

PRICES CUT TO THE CORE.

BIGGER, BETTER and MORE POWERFUL BARGAINS THAN WERE EVER PRESENTED TO YOU BY ANY STORE HEREABOUTS.

LADIES' WINTER COATS.

"Tis no idle boast to say we are "top notchers" for value in Ladies' Coats. Present reduced prices brings this magnificent stock down to the reach of the average Coat buyer. Come along and view the styles and make-ups and observe the reduced prices.

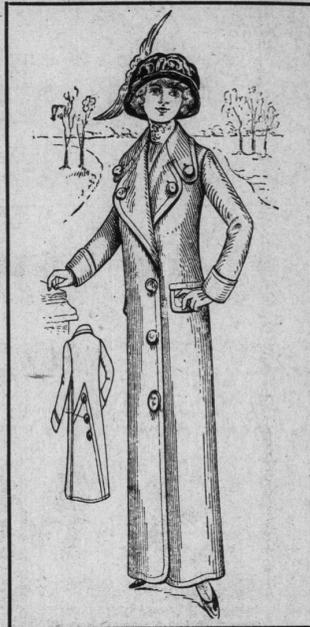
COAT PRICES.

Reg. \$6.00. Reduced to \$5.00	Reg. 13.00. Reduced to 10.50
Reg. \$7.00. Reduced to \$5.50	Reg. 14.00. Reduced to 12.00
Reg. \$8.00. Reduced to \$6.50	Reg. 15.00. Reduced to 13.00
Reg. \$8.50. Reduced to \$7.00	Reg. 20.00. Reduced to 15.00
Reg. \$9.00. Reduced to \$7.50	Reg. 21.00. Reduced to 16.00
Reg. 10.00. Reduced to \$7.20	Reg. 22.00. Reduced to 18.00
Reg. 11.00. Reduced to \$8.00	Reg. 24.00. Reduced to 19.00
Reg. 12.00. Reduced to 10.00	

BLOUSES!

Travellers' Samples.

By S. S. Mongolian we have received a case lot of handsome Blouses, the entire stock of samples from a large manufacturing house on the other side. We have marked every one of these to the very lowest possible figure. Come early and view the plums, they will be quickly plucked. Prices to suit each purse.



LADIES' COSTUMES.

Our stock of these is particularly good, one of the most comprehensive ranges of makes we have ever handled. Tweeds, Cloths and Woolens are here, shaped to suit every kind of a figure; plain and fancy weaves to suit each individual taste.

COSTUME PRICES.

Reg. \$4.50. Reduced to \$3.50	Reg. \$14.00. Reduced to 10.90
Reg. \$5.70. Reduced to \$4.90	Reg. 16.00. Reduced to 13.90
Reg. \$6.80. Reduced to \$5.90	Reg. 19.00. Reduced to 15.90
Reg. \$8.00. Reduced to \$6.30	Reg. 24.00. Reduced to 17.20
Reg. 11.00. Reduced to \$8.30	

BLACK VELVET COSTUMES.

One only of each price. These are certainly beautifully finished, rare examples of the dressmakers' art.

Regular \$15.00. Reduced to	\$13.50
Regular \$18.00. Reduced to	\$16.30
Regular \$20.00. Reduced to	\$17.90

15 PER CENT. REDUCTION Off WATERPROOFS.

Ladies' Dresses.

The many winsome styles which you may have already seen. These Dresses were all personally selected by our English and American buyers. London and New York styles are to be seen here trying for supremacy, but who can decide which is the prettier? Below we give you a complete list of materials and prices. Read it through.

Black, Brown, Grey and Navy Serges; Poplin in Sage, Fawn and Black; Crepe Cloth in Navy, Sage; others in Eolienne, Ninon, Crepe de Chine and Silk Dresses, and a pretty lot of Evening Dresses with elaborate trimmings.

DRESS PRICES.

Regular \$5.00. Reduced to	\$4.10	Regular \$12.00. Reduced to	\$9.80
Regular \$5.50. Reduced to	\$4.50	Regular \$14.00. Reduced to	\$11.60
Regular \$6.00. Reduced to	\$5.00	Regular \$15.00. Reduced to	\$12.00
Regular \$6.50. Reduced to	\$5.30	Regular \$16.00. Reduced to	\$13.00
Regular \$7.00. Reduced to	\$5.90	Regular \$18.00. Reduced to	\$14.00
Regular \$8.00. Reduced to	\$6.70	Regular \$19.00. Reduced to	\$14.50
Regular \$8.50. Reduced to	\$7.10	Regular \$20.00. Reduced to	\$16.00
Regular \$10.00. Reduced to	\$8.20	Regular \$22.00. Reduced to	\$17.00
Regular \$11.00. Reduced to	\$9.00	Regular \$25.00. Reduced to	\$19.00



A SNAP IN FURS.

