

ST. JOHN IS NOW ONE OF LINKS IN CHAIN

E. Parsons, Former Pettit-codiac Boy, to Open One of His Famous 5 to 50c Stores Here—Five Now in Chain.

Union street is to have a new and over store open its doors on Saturday (tomorrow) morning, when the E. E. Parsons 5c. to 50c. store opens for business.

This store is one of a chain of stores which covers the Maritime Provinces, owned by E. E. Parsons, formerly of Pettit-codiac (N. B.). Mr. Parsons spent his first twenty years of his life farming and lumbering. After tiring of that kind of life, he went to the States to look for more profitable employment. Sixteen years ago Saturday, the 9th of October, he entered the employ of E. P. Charlton, 5 and 10 cent store, Fall River (Mass.), as a stock clerk. Mr. Parsons worked his way up to manager, which position he held in the Fall River store for over eight years. In addition to managing the store, he fitted and remodeled some stores for E. P. Charlton which gave him practical experience. In 1915 he decided to go into business for himself, leaving the employ of the F. W. Woodworth Co. on the last of April. By the 26th of June Mr. Parsons had fitted and stocked a store in Truro. In spite of the fact, that a great many people prophesied that it would be a failure, Mr. Parsons soon proved his ability to make the business pay, and instead of making a failure he has increased his business from one to five stores, which is a record for any 5 and 10c. merchant starting in business. The fact that Mr. Parsons was born and brought up in New Brunswick makes the opening of one of his stores in St. John of particular interest.

—BUY VICTORY BONDS—

Mayor Hayes has received the sum of \$5 from M. E. Poole to be turned over to the Belgium relief fund.

CAPT. TAYLOR HOME.

Capt. Gordon Taylor of the Royal Air Force arrived in the city Wednesday, accompanied by his wife, and while here will be the guests of Captain Taylor's mother, Mrs. Ellen Avery, Garden street. He crossed overseas with the 5th C. M. R. and for several months after his arrival in England was on the staff of the Canadian Military School. He then transferred to the Royal Air Force and after a short training was sent to France and given a scout machine. Among those of his squadron that won distinction, he said, were Kenneth Golding and Major A. D. Carter. The latter, was just about to be sent to England to take command of a squadron when he was taken prisoner by the Huns, and Captain Taylor said was regarded as one of the best men in the Royal Air Force. Last April Captain Taylor was injured while fighting against a German squadron, but was able to make a landing inside the British lines.

MURDERER AT LARGE

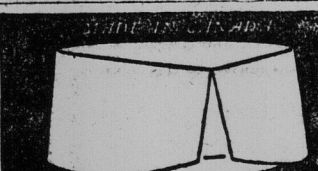
Edmonton, Oct. 17.—Frank Beves, janitor at the city police station, is dead, and Sam Copley, who operates the Liberty clothing store, is in the hospital with a bullet hole through his heart. The murderer is still a fugitive from justice, and, the police say, is Joseph Cameron, who recently came to Edmonton from Calgary.

REMOVED TO HALIFAX

A. D. Merkel, who for the last year has been night editor of the Canadian Press at Montreal, returned to Halifax on Monday to take the position of superintendent of the Canadian Press, Limited, for the maritime provinces. He was accompanied by Mrs. Merkel and child.

ACADIA COLLEGE

President Catten reports the largest registration Acadia college has had in the last three years, and the largest in the history of the ladies' seminary and the boys' academy. The morale and general health of the whole student body is excellent.



BRETON ARROW COLLAR

CLOSE MEETING CUT UP FRONT SHOWING A BIT OF CRAVAT BAND.

Cluett, Peabody & Co. of Canada, Limited

WOULD YOU risk a postage stamp to learn more about coffee?

SEAL BRAND COFFEE

and how to make it? How to equal America's most famous chefs?

Our booklet "Perfect Coffee—Perfectly Made", tells you. It's free. Write for it.

CHASE & SANBORN MONTREAL

CLARK'S PEANUT BUTTER IS MOST ECONOMICAL AND NOURISHING

W. CLARK, LIMITED MONTREAL

Canada Food Board License No. 14-216

Game Cancelled.
The football game scheduled to take place next Friday between Rothersey and Fredericton High, at Rothersey, has been cancelled on account of the college ladies being in quarantine.



New Styles are graceful

This year's D & A models show the figure at its best.

Without undue compression they help to realize the dressmaker's ideal.

Made in Canada and fitted on living Canadian models D & A Corsets give Canadian women the greatest possible comfort and sell at half the price of imported corsets. There is a style for every figure.

Ask your corsetiere.

Made by the DOMINION CORSET CO. QUEBEC

Makers also of the La Drive Corsets and the D.A. "Good Shape" Brassieres.

