

# Greater Than Ever

That's Our Story in a Nutshell.

**BUSINESS**  
as usual.

## New Arrivals In Gloves.

**JOB SUEDE GLOVES.** 39c

Over 200 pairs Grey and Tan Suede Gloves, 2 domes; sizes from 6 1/4 to 7 1/4, well finished. Reg. 50c. pair. Friday and Saturday . . . . . 39c

**LADIES' CASHMERE GLOVES.** 42c

A new lot of superior quality Cashmere Gloves in the season's most popular shades; all sizes. Reg. 50c. pair. Friday and Saturday . . . . . 42c

Greater Values are offered now than ever before, resulting in greater buying by the public. New records are being made and we are going after still better records. Here's a list of Sterling Values for FRIDAY & SATURDAY.

READ EVERY ITEM—EVERY ONE IS AT A MARKED SAVING.

## Economy Prices on Household Utilities.

### TRAY CLOTHS.

Dainty English Tray Cloths in White Cotton, trimmed with lace and insertion, Swiss Embroidered centres; size 18 x 29. Reg. 45c. each. Friday & Saturday . . . . . 38c

### DAMASKED TABLE CLOTHS.

One of the best values we have ever offered, size 2 yards square, a nice variety of large and small designs. Reg. \$1.25 each. Friday & Saturday . . . . . 1.05

### WHITE COTTON PILLOW CASES.

Plain White Cotton, even thread, good quality; size 17 x 28, finished with large frill. Special Friday & Saturday, each . . . . . 17c

### WHITE MUSLIN SASH CURTAINS.

Pretty American style, crossbar and other designs in White Muslin, hemmed ready to put in place. Special Friday and Saturday, per pair . . . . . 17c

### CASEMENT CLOTH.

Something new in window drapery, plain Cream with delightful designs in a variety of colors; 36 inches wide. Special Friday & Saturday, per yard . . . . . 15c

### BLAY SHEETS.

Great values, heavy Twilled sheets, guaranteed pure. Every thread perfect; size 60 x 78, no fill. Friday & Saturday . . . . . 1.07

### CURTAIN NETS & LACES.

Over 500 yards superior Nottingham Laces and Nets for Curtains in White and Cream; assorted patterns and widths, taped edges. Reg. 25c. yard. Friday & Saturday . . . . . 21c

### SCOURING CLOTHS.

Heavy Cotton Knit Cloths, large sizes, hemmed ready for use. Special Friday & Sat., 2 for 8c

### DAMASKED SERVIETTES.

A splendid substitute for real linen. Serviettes made of highly Mercerized Cotton, size 20 x 20; hemmed ready for use. Regular 15c. each. Friday & Saturday . . . . . 12c

**BARGAINS**  
unusual.

## Fall and Winter Hosiery.

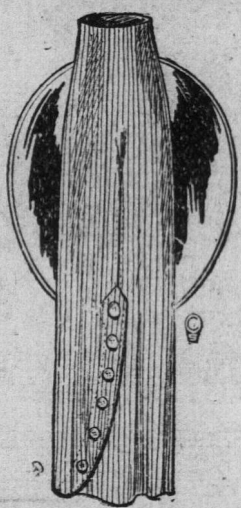
**LADIES' CASHMERE HOSE.** 25c

Over 300 pairs in every size that you'll need; fast Black, well spotted soles and heels, plain & assorted ribs. Reg. 30c. pair. Friday & Saturday . . . . . 25c

**LADIES' CASHMERE HOSE.** 42c

High grade Cashmere Hose in sizes SW, W & OS, in plain and ribbed, seamless feet, well shaped ankles, garter tops. Reg. 50c. pair. Friday and Saturday . . . . . 42c

## Ladies' Section.



### WALKING SKIRTS.

Newest Styles for Fall and Winter wear, colors of Black and Navy only. High waisted and slashed effects; effects. Button trimmed. All sizes. Reg. \$1.65 each. Friday, and Saturday . . . . . 1.35

### FLANNELETTE BLOUSES.

Dark shades, pretty models; Low Collars; perfect in fit, finish and style. All sizes. Special Friday & Saturday . . . . . 47c

