d Almost All Night TICKLING SENSATION

N HER THROAT.

O. OF CITY LIFE SISTER"

Seat Plan Today! JDER ON 30TH

ET CLARK

L BARGAIN."

R OF JOSE,"

THE SOLDIERS' CLUB.

Rev. Alfred Hall points to some things people can do for navy.

An interesting address on the sub-ect, "Our Navy; What is it Doing, and What are We Doing for It?" was given

Commissioner.

"It is firm in the minds of all that the navy is our first line of defense," he said. "A lot of people ask the question, What is the navy doing?" A better question would be 'What is the asy not doing? But, then we ought to ask ourselves, 'What are we doing for the navy, and what may we do for it?' When the Apostle Paul was in the ship crossing the Mediterranean, and was overtaken by the storm, he expected to see a great showing of God's work in calming the seas, but when the sailors on the ship began to talk of deserting the passengers, Paul reminded ail on board that 'Except hese sailors abide in the ship, ye cannot be asyed.' This sums up exactly the situation today. Unless the sailors in the navy abide in the ships, we cannot be saved.

"I was glad to be here when the 52nd Battalion came to the city, and to be able to join in the welcome that the people of St. John gave to them, and I prayed that every one, of them will be filled with hope and inspiration through God. This service is in sympathy with both the army and the navy, for when the offering is made the proceeds will be divided between the Red Cross and the Seamen's Institute, for the care of both soldiers and sailors.

"In connection with the work being

sallors.

"In connection with the work being done by the navy, Balfour said recently in his report on the navy, The navy, from her shrouded throne on the North Sea still dominates the situation.' Premier Asquith also said, "The work the navy is doing in these times is unparalleled by the work the British or any other navy has ever done in all history.' Do not these statements answer the question pretty well?

ments answer the question pretty weil?

"When the war started, the navy manoeuvred into the position she now holds. It was like a dog running up a flight of steps, with a cat sitting proudly at the top, but as soon as the dog is any way near the top, the cat dashes down to the cellar.

"You say they are not doing any fighting, What of that. They are kept all the busier at work watching for the German ships to come out of the Kiel Canal. It takes two to make a fight, and how can the navy fight while the enemy stays bottled up in a canal? Suppose you got a telephone message that burglars were coming to your house during the night and were going to shoot you. You would stay up all night waiting for the burglar to come, but you would feel pretty well tired out in the morning.

"The work being done at the present time by the navy surpasses the work done by Nelson's ship at Trafalgar, and it is due to the navy that the song 'Britannia rules the waves' is not only a song, but an actual fact.

"Five times before this, Britain has been called on to protect the liberties of the world, and in 'every case, it has been the navy that she has turned to

been called on to protect the liberties of the world, and in every case, it has been the navy that she has turned to to do the most effective part of the work, and in each case she has finally won out. This is the sixth time, and by the help of God, she will win out again, and save the world's liberty again.

"But, some of the worst work being done against the navy is being done right here in Canada. When the tailors come ashore on leave, there are liways people who are ready to take him to places where he should not go, and to fill him up with liquors till he gets drunk, and becomes a helpless nuisance. Now, the British and Foreign Sailors' Society is raising a fund of \$75,000 to build and furnish a building at Halifax where sailors will go when they are ashore, and where all will be done to keep them out of all snares and vice.

"Here in St. John the people should take a deeper interest in the Seamen's Institute, and do more to help it along."

take a deeper interest in the Seamen's Institute, and do more to help it along."

An interesting feature of the evening was the presentation of the famous Bethel flags to the different Sunday schools of the city by Mayor Frink, on behalf of the British and Foreign Sailors' Society. These flags are used throughout the world as the signal for divine service aboard ships. Several of the local clergymen assisted in the service.

We Pay Frei ht to

OST REVOLUTIONARY TION IN CANADA'S HI



50 Absolutely Brand New \$400 and \$500 Amherst Pianos to be Sold Direct from Factory at Actual Jobbers Prices And This is Not All-Every "Mason & Risch," "Gerhard Heintzman," "Sher ck Manning," "Kauffman" Piano in This Store Must be Sold at Actual Cost

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The Board of Directors of the Amherst Pianos Ltd, unanimously agree to the plans of the sales depart namely: That We Sell Brand New Amherst Pianos at Direct from Factory to Home Prices in a desperat ce with one of the most trying times in the History of the Dominion. The Amherst Pianos Ltd. are Pulli their Pound; we are doing our "Bit." We must keep our Factory Going; it is up to the sale department to keep the factory running. The Board of Directors comprised of some of Canada's financial giants have given us a free hand. Our proposition in a nut shell is just this. Brand New Amherst Pianos at Direct Jobbers' Prices.

AND THIS IS ONLY A SMALL PORTION OF OUR PROPOSITION!

