

# The Success of this Sale Of WINTER WEARABLES

Practical Gifts.

Has been so great that we have decided to continue it up to Stock-Taking time.

Practical Gifts.

Practical Gift giving will be a feature this Christmas.

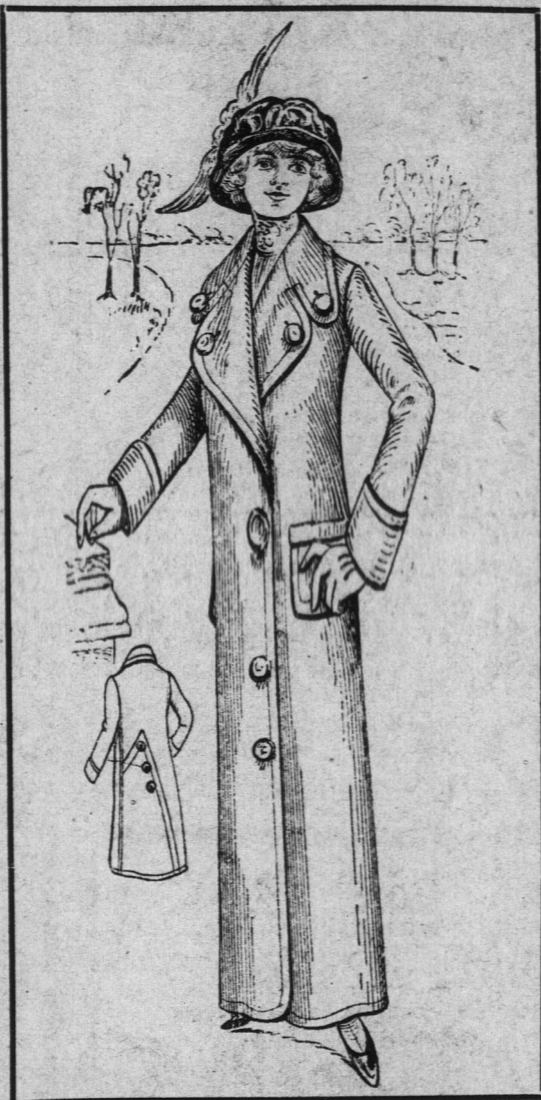
Here are some Suggestions! for prudent shoppers.

## 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 \$7.70	Reg. 22.00. Reduced to 18.00
Reg. 11.00. Reduced to \$8.50	Reg. 24.00. Reduced to 19.00
Reg. 12.00. Reduced to 10.00	



## 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 \$6.3	Reg. 24.00. Reduced to 17.20
Reg. 11.00. Reduced to \$8.30	

## BOY'S SUITS.

How can we describe the many makes? Pretty Sailor Suits in good quality navy serge. Norfolk Style in dark tweed, some with vest, other styles for the smaller boys in Buster Brown, Russian and Jersey Suits, bought from a renowned English manufacturer.

Reg. up to \$1.50. Reduced to .99c.
Reg. up to \$2.50. Reduced to \$1.95
Reg. up to \$3.00. Reduced to \$2.45
Reg. up to \$4.00. Reduced to \$3.25
Reg. up to \$5.00. Reduced to \$4.30
Reg. up to \$6.50. Reduced to \$5.40
Reg. up to \$7.50. Reduced to \$6.40

## Boy's Overcoats.

We have them to fit the small and the bigger boys, nice comfortable fitting collars, some with belted backs. Look out for the boys by all means. Soldiers in embryo, coming defenders of our country.

Reg. \$1.80. Reduced to \$1.50
Reg. \$2.50. Reduced to \$2.35
Reg. \$3.50. Reduced to \$3.30
Reg. \$4.80. Reduced to \$4.70
Reg. \$5.50. Reduced to \$5.40
Reg. \$6.50. Reduced to \$6.30
Reg. \$7.00. Reduced to \$6.80
Reg. \$7.50. Reduced to \$7.30

Made of good strong tweeds and finished with dependable linings.

## Men's Stylish Suits.

Our Suits are in many cases exclusive patterns and perfectly tailored. The price range is so varied that it offers you suits at almost any figure.

Reg. \$5.50. Reduced to \$4.45
Reg. \$6.00. Reduced to \$4.90
Reg. \$6.50. Reduced to \$5.35
Reg. \$7.00. Reduced to \$5.85
Reg. \$8.00. Reduced to \$6.85
Reg. \$9.00. Reduced to \$7.35
Reg. \$10.00. Reduced to \$8.40
Reg. \$11.00. Reduced to \$9.60
Reg. \$12.00. Reduced to \$10.20
Reg. \$15.00. Reduced to \$12.40
Reg. \$16.00. Reduced to \$13.70
Reg. \$17.00. Reduced to \$14.20

## Men's Overcoats.

Reg. \$6.00. Reduced to \$4.90
Reg. \$7.00. Reduced to \$5.90
Reg. \$8.00. Reduced to \$6.80
Reg. \$9.00. Reduced to \$7.60
Reg. \$10.00. Reduced to \$8.30
Reg. \$11.00. Reduced to \$9.00
Reg. \$12.00. Reduced to \$10.00
Reg. \$14.00. Reduced to \$11.50
Reg. 15.00. Reduced to \$12.50

## 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' 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 vying 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 \$15.50
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

## 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 \$2.50, \$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	Reduced to \$1.87
Regular \$3.50	Reduced to \$2.98
Regular \$4.50	Reduced to \$3.83
Regular \$6.50	Reduced to \$5.53
Regular \$8.50	Reduced to \$7.23
Regular \$10.00	Reduced to \$8.50
Regular \$12.00	Reduced to \$10.20
Regular \$15.00	Reduced to \$12.75
Regular \$17.00	Reduced to \$14.45

### MISSSES' WATERPROOFS.

More Victims of the 15 per cent. Reductions.