### DRESSING JACKETS.

Attractive looking garments in High grade Cotton Elder; assorted colored stripes on Cream ground; Silk Gilette trimming. Reg. \$2.00 each. Friday & Saturday . . . . . 1.60

### SILK BANDINGS.

Ribbon or Banding by the yard, for hats or dress trimming, corded effects; colors: Grey, Navy, Tan, Lime and Sage; width 2 inches. Special for Friday and Saturday, 10c per yard . . . . . 10c

### LACE COLLARS.

Dainty effects in Cluny Lace and fine Nets, in White, Cream and Paris; also a lot of Sleeves in Net and Lace; assorted patterns. Special for Friday and Saturday . . . . . 12c

### TEA APRONS.

24 doz. plain and fancy Muslin Tea Aprons, some trimmed with lace, others embroidered frills. Reg. 25c. each. Friday and Saturday . . . . . 20c

### FANCY FRILLINGS.

New patterns in Lace, Net and Chiffon; colors of Paris, Cream, White and Black. Special for Friday and Saturday, 12c

### WOOL SCARVES.

For motorizing and driving, heavy all wool Scarves in rich warm colorings; guaranteed unshrinkable. Reg. 70c. each. Friday & Saturday . . . . . 60c

### JOB RIBBONS.

A big collection of wide Ribbons for various uses, striped, shaded and plain, in a splendid variety of colors; 5 1/2 inches wide. Reg. 30c. yard. Friday & Saturday . . . . . 15c

### CORSETS.

A big display of up-to-date Corsets, consisting of 4 different styles, D & A. make; quality guaranteed, rustproof, &c. Reg. \$1.45 pair. Friday and Saturday . . . . . 1.28

### NIGHTDRESSES.

7 dozen only White Nightdresses, well made of reliable Flannelette, trimmed with Silk Embroidery, Sailor Collars, &c. Reg. \$1.35 each. Friday & Saturday . . . . . 1.15

## LADIES VICI KID BOOTS \$2.20 pair

100 pairs Black Vici Kid Boots, Blucher styles, medium heels. The quality of these Boots will elicit your approval. In all sizes. Reg. \$4.00 pair. Friday and Saturday . . . . . 2.20

**VELVET SLIPPERS, per pair,** 78c

A choice line of Black Velvet Slippers, clearing out at a sacrifice. Leather soles and heels; Flannel lined. Your size is here. Special per pair for Friday and Saturday . . . . . 78c

**JOB TURKISH TOWELS, 13c**

100 dozen White Turkish Towels, slightly soiled, otherwise perfect. Fringed ends, large sizes. Sold regularly at 25c. and 30c. each in the city Our price Friday and Saturday . . . . . 13c

**LADIES' HANDKERCHIEFS.**

24 dozen White Cotton Handkerchiefs; hemstitched and embroidered. Special for Friday & Saturday each . . . . . 6c

10 dozen White Lawn and Silk Handkerchiefs, trimmed with lace, hemstitched and embroidered. Special values 20c. Friday and Saturday . . . . . 12c

**Ladies' Hardbags \$1 values for 84c.**

## Men's Section.



### BOYS' OVERCOATS.

Special clearance sale of Tweed and Frieze Overcoats, in Grey only; double breasted coats, Russian collar. In sizes to fit boys of 2 years to 5. To fit boys of 6 to 9 years. Value years. Values \$2.50 each for . . . . . 3.00

### SCHOOL BOOTS.

Black Box Calf, a splendid wearing Boot for boys; will stand hard usage; Blucher styles only, sizes 1 to 5. Reg. \$2.20 pair. Friday and Saturday . . . . . 1.98

### ROMEO SLIPPERS.

150 pairs only Black and Tan, Dongolo Kid, good elastic webbing; solid leather soles; all sizes. Reg. \$1.50 pair. Friday and Saturday . . . . . 1.37

### GENTS' MUFFLERS.

3 doz. only Dark Mercerized Cotton Mufflers; very serviceable patterns in a variety of beautiful colors; large sizes. Reg. 55c. each. Friday and Saturday . . . . . 47c