4.17

NON RUSTABLE D & A CORSETS

DOMINION CORSET CO., QUEBEC MONTREAL TORONTO

Spectacular Price - Cutting Event of Unusual Interest

Commencing Tomorrow Saturday Morning and Continuing For Five Full Days

King Square Sales Company Announce a Big Sale

Embracing Every Article in Stock, New Goods For the Most Part Just Received For Fall Trade

Men's Footwear at Extra Snaps

HIGH SHOE DAY

Men's Murray Made Shoe, black blucher bal, strong and serviceable. Special Sale Price, \$6.48

Men's Tan Calf Blucher, Military Bal—Goodyear welt, Special Sale Price, \$7.48

Men's Black Gun Metal Blucher Bal, Special Sale Price, \$4.98

Men's Gun Metal Blucher Bal—A good Fall Shoe. Special Sale Price, \$4.48

Men's Box Kip Blucher Bal—Leather lined. A Fall and Winter Shoe; good quality. Low Priced for Sale, \$5.48

Men's Mahogany Calf Blucher Bal—Neolin sole, rubber heel. Best quality. Special Sale Price, \$7.48

Men's Calf and Grain Heavy Working Shoes—With or without jack sole. Special Sale Prices, \$3.50 to \$5.50

MEN, OUR SHOE VALUES!
Right Along Have Been Lower. What Do You Think of These Prices?

SEE SPECIAL BARGAIN COUNTER

Seasonable Underwear

For Fall and Early Winter

Men's Atlantic Wool Underwear—A Fall line; all sizes. Special Sale Price, \$1.18

One hundred dozen Fleece-lined Shirts and Drawers. Special Sale Price, 89c. gar.

We have these garments in all sizes; good quality.

Boys' Fleece-lined Shirts and Drawers—All sizes. Special Sale Price, 69c. gar.

LADIES' UNDERWEAR

Ladies' Fleece-lined Underwear—Best quality. Special Sale Prices, 59c. to \$1.25 gar.

Ladies' Wool Ribbed Underwear. Special Sale Price, 59c. gar.

A REGULAR OLD-TIME SALE

Everything on both floors of our store has been reduced for this—Biggest Sale Yet. If its Boots and Shoes, they are here at Sale Prices. The best makes and latest styles. In Men's and Ladies' Furnishings, the second floor teems with waiting bargains.

An Old-time Sale of Real Necessities for Fall and Winter

FURS FURS FURS

We were fortunate in securing quite a large shipment of popular Black Wolf Furs, which we can offer at special prices for this sale.

Neck Pieces, with tails and heads Special at \$12.48

Muffs in melon shape. \$11.98

Muffs in pillow shapes. \$10.98

MISCELLANEOUS LIST OF BARGAIN SALE PRICES

Ladies' Sweaters—A full line, stylish brushed wool. \$2.00 to \$5.98

Children's Sweaters—Large and varied assortment. Original price, \$2.50. Sale Price, \$1.00

Bath Towels—Large stock; to clear at this. Sale for 27c. pair

Men's Work Shirts—Various colors, all qualities. 69c. to \$2.75 at This Sale

Men's Ties—Big assortment of the latest effects and shades at Sale Price, 29c.

Men's Grey Sweaters—Coat style. Sale Price, Special, \$1.39

Boys' Grey Sweaters. Sale Price, Special, 98c.

Men's Socks—Best lines, medium to heavy weight. Sale Prices, Special, from 29c. up

Braces for Men and Boys. Special This Sale, 19c. up

Ladies' Gloves—Assorted colors, in wool. 47c., 49c., 69c.

Men's Caps—All sizes, best styles now prevailing. Original price, \$1.00. Special Sale Price, 59c.

Men's Mitts. Special Sale Prices, 39c. to \$1.50

Men's Working Gloves of solid leather. Special Sale Prices, 69c. to \$1.25

Mechanics' Shirts in khaki or blue. Only a few left, and we will sell these at. Sale for \$1.19

Men's Pyjamas—Good colors. Sale Price, \$1.78

Men's Stylish Felt Hats—All sizes, in grey, green and brown felt. Special Price, to Clear, \$3.50

Ladies' Shoes at Big Reductions

Ladies' Mahogany Calf, High Cut, Military Style Shoe. Special Sale Price, \$5.98

Also Large Assortment of Dark Tan Calf, High Cut Bala — Comfortable and good-wearing, in various styles, with Neolin soles. Special Sale Prices, \$5.48 to \$7.98

Ladies' Battleship Grey Kid Bala—Medium heel, both in welts and Mackay's. Special Sale Price, \$6.48

Ladies' Tan Vici Kid Bala — Louis or Cuban heels. Special Sale Price, \$4.98

Ladies' Fall Style Two-Tone Effect — Fawn suede top, elk welt, military heel.

Ladies' Black Vici Kid Bala — Low or high heel. Special Sale Price, \$3.48

Misses' High Cut, Tan or Black—Neolin sole, low heel. Special Sale Prices, \$3.98 to \$4.98

LADIES, WE ARE SELLING MORE WOMEN'S FOOTWEAR

Every Day—There's a Reason

SEE SPECIAL BARGAIN COUNTER

Ladies' Velvet and Velour Hats

A special lot, various shapes, assorted colors and sizes. A real bargain on Untrimmed Hats for present Fall wear.

Special Sale Price, **98 cts.**

LADIES' GAITERS OR SPATS

Special Form-fitting, 12-button, All Colors—Special Prices For Best Quality, \$1.79 to \$2.79

Co. King Sq.
and
Charlotte St.

KING SQUARE SALES CO.

"Opposite the Market"

Cor. King Sq.
and
Charlotte St.