COLLARS, STOLEs, and MUFFS
Much Lower than our usual Low Prices.

Black and Brown Hare Stoles.

Very Fashionable To-Day.
Regular \$1.80. Reduced to
 \$1.55 || Regular \$2.20. Reduced to | \$1.90 |
Regular \$2.50. Reduced to	\$2.15
Regular \$3.00. Reduced to	\$2.40
Regular \$4.00. Reduced to	\$3.20
Regular \$7.00. Reduced to	\$5.90
Muffs to match up to	\$3.60

SEAL STOLEs

Very neat and smart looking.
Regular \$2.50. Reduced to
 \$1.55 || Regular \$3.80. Reduced to | \$2.50 |
Regular \$4.80. Reduced to	\$3.30
Muffs to match.	
Regular \$5.00. Reduced to	\$4.00
Regular \$7.00. Reduced to	\$5.50

FITCH SETS.

Not many of these, they are probably the handsomest furs we are showing. Medium and large pillow stiffs with neat Collar, the two making an enviable set.
Reg. \$23.00 sets. Reduced to
 \$21.00 || Reg. \$33.00 sets. Reduced to | \$30.00 |
| Reg. \$51.00 sets. Reduced to | \$46.00 |

BROWN MARMOT STOLEs.

Reg. \$ 3.70 for
 \$3.00 || Reg. \$ 4.00 for | \$3.30 |
Reg. \$ 7.00 for	\$6.00
Reg. \$ 8.00 for	\$7.20
Reg. \$ 8.50 for	\$7.50
Reg. \$10.00 for	\$8.00
Reg. \$11.50 for	\$9.50

BROWN MARMOT MUFFS.

Reg. \$ 4.00. Reduced to
 \$ 2.25 || Reg. \$ 7.00. Reduced to | \$ 6.00 |
Reg. \$ 8.50. Reduced to	\$ 7.50
Reg. \$ 9.00. Reduced to	\$ 7.80
Reg. \$10.50. Reduced to	\$ 9.40
Reg. \$12.00. Reduced to	\$10.40
Reg. \$15.00. Reduced to	\$13.00

SQUIRREL NECK STOLEs.

Reg. \$11.00. Reduced to
 \$ 8.00 || Reg. \$14.00. Reduced to | \$11.00 |
Reg. \$16.00. Reduced to	\$14.00
Reg. \$19.00. Reduced to	\$16.50
Reg. \$22.00. Reduced to	\$18.50
Muffs to match.	
Reg. \$5.00. Reduced to	\$4.20
Reg. \$6.50. Reduced to	\$5.20

Ladies', Misses' and Children's.

LADIES' WATERPROOFS

Less 15 per cent. during this Sale.

We can offer you a very big selection to choose from, the leading shades and approved makes are here; British made will stand the test; small, medium and large sizes.

Regular \$3.50, \$4.50, \$5.50, \$7.00, \$8.00, \$9.00, \$10.00.
LESS 15 PER CENT.

MISSSES' WATERPROOF SCHOOL CAPES.

These are specially made for school-going children, the better grade having a school bag of the same material as Cape, with shoulder strap attached; 2 shades, Crimson and Navy, gathered hood.

Regular
 \$2.20 || Regular | \$3.50 |
| (With School Bag.) | |
| **LESS 15 PER CENT. REDUCTION.** | |

MISSSES' WATERPROOFS.

More Victims of the 15 per cent. Reductions.

Navy and Fawn shades are here in best Waterproof Cloths. Regular \$2.80, \$3.00, \$3.50 and \$4.50. On each price 15 PER CENT. DISCOUNT.

Blankets and Quilts

At Prices Cut to Suit the Times.

WOOL BLANKETS.

Regular \$2.30. Reduced to	\$1.95	Regular \$5.20. Reduced to	\$4.65
Regular \$2.70. Reduced to	\$2.35	Regular \$6.50. Reduced to	\$5.75
Regular \$3.30. Reduced to	\$2.85	Regular \$7.00. Reduced to	\$6.10
Regular \$3.60. Reduced to	\$3.20	Regular \$9.00. Reduced to	\$7.80
Regular \$4.50. Reduced to	\$3.85		

Fine Yorkshire WOOL BLANKETS.

The choice of those who require a real good Blanket, finer in make than the usual wool Blanket and without coloured border, high grade finish, beautifully bound.

Reg. \$6.50. Reduced to
 \$5.70 || Reg. \$7.50. Reduced to | \$6.50 |
| Reg. \$9.50. Reduced to | \$8.25 |

Real Eiderdown QUILTS.