### GENTS' HALF HOSE.

Woolen Heather mixtures and Black Cashmere Hosiery, plain and ribbed, well spotted feet; in all sizes. Reg. 55c. pair. Friday & Saturday . . . . . 45c

### FANCY VESTS.

Wool Knit Vests in fancy patterns; some with Cardigan back, others Satin; various sizes; all well made. Special Friday & Saturday . . . . . 1.10

### MEN'S SHIRTS.

The balance of this popular line will be on sale again this week. Neat striped effects in assorted colors, stiff fronts and cuffs; all sizes. Reg. \$1.50 each. Friday & Saturday . . . . . 1.10

### MEN'S CAPS.

Warm, smart looking Caps in heavy Tweed, new styles, American make; wool lined and inside fur bands. Special for Friday and Saturday . . . . . 98c

### PRESIDENT SUSPENDERS.

Known the world over as the best Braze, good elastic webbing, strong fittings. Special, per pair for Friday & Saturday . . . . . 34c

### GENTS' HANDKERCHIEFS.

All White Cotton, Irish Linen finished, soft quality, plain hemmed. Reg. 15c. each. Friday & Saturday . . . . . 12c

### RUBBER HEELS.

Dunlop's best "Solid Comfort" Rubber Heels, in all sizes. They make a joy of any journey. Selling on Friday & Saturday at, per pair . . . . . 35c

## LONDON GOSSIP.

LONDON, Oct. 14th, 1914.  
LONDON AND THE WAR.

After dark, when the streets of London are dimly illuminated and the searchlights are flashing in the sky, it is not difficult to realize that we are at war. During the day, however, London is pretty much as it generally is, except perhaps in Whitehall. In what may be called the head center of Imperial administration every other man one meets is in uniform. Officers of the Navy and the Army come and go in large, though not very elegant, motor cars which carry the letters "O.H.M.S." prominently displayed upon them. More uniforms are in fact to be seen at the War Office and the Admiralty than I can remember ever seeing. Motor cycle despatch riders, looking very smart with their khaki showing through their silky oilskins, dart in and out of the slower traffic in a way which would, in peace time give even a London crossing policeman nerves. These are not days of peace, however, but days of war, and the representatives of the Army and the Navy are freely and gladly given the right of way everywhere. At the War Office there are chairs in the archway leading to the court, and on these the wives of soldiers sit, with their children grouped about them, waiting patiently on "news." It is obviously not easy for them to be anything but downhearted. Still, they bear up wonderfully even when the "news" is bad.

### NAMES FOR BATTLES.

The nomenclature of war is out of date. When a single battle is fought on a line of a hundred and fifty miles long it is difficult to give it a geographical name. The battle of the Marne could be so called only because the center of decisive action was on that river. As for the present battle the newspapers began by calling it the battle of the Aisne for a similar reason. But here further difficulties arose. In the first place, the battle has lasted twenty-nine days, and a modern newspaper gets tired of repeating the same headline twenty-nine times. One impatient journal has for some time used the name "The Battle of the Rivers," presumably because the Somme, the Oise, the Aisne and the Meuse all come into the scheme of operations. But the title does not really mean very much. Most battles are battles of the rivers. Then this one has developed into a more or less static condition of equilibrium along most of the line, with only the tail wagging fiercely. If geography is to give the name the present title should apparently be the "Battle of the Belgian Frontier." But there is no satisfaction to be got out of geography. It looks as if we shall be forced to invent a new system of names altogether. Readers of newspapers see battles graphically as a plotted curve that wriggles like a sketched eel. It is difficult to think of them as fought at this or that place or along a line to which a geographical name can be given.

### HYMNS FOR WAR TIME.

For a selection of hymns for use during the war the Society for Promoting Christian Knowledge has cast its net wide, and brought into requisition some writers not usually thought of in this connection. In their booklet entitled "In Hoc Signo," they have been sent out, I find hymns by Milton, Bunyan, Whittier, Kipling, John Addington Symonds and Macaulay. Two popular Scottish favorites, "Pray that Jerusalem may have" and Dr. Matheson's "O love that will not let me go," have a place in the collection, as well as the National Anthem, "God Bless our native land," and "God save the people." The Archbishop of Canterbury in a foreword expresses his conviction that the book will be "widely welcomed and most profitably used." The catholic spirit in which the selection has been made fully merits this commendation.

