THE EVENING TELEGRAM, ST. JOHN'S, NEWFOUNDLAND, SEPTEMBER 30, 1925-11 ust Folks. y EDGAR GUEST. Another New Season--needs multiply, this Store again steps into the breach--helpfully 0101010101010101010101 OURS. with a them ours. There seems no er word-GIGANTIC DISPLAY friends, our wives, our little ldren small et we know God rules and them all; of those very things necessary to make but ours until His voice is THE HOME BEAUTIFUL time we had a lovely child, led her ours. We knew no er pbrase. sing her made radiant all our "Be it ever so humble there is no place like Home." **a**1 were bright with beauty Home furnishing has been a specialty with us for years because we recognize the fact that "Home" is the centre of the nen she smiled. greatest pleasures of life. 'twixt dawn and dusk God's In dressing up the home there are many things that come up, either for replacements or some new additions upon which the success of the home depends. Helpful advice on this score is cheerfully given by competent salesmen who are eel came. ces ed the sweet eyes of her that adepts on answering questions pertaining to home betterment. It has always been a pleasure to submit for your approval ossessed. er hands upon her lovely "The New Things," and now on the threshold of a new Season, when the store is brilliant and refreshing in its fall attire, we are doubly interested to have you visit the store, so that we may point out to you the dominating style features for fall us but her memory and a And our earnest endeavour for price moderateness in EN'S LACED BOOTS things are ours. Silver and old and land, shape eather, blucher s and baubles which the hands and low rubber heel, 3.2 clutch. glad spirits which we love nuch 's God's, awaiting His com-DONGOLA RICHARD HUDNUT LACED BOOTS THREE FLOWERS IT HOLDS SPECIAL ADVANTAGES FOR YOU--COME! an and low rubber heels VANISHING CREAM The Base Ideal before applying Face Powder. Delicately 3.90 **Plush Table Covers Charming Casements Gorgeous Chintz Eider Down Quilts** ted with THREE FLOWERS VICI KID What a luxury it is to nestle 'neath their com Decorative within and without. Nothing adds so much to the appearance What Wonderful Transformations CH LACED BOOTShe Prince's Farm forting folds. Our newest in these show up pretof your dining room—as a rich looking Plush Table Cover. Those we show are particularly rich in tone. Crimson, Green, See Our Display. for the better they can make. tily in exquisite art patterns relieved with stripes of plain Silk, Satin and high grade Sateens; **Cream Casements** It is the age of Chintz, and nowhere to-day will shaped, medium rubbe and Electric Blue; plain and fringed. Some ARY, Alta., Sept. 23 (Can.

Our New Casements are very pleasing. Some hemstitched, others with lace insertion and hemstitched border. All with a nice sheer surface and adaptable for all kinds of curtainings, at

## 45c., 55c., 65c., 75c., 85c. "Rayons" Perhaps of all Curtainings, - the handsomest,

ICH LACED BOOTS

CH LACED BOOT

and low rubber heels, 5.0

4.5

4.5

**BROWN CALF** 

in low leather heels

**BROWN CALF** 

**BROWN CALF** 

ALKING BOOTS

ubber heel. A good school

for growing girls. Size

rubber heels

Members of the Canadian

Press Club, resident here,

entertain the wives of sev-

rural editors, touring the

to see the Prince's ranch

This is how a C.W.P.C. mem-

ry Armitage, describes the

reaction. "Not a dude ranch,

ich-house was an additional

particularly to the women

rty, one of whom was on the

staff of the Women's Home

on. "And does the Prince

leep here?' they asked, gazing

disappointment at the simple

l, no coronet, plumed - nor

anopy. "But where is his

g pool?" asked one anxious

wning at the business-like

in the floor. "That little box

that the way you heat his

was the horrified question of

rrific tumble from his pedes-

with its little iron grating as

seemed to be the general

Every woman was on the

with their rich silky glisten and soft hanging appearance. Reversible, Serviceable and decidedly uncommon. In shades that are popular: Prune, e, Navy, Saxe, Green, Bronze, Gold, Ecru and White: 36 inches wide. Every price remarked and reduced for early clearance. Special now at .

## **Curtain Damasks**

. .. .. .. .. .. .. .. ..

## Art Curtains

Choice of Plain Crimson and Plain Green Centres with pretty Art Borders and knotted fringe edge. These are heavy and aid considerably to make your rooms cosy looking. The \$7.00 pair .....



that the tastes of the many may be satisfied. We would like you to see this display of 36 inch Chintz 39c., 49c., 59c., 85c, \$1.20 yard.

Double Width Chintz

Every piece new, widths varying from 48 to 60 nch. Great strong durable materials; many reversible, and adaptable for all kinds of winter hangings, etc.

59c., 69c., 79c., 89c. yard

Scrims

Broadly speaking, our Stock of Scrims was chilly nights. Consider them never prettier nor more varied. From the simple self-striped White and Cream to the more colourful designs all exhibit-Newness, Niceness and **Dutch Curtains** Real Value. Your inspection invite 19c., 24c., 29c., 33c., 38c., 45c., Very neat hangings for bedroom, edged with lace and pretty lace insertion corner, plain **C? 30** 

49c., 59c. up

MAKE THE HOME CHEERFU



still they contribute largely to one's comfort

3-piece Setts and in White and Ivory Shade.

\$5.00, \$5.90, \$6.40. \$7.50

centres. Values to \$4.00 pair. Special

Cretonnes

Wadded Quilts

## The new patterns in Cretonnes are decidedly

**Plush Hearth Rugs** pretty, nice medium grounds, with large coloured floral borders; all double width. They serve excellently to tone up you living rooms, with their richness of qual 50c., 60c., 75c. yard. ity, and after all they are most serviceable Shades incuude Crimson, Green, Electric

and Black \$9.00, \$11.00 \$14.00, These come handsomer than ever in their pretty Art Coverings, and though perhaps lack-ing the heat and the distinctiveness of Eiderdowns \$17.00

\$14.00. \$15.00 \$20.00

\$24.00

**Plush Mats** 

Rugs mentioned herewith; plain and fringed; in shades of Electric, Crimson, Green and Black.