A handsome aggregation of Genuine Eider Down Quilts, covered in best quality art Sateen, Silk and Satin, pretty floral centres and plain borders, frilled edge, pale shade borders predominate.

Reg. \$ 8.50. Reduced to
 \$ 7.20 || Reg. \$10.00. Reduced to | \$ 8.80 |
Reg. \$12.50. Reduced to	\$10.40
Reg. \$14.00. Reduced to	\$12.00
Reg. \$20.00. Reduced to	\$17.40

English & American Wadded Quilts.

A nicely assorted stock, every one of these imported this fall, light and dark mixtures, plump and full size, well quilted.

Reg. \$1.40. Reduced to
 \$1.17 || Reg. \$2.00. Reduced to | \$1.69 |
Reg. \$2.70. Reduced to	\$2.29
Reg. \$3.00. Reduced to	\$2.50
Reg. \$3.50. Reduced to	\$2.90
Reg. \$5.00. Reduced to	\$4.20



Brothers-in-Arms.

Pleasant home thoughts come to the men on the Plain. The rolling Wiltshire downs strongly remind the sons of Alberta of the western prairie. The men have little besides the maple leaf in their caps to distinguish their appearance from that of British recruits. The shoulder-straps, with the word "Canada" stamped on them, are of different colours, blue for infantry, green for riflemen, red for artillery, white for Army Service Corps, and so on. For the rest, they look just like plain British fighting men.

A smart Newfoundland contingent which has recently come in has the name of the colony similarly on its shoulder-straps. The new-comers are usually distinguished from the Canadians by their blue puttees. The type of man is the same—sturdy, strong, and unassuming. They are a splendid body of men, and had a great welcome from their brothers-in-arms.—London Times.

* BUSINESS AS USUAL *

German Colonial Empire Crumbling.

New York, Nov. 9.—Under the headline "Germany's Shattered Dream of Colonial Empire," the New York Tribune this morning says editorially: "The loss of the Kiaochow concession in China shatters Germany's dream of a colonial empire. The acquisition of a foothold in China was one of the great strokes of past-Bismarckian diplomacy. It gave the Kaiser 'a place in the sun' in Eastern Asia, and with it the right to discuss as a principal all questions relating to the maintenance or extension of European influence in that quarter of the world.

"Germany had to be reckoned with as well as Great Britain, Russia and France, as a factor in the Far Eastern question. In itself Kiaochow was not a dependency of enormous value, but, from the point of view of those who were developing Germany's colonial policy, the Chinese concession was of more worth politically and strategically than any other German colony.

Falling to Pieces.

"Now the colonial structure, erected at such great cost and pains, is falling to pieces.

"No result of the European war now seems more certain than the disappearance of Germany's scattered dependencies.

"Reaching out for the colonies of other nations, Germany has now lost most of her own. France has not been crushed, and there is no reason to think that she will be. On the contrary, she may ultimately be in a position to take over some of Germany's outlying dependencies.

"Germany's theory of the development of a colonial empire rested on the postulate of a successful war of conquest. It will be a bitter pill for her statesmen if they find that that postulate was an erroneous one and that their own colonies have been sacrificed in a vain attempt at the expense of other colonizing nations."

Death for French-Shepherd Traitor.

Chalons-sur-Marne, via Paris, Nov. 17.—A Frenchman, Alfred Durot by name, has been sentenced to death by court-martial for treason.

During the battle which raged around Rheims on September 9, the French artillery operating near the village of Puiselle, was subjected to a terrific bombardment by the Germans, no matter how often they changed their positions.

A careful watch was kept, and it was discovered that a mile in front of the French batteries a shepherd was feeding his flock, among which were five snow-white goats.

"The shepherd was arrested, and inquiries showed that during the German occupation of Puiselle he was the only inhabitant who had not been molested, and that he had been given the white goats, whose presence was to signal the position of the French guns.

Durot, at his trial, admitted his guilt.

Story of Highlander.

There is a story which I give with pleasure—for anything is welcome which relieves the ferocity of the battlefield. A Highlander is discovered by his comrades wearing a German helmet, and is asked for an explanation. This is the explanation: He was lying with a wounded leg which was bleeding freely, and close to him was a German soldier also severely wounded and also bleeding freely. "I managed to crawl up to him" and bound his as best I could," said the Highlander. "He did the same for me." "At this, of course, was awfully said between us, for I knew no German, and the other man no word of English. When he'd done, not seem' how else to thank him I just smiled, an' by way of token handed him my Glengarry, an' he smiled back and gave me his helmet."

Piano for Sale—One good second hand Piano and suitable for any parlor. Will be sold very cheap for cash only. CHESLEY WOODS, 140 Water St. Office upstairs.—nov12