### THE TEACHING OF TREITSCHKE.

There have been a good many explanations of the origin of contemporary German opinion on politics. The military despots acting through the press, philosophers, historians, have all been found guilty by one writer or another. Some writers have mingled all of them into one heterogeneous group united for the full purpose of creating monstrous doctrines. Doubtless all the people whose names are so glibly associated have contributed in their various ways to make Pan-Germanism. But many of them would be astonished to find themselves put into the same prisoner's dock with those to whom we have so hurriedly linked these. During a conversation recently with an English scholar who is well acquainted with German thought, and who studied in Berlin twenty years ago, I asked the rather large question—Who was more than anybody else responsible for the present political complexion of German thought? The

answer was unhesitating. "The man who has inspired all the modern teaching of German history and trained scores of the professors—Treitschke." It is difficult for anybody who has been trained to regard history as radiating out from England to see it from the point of view of another nation. But briefly Treitschke represented the German Empire, not as a modern State forty years old as we think of it, but as a revival of the old Germanic State which had disappeared for centuries owing to a long paralysis of the race. The effect of this teaching in creating the notion of an age-long predestined German ascendancy, interrupted by a phase of decadence, must have been to encourage the ambitious conception which is now so remarkable in German politics. Treitschke swung Germany round to see the national history in a new aspect and on a grandiose scale. That accounts for part of the Megalomania.

### THE PINCH IN GERMANY.

Recent German newspapers I have received show that the pinch of war is being severely felt. Not only have a large number of wholesale manufacturers shut down their factories, but there are complaints that retail trade has practically ceased. The reason for this is not at once obvious, but it lies in the fact that most of the able-bodied men are on active service and therefore withdrawn from wage-earning, while their women dependents who are left at home are allowed the miserable pittance by the State of 9 marks per month, with 2 marks for each child. On these terms it is practically impossible to buy sufficient food without private resources or drawing on savings, and savings cannot be drawn out of every bank. For that reason nothing is available for any shopping except food, and no shops except the cheap bakers are doing any trade. It must of course be remembered that the families of men at the front live rent free during war time, but this means the ruination for the time of the rentier class, whose spending power in the shops is reduced to nothing. A curious illustration of the collapse of industry is given from the tailoring and dress-making trades, where it is reported that most of the customers who were having clothes made to order when war broke out at once went to the shops, cancelled the completion of the order, took the goods to be finished at home, and offered to pay for as much of the work as had been done. In this particular trade great distress has been caused by this panic measure.

### REAPING A RICH HARVEST.

British manufacturers of electrical appliances are experiencing a very busy time. In the past immense quantities of electrical goods, ranging from complicated and expensive machines used in electro-medical treatment to the cheap pocket lamps, so dear to the hearts of Boy Scout age, have come from Germany. But now our own workshops are working night and day in order to meet the demand. Makers of electro-medical apparatus affirm that there is no reason whatever why British firms should not get this trade and keep it. In producing appliances for X ray work there is no new problem to solve, and there appears to be no reason why hospitals and medical practitioners should not rely upon British electricians to supply all the requirements in respect of electro-medical apparatus. In the matter of pocket lamps and electrical novelties British makers are reaping a rich harvest. Hitherto the larger proportion of these goods have been supplied by Germany, and as this market is closed British firms are flooded with orders, the present being the time when retail dealers begin to take in their stocks to supply the Christmas trade.

## Have You an Itchy Spot?

Somewhere on your body? If so, attend to it at once. In Eczema—and itchy spots, whether dry and scurfy, or moist and inclined to "weep" are generally eczematous—delays are foolish, allowing the disease to spread and affect more of the good skin. Your best chance for a cure is to use Zylex, which will give almost instant relief, and if used in the earlier stages of the trouble will almost certainly bring a cure, and in any event will greatly ameliorate the trouble. Ask your druggist about it. Price 50c. a box. Zylex Soap, 25c. a cake.

