain hem at ends, durable and lasting. At \$3.00 the pair they are good value. Reg. \$3.50. Friday, Saturday and Monday . . . . . **\$2.70**

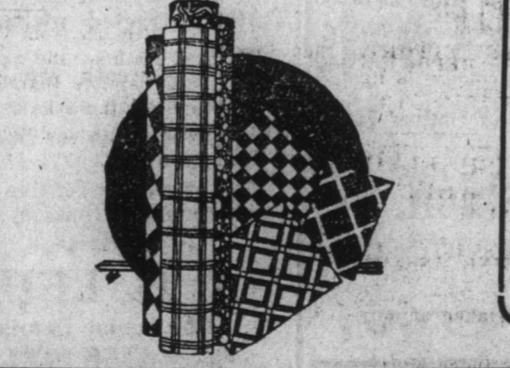
**DOOR MATS.**  
 Just the mat for your front door or vestibule during the muddy fall weather, heavy coconut mats in a medium size. Reg. \$1.25. Friday, Saturday and Monday . . . . . **\$1.10**

**Home Furnishings.**

**SIDEBOARD CLOTHS.**  
 All lace Sideboard Cloths, that look particularly good; size 16 x 52. These wash well, the patterns are strong and come as a change from the ordinary white linen cloth. Reg. 25c. Friday, Saturday and Monday . . . . . **22c**

**WOOL FRINGE.**  
 Heavy Wool Ball Fringe for trimming your winter hangings, or mantel drapes, Marone and Green shades only; easy to stitch on. Reg. 30c. Friday, Saturday and Monday . . . . . **18c**

**APRON GINGHAMS.**  
 Household Gingham of the very strongest make, 40 inches wide, in a range of small and medium Blue and White checks. Reg. 35c. per yd. Friday, Saturday and Monday . . . . . **31c**



**ART SATEENS.**  
 5 pieces of 30 inch Art Sateens, your choice of light and dark grounds, with rich floral patterns, excellent goods for covering furniture, for cushion covers and drapes, etc. Reg. 35c. yd. Friday, Saturday and Monday . . . . . **30c**

**TRAY CLOTHS.**  
 White Linen Tray Cloths in a neat oval shape, edged with wide lace and a pretty lace insertion border to match; add one of these to your fancy linen assortment. Reg. 65c. Friday, Saturday and Monday . . . . . **59c**

**BRISE-BISE NETS.**  
 Lacey looking half-blind nets with scalloped edge, 25 inches deep, all white, ready to put up to your windows. Reg. 23c. yd. Friday, Saturday and Monday . . . . . **20c**

**TABLE CENTRES.**  
 These uncommon looking poplin centres make a pretty Table ornamentation, round and oval shapes, with coloured silk embroidery and fancy gimp edging. Reg. 45c. Friday, Saturday and Monday . . . . . **39c**

**LAMBRIQUINS.**  
 White lace lambrequins, with a nice lacey look; this lot is new, nicely patterned; the price well within reach. Reg. 60c. Friday, Saturday and Monday . . . . . **45c**

**Double-Width FLOOR CLOTHS 98 cts. per yd.**  
 Though Linoleums and Canvases have, like many other home needs, jumped in price, we have laid in a stock of double width Floor Coverings that we would like to show you; all new and pretty patterns, light and dark grounds, 6 feet wide, at a price that is within bounds. Remember, these are **FIRST QUALITY**, not seconds; perfect patterns, perfect goods. Special, per yard, Friday, Saturday and Monday . . . . . **98c**



**Memory System.**

Forget each kindness that you do  
 As soon as you have done it;  
 Forget the praise that falls to you  
 The moment you receive it;  
 Forget the slander that you hear  
 Before you can repeat it;  
 For get each slight, each spite, each  
 Injure  
 Whenever you may meet it.  
 Remember every kindness done  
 To you, whatever its measure;  
 Remember praise by others won,  
 And pass it on with pleasure;  
 Remember every promise made  
 And keep it to the letter;  
 Remember those who lend you aid,  
 And be a grateful debtor.  
 Remember all the happiness  
 That comes your way in living;  
 Forget each worry and distress,  
 Be hopeful, and forgiving;  
 Remember good, remember truth,  
 Remember Heaven's above you,  
 And you will find, through years and  
 youth  
 True joys and hearts to love you.

**Unknown Heroes.**

The Paris Petit Journal has brought before France the story of great unknown heroes of the war, and its latest contribution deals with a heroic sergeant "just one of those men who go quietly by in the march—a bull dog of the British breed. In the attack on Langemarck, the Britisher saw his officer fall, and not recognizing any one of superior rank than himself took command of the company, and in a quiet, business-like fashion, said, "Our work is to go on till we are ordered to halt." The order did not come till the third line of the enemy was successfully pierced. Just on the eve of the victory, a bullet struck the sergeant in the groin. His place, however, was taken by a soldier and that company finished with every German within sight put out of business. The Journal remarks, "It is thanks to such acts that Langemarck was seized, crossed, and left behind."

**Your Boys and Girls.**

The greatest problem that confronts a mother in planning children's birthday party is not what form of entertainment, but in nine cases out of ten—what to do with the bigger boys. Their any gathering of little boys and girls ranging up to 7 or 8 years there are always a few young lads overcharged with animal spirits who "cut up" to the boundless terror of the little girls in their dainty ruffles and ribbons. Even boys who are models of behaviour on other occasions are apt to catch the contagion this birthday party restlessness, and it sometimes takes almost all pleasure out of giving birthday parties.

**Clerks Must Be Civil.**

A recent pronouncement of the Bavarian Ministry of the Interior, though couched in polite and fatherly language, contains a threat to all food storekeepers that unless they treat their customers civilly they will be debarred from conducting their business in the future. Countess complains about the arrogance of the storekeepers, who are variously described as having become the "lords of creation," autocrats, and "dictators" are responsible for the order. The Ministry's proclamation reminds all who sell food of any kind that, because of the war and the state of affairs it has brought with it, they have become in a way public servants. They are no longer purely private individuals but members of the communal economic machine. That being the case, continues the order, each storekeeper must subordinate his own interests to those of the state. He is not allowed to ridicule his patrons, ignore their wants, nor be impolite to them. "Accordingly," concludes the proclamation, "it becomes the duty of the communal organizations to remove the merchant, butcher, baker, etc., who falls in his duty to his patrons, to refuse to apportion any further goods to him. On occasion he may even be debarred from trading under the regulation of the Bundesrat which covers undesirable and irresponsible persons in business."

Minard's Liniment Co., Limited  
 Dear Sir,—I can recommend MINARD'S LINIMENT for Rheumatism and Sprains, as I have used it for both with excellent results.  
 Yours truly,  
 T. B. LAVERS,  
 St. John.

**Everyday Etiquette.**

"If I come home from an evening entertainment at nine o'clock is it all right to ask my escort to come in for awhile?" inquired Mildred.  
 "As early as nine would be quite proper for you to ask the young man in for a brief call," answered her aunt.

MINIARD'S LINIMENT CURE FOR DIPHTHERIA.