Navy and Fawn shades are here in best Waterproof Cloths. Regular \$2.30, \$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. \$8.50. Reduced to \$7.45

### Real Eiderdown QUILTS.

A handsome aggregation of Genuine Eider Down Quilts, covered in best quality art Satens, Silk and Sain, 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



## A SNAP IN FURS.

COLLARS, STOLES, and MUFFS

Much Lower than our usual Low Prices.

### Black and Brown Hare Stoles.

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 \$2.55
Regular \$4.50. Reduced to \$3.80
Regular \$7.00. Reduced to \$5.90
Muffs to match up to \$5.50

### SEAL STOLES.

Regular \$2.50. Reduced to \$1.95
Regular \$3.80. Reduced to \$2.50
Regular \$4.80. Reduced to \$3.80
Muffs to match.
Regular \$5.00. Reduced to \$4.00
Regular \$7.00. Reduced to \$5.50

### FITCH SETS.

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 \$8.90
Reg. \$11.50 for \$9.50

### BROWN MARMOT MUFFS.

Reg. \$ 4.00. Reduced to \$ 3.25
Reg. \$ 7.00. Reduced to \$ 6.00
Reg. \$ 8.50. Reduced to \$ 7.40
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 \$12.00

### 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 \$19.50
Muffs to match.
Reg. \$5.00. Reduced to \$4.30
Reg. \$6.50. Reduced to \$5.20



# LATEST From the Front.

10.00 A.M.

## AUSTRIANS POUR TROOPS ON

ITALIAN FRONTIER.

MILAN, To-day. Advice received from the Austrian frontier are that the statement of Premier Salandra in the Italian Parliament on Thursday had an immediate echo in Austrian military circles. On Friday night the correspondent says, the railway lines poured troops all along the Italian border and also into Pola, the Austrian Arsenal, on the Peninsula of Istria. It is estimated that 200,000 men were stationed along the Italian border and 100,000 at Pola.

## PORTUGAL'S PART IN THE WAR.

LISBON, To-day.

The Government is preparing to send four thousand more troops to Angola, Portuguese West Africa. It appears that Germany has armed a great number of Portuguese African natives who are commanded by German officers and provided with artillery. The prevailing view in Portugal appears to be that the most useful part Portugal can take in the great war is in the Portuguese African Colonies and in aiding the British to carry war into German colonies which are contiguous to Portuguese.

## GERMAN ATTACK REPULSED.

LONDON, To-day.

Telegraphing from Dunkirk, a Chronicle correspondent says, "The Germans on Monday morning made another attack on the Belgian lines at Ramscapelle. They came on numerous rafts which were armed with machine guns and towed by three powerful motor boats." As soon as the Belgian outposts opened fire, the motor boats flashed blinding searchlights on them and opened a murderous machine gun fire. The Germans reached the shore and were preparing to land when the Belgians brought up a searchlight, enabling the Belgian and French artillery, stationed some distance in the rear, to shell the rafts accurately. The weight of the allies' artillery soon began to tell. The Germans were driven back, several rafts capsized, and the Belgian troops advanced, shoulder deep in the water fighting the panic stricken Germans, many of whom surrendered and others retired.

## Our Volunteers

Total Number Offering is 557.

Forty-three young men, including 32 from the city, and ten from the outports, presented themselves for enlistment at the C. L. B. Armory last evening. This makes a total of 557 recruits. Those who registered their names last night are:-

- Charles Andrew Melville
- James Hayes
- Alfred Stanley Cook
- Edward Volsey
- John Thomas Sullivan
- Michael J. Jackman (Bell Island)
- Raymond Charles Manning
- Michael J. Mackey
- John Baird
- Walter Oliver
- Patrick Richardson
- Patrick Sweeney
- James Prowse
- John Kearney
- William Doody (Bonavista)
- Alec LeGrow
- William Mugford
- Arch Gowans
- Hugh Bishop
- Michael Patrick Murphy
- William Allan Myler
- Michael Joseph Evans
- Philip Tibbo (Grand Bank)
- Richard Joseph Roche
- Bernard Joseph Kelly
- Thomas A. Williams (Bay Bulls)
- Martin Burke
- Patrick J. Bouzan (Little Bay)
- John Joseph Aspell
- Andrew Coady
- Edward Caldwell (Brigus)
- Heber John Miles (Bonavista)
- Hubert Dicks
- Hector H. A. Ross
- John Frampton (Bay Bulls)
- Joseph Michelin (Hamilton Inlet)
- Samuel A. Mercer
- George Chasley Martin
- Eleazer Benson
- George Heath
- Buchanan Freebairn (Ferryland)
- Jeremiah Francis
- Harold Johns.

## RESERVISTS OUTFITTED.

A contingent of Reservists from H. M. S. Calypso, who will be leaving for the other side shortly, came ashore yesterday afternoon and got supplied with oil coats and reefers.

\*\*\*\*\*  
BUSINESS AS USUAL  
\*\*\*\*\*