We are going to Discontinue all other makes of Pianos during the present war and co tion on the sale of Amherst Pianos. This means that we must get our money out of the other lines nat we have on hand. Therefore we are not splitting hairs on prices. But we have gone to the heart of the nos here on our floors and cut and slashed prices right and left. We want to sell every "MASON & RISCH, "GERHARD HEINTZMAN," "SHERLOCK MANNING," "WILLIAMS," "KAUFFMAN" Plane in this store and we are not going to let a few paltry dollars stand between us and the sale of these Pianos. Come here to this store. Go through this stock, select a Piano. Make us an offer for any of these Pianos and if it is within reason we will do business in the flash of an eye.

An Open Letter to the Public by the President of Amherst Pianos Ltd.

We have weathered the storm of criticism that has been fired at us since the inception of our piano fac old fact that must be met and acknowledged. When such seat of music and learning as Mt. Allison Ladies' Academy, Sackville, N. B., Ladies' College, Halifax, N. S., St. Mary's Convent, Moncton, N. B., St. Anne's Convent, Shediac, St. Anne's College, Digby, Notre Dame Convent, Summerside, P. E. I., Mt. St. Vincent Ladies' Academy, Halifax, Sisters of Charity Convent, Dalhousie, Brunto nool for Music, Amherst, take the Amherst Pianos and use them to the practical exclusion of all others it is the highest tribute that can be paid to the artistic merit of now world famous Amherst Pianos. Remember these institutions bought the Amherst Pianos in open competition with the best known makes in the Dominion This is but another tribute to the superb quality of the Amherst Pianos.

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Big Bargains in Small Musical Instruments!

We have the most complete stock of Small Musical Instruments in the Province of New Brunswick. Our new goods are arriving daily for our Hollday Trade, and therefore we have just cut right into the prices of the stock on hand to make room for the new goods. This is a chance to buy small goods. Call at once.

Accordians. -Regulars values \$6 to \$20, half price. Violins, all prices, 30 per cent. discount. Banjoes, Guitars, Mandoline, 40 per cent discount. Harmonicas at your own prices. Jews Harps, Flutes, Piccolos, Autoharps.

One Big Special Outfit—Violin \$7, Case \$5, Bow \$3—the entire outfit for only \$15.

All kinds of Strings at reduced prices.

Choice of 300 talking machine records for Five cents each, Drums, Cornetts, Slide Trombones, all at - 25 per cent. off. Any two Fifteen cent numbers of Sheet Music for 25 cents.

A big assortment of Music Cases in black, brown, grey, tan, any price practically buys them to close them out.

LOOK AT THESE FOUR BIG SPECIALS NOW ON SALE!



and we are not fussy about the terms. Come here, see this Piano, if you like it we will make terms so low that you will never miss the pay-



any man's money. We are closing it out at \$145 and we will take any terms that are within the



Here is a Mason & Risch Piano that we should have here Monday but freights are slow, and this Piano may not be here; if it is some one is going to get a snap. Look at the price and terms.

THIS \$300 PIANO TO \$115 \$5 DOWN \$1.25 FOWEK

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We Pay R. R. Fares

Caverhill Hall has been turned over the Soldiers Club, as a social centre the Soldiers Club, as a social centre the Soldiers attitude and Market Square -:- St. John, N. B.

We Pay Frei Int to Any Point in the Maritime Provinces

J. A. MCDonald Piano & Music Co. Ltd.

We Pay R. R. Fares

Both Ways to Out of Town Buyers

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Both Ways to Out of Town Buyers

Those in charge hope to receive donations for the fitting up of the rooms. Already Mr. and Mrs. Fred Jopes and Mr.

Ketle Jones have contributed fittings for the writing room. Other citizens have made donations.

It is expected to have the house hopen for the soldiers on Tuesday night.

It is expected to have the house hopen for the soldiers on Tuesday night.

The Florenceville Red Cross Society was orsanized on the 18th day of this young the Ladies' Insti- every Tuesday afternoon in the Forward evening, October 30th, All the tion. Several persons unable to at-contributions of provisions, and also tute and Missionary Society. The esters' hall. From membership fees, provisions were donated. Despite bad tend sent cash donations. The provisions were donated. Despite bad tend sent cash donations. The provisions were donated. Despite bad tend sent cash donations. The provisions were donated. Despite bad tend sent cash donations. The provisions were donated. Despite bad tend sent cash donations. The provisions were donated. Despite bad tend sent cash donations. The provisions were donated. Despite bad tend sent cash donations. The provisions were donated. Despite bad tend sent cash donations. The provisions were donated. Despite bad tend sent cash donations. The provisions were donated. Despite bad tend sent cash donations. The provisions were donated. Despite bad tend sent cash donations. The provisions were donated. Despite bad tend sent cash donations. The provisions were donated. Despite bad tend sent cash donations. The provisions were donated. Despite bad tend sent cash donations. The provisi