### ZYLEX, London.

## Three Generals Shot.

London, Oct. 23.—A News agency despatch from Petrograd, which is unconfirmed from any other source, says that a German officer who was taken prisoner declares that the three German Generals responsible for the disaster to the German arms at Augustoff were court-martialed and shot. The officer, according to this story, showed a copy of a general order by the Emperor expressing most intense indignation over the surrender of Augustoff and ordering the recapture of the position under a penalty of death.

This is a good Opportunity to save on Dress Goods.

### NEW SCOTCH TWEEDS.

Fashionable checks, in colors of Terra Cotta, Roseda, Brown, Red, Blue and Yellow; 56 inches wide. Reg. \$1.20 yd. Friday & Saturday . . . . . 1.10

### FACE CLOTHS & TWEEDS.

Face Cloths in a host of new colors; smart Tweeds in checks and stripes; assorted colorings. These are all exceptional values. Special for Friday and Saturday . . . . . 45c

### Smallware Savings--Many a mickle makes a muckle

**VISCOT—In 1/4 pint tins, for shoes and harness.** Special for . . . . . 18c

**DENTIFRICE—Cream & Liquid, Antiseptic, pleasant taste, &c. Special for.** . . . . . 27c

**FOUNTAIN PENS—Self-filling. The most popular Pen on the market. Special, each . . . . . 10c**

**HAT PINS—Screw bayonet styles; easily fixed. Special, 2 for . . . . . 6c**



### WOOL BLANKETS.

We offer one of our most popular lines of Blankets for Friday and Saturday at the reduced price. All wool, full sized Blankets, good weight, blue borders. Reg. \$4.00 pair. Friday and Saturday . . . . . 3.60

### COTTON CRIB BLANKETS.

Fleecy and warm Crib Blankets, made of heavy Californian Cotton, pink borders; nicely finished. Special, per pair, for Friday and Saturday . . . . . 40c

### KEY CHAINS—Nickel Plated

Key Ring and Clip. Special, each . . . . . 6c

**STATIONERY—Cabinets containing 24 sheets and 24 Envelopes; assorted styles. Special, each . . . . . 15c**

**SEWING BOXES—With Scissors, Cotton, Silk, &c. Special . . . . . 12c**

**BOOT LACES—Mohair Tubular Black Laces, plain tags. Special 2 doz. for . . . . . 5c**

## Friday & Saturday—SPECIALS in HARDWARE.

### Enamel Soap Dishes . . . . .

Wire Cake Coolers . . . . .

Tooth Brushes . . . . .

Scrub Brushes . . . . .

Stove Brushes . . . . .

Jackson's Wax Floor Polish . . . . .

Toilet Paper, 2 rolls for . . . . .

Extension Bowl Strainers . . . . .

Egg Beaters and Cream Whip . . . . .

Mahogany Towel Rings . . . . .

Tin Sugar Scoops . . . . .

Wood Clothes Racks . . . . .

2 Foot Rules . . . . .

Paint Brushes . . . . .

Pocket Knives . . . . .

Razor Straps . . . . .

Steel Cutting Plyers . . . . .

### Enamel Saucepans, with Cover . . . . .

Clipper Can Openers . . . . .

Mincing Knives . . . . .

Chip Potato Cutters . . . . .

Instant Crookery Mender . . . . .

Wood Clothes Dryers . . . . .

Imp Soot Destroyers, 2 for . . . . .

Paint Brushes . . . . .

Ladies' Scissors . . . . .

Shaving Brushes . . . . .

Oyster Knives . . . . .

2 Foot Rules . . . . .

Stanley Spoke Shaves . . . . .

Goddard's Plate Powder . . . . .

Hat and Coat Hooks, per doz . . . . .

Spring Balances . . . . .

### Photo Frames.

Metal, Wood & Paper, assorted pretty designs; will take cabinet size photo. Special, each, 16c

**The Royal Stores Ltd.**

### Long Cloths.

25 pcs. heavy "Unique" Longcloth. Absolutely pure; washes well and is easily sewn by hand or machine; 36 inches wide. Reg. 30c. yard. Friday & Saturday, 17c