

LOCAL NEWS

The very latest dresses and coats, direct from Montreal, at Alex Lesser's. See ad. page 2.

For men's all wool underwear at lowest prices try Bassen's, Cor. Union and Sydney streets. 11-15

CLIMO'S
For Christmas, for New Years, the personal greeting, your photograph, 55 Gormley street. 8684-11-15

Ladies' heavy fleece-lined hose for 38c. pair. At Bassen's, 14-16-18 Charlotte St.

The latest coats—the latest dresses. See Lesser's ad. page 2.

THE ARENA
Come to the Arena and get your future read by Madame Pourtouce. 8903-11-20

Ladies' leather hose, reg. \$1.25 on sale for 69 cents pair, at Bassen's, Cor. Union and Sydney streets. 11-15

Cover your bare floor with Jap straw squares for little money. At Bassen's, 14-16-18 Charlotte St.

Ladies' "homespun" dresses in all colors on sale for \$3.98 at Bassen's, Cor. Union and Sydney streets. 11-15

See Barker's ad. page 3.

Animal Rescue League rummage sale, Saturday, 2 o'clock, 90 Charlotte St.



Sun-Maid Bread Made Only at Robinson's

The little Sun-Maid has chosen Robinson's progressive Kitchens for her home—and along with the sweetest, richest, fruitiest Raisin Bread you ever tasted.

there's a 3c saving

on every twin loaf. Sun-Maid Bread sells for 15c. as against 18c.—and it keeps fresher. For there are more raisins in Sun-Maid Bread—Sun-Maid Raisins at that—there is more sugar and more shortening. More food, more flavor, more energy. Less cost. Try the new Sun-Maid twins—made only

In Robinson's Kitchen's

FOR A BETTER CUP OF COFFEE

Humphrey's
Freshly
Roasted
Coffee

Sold retail at

HUMPHREY'S
Coffee Store

14 King Street.

Roasts, 10c. Corned beef, 7 lbs. for 50c. Doyle's, 151 Prince Edward. Phone 4468. 8978-11-20

SALE OF MILLINERY.
Ladies! Don't forget the millinery sale now going on at the Storey Millinery, 168 Union street. Store open every evening. 4028-11-18



PAINLESS EXTRACTION

Only 25c

We make the BEST TEETH in Canada at the MOST Reasonable Rates

Boston Dental Parlors

Head Office: 527 Main St. Branch Office: 35 Charlotte St.

Phone 683. Phone 38

DR. J. D. MAHER, Prop.

Open 9 a.m. - - - Until 9 p.m.



SUCCESS--

Depends on clear thinking and hard work. So also does it depend on faultless eyesight.

Why gamble on one of the first elements of your success?

Our examination will tell you the exact condition of your eyes.

D. BOYANER

151 Charlotte St.

BARGAIN BASEMENT IDEA POPULAR IN ST. JOHN

Merchandising by the Bargain Basement method has shown a steady growth in St. John since Oak Hall first inaugurated the idea a few months ago.

The chief essential in such a department is rapid turnover and this necessitates unusually low prices. Goods must not accumulate and when this begins to happen they must be offered at tremendous reductions to make room for the steady stream of new goods arriving.

A Bargain Basement Sale confers a great benefit on the fortunate shoppers as was shown yesterday morning at Oak Hall when several hundred dollars' worth of merchandise was offered for quick clearance. There were \$5 to \$8 Dresses at \$1.00. Shoes worth \$2 sold for \$1. Men's Pyjamas worth \$3 sold for \$1. That the people of St. John appreciate such bargains was demonstrated by the fact that these several hundred dollars' worth of merchandise was practically all sold by Oak Hall before 10 o'clock in the morning.

To avoid many such sweeping sales all goods must naturally be marked very low to start with, so a visit to

Oak Hall's Bargain Basement will well repay every shopper.

CLOSING OF NAVIGATION.

The Canadian Pacific Railway Company announces that freight will be accepted for routing via Port McNicoll, Lake and Rail, to Port Arthur, Port William, Ont., and points west thereof, up to and including the following dates:—

From stations east of Megantic... Nov. 22
From stations east of Megantic and Megantic to Quebec and Megantic... Nov. 25
From stations Montreal and west to Windsor, Ont., including branches... Nov. 30

ROOFS OF WESTERN CEDAR SAVE COAL TO OWNERS OF BUILDINGS

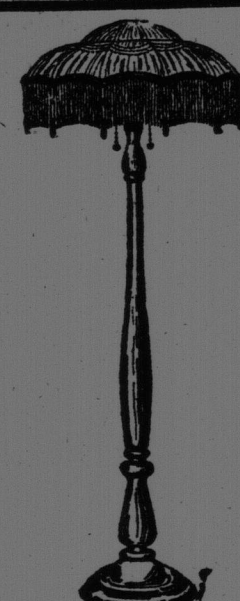
Roofs constructed of western cedar should have great advantage over those built of other materials, according to the Forest Products Laboratories of Canada, Forestry Branch, Department of the Interior. In heating a building covering a large area a great amount

Try this for Flavour!

"SALADA"
ORANGE
PEKOE
BLEND

Blended, like all "Salada" teas, for flavour alone this new blend will delight the most critical.

We will gladly mail a sample. SALADA, MONTREAL.



\$30 Lamps For \$17.75

Sample floor lamps, all silk shaded, and complete with double sockets, chain switches and 6 to 8 feet of silk covered wiring, go on sale at an individual saving of \$12.25.

Well balanced standards are finished in mahogany. The silk shades are 2 feet in diameter with 3 inch fringes. Colors are rose, blue and gold.

J. Marcus
Furniture, Rugs
30-36 DOCK ST.

cedar is probably the best non-conductor of heat. It is obtainable in large quantity and of good quality and has the further advantage of possessing a natural resistance to decay even under the most adverse conditions.

Saturday--Last Day OF THE Great Auction Sale

Sales at 10.30 a. m.
2.30 p. m., 7.30 p. m.

L. L. SHARPE & SON, Jewelers

Our Good Shoes For Men At \$5.00

SEE OUR WINDOW

Many Values up to \$6.75.

All sizes, 5½ to 11, C, D and E widths.

Goodyear Welt Sewed and Rubber Heels.

Black, Browns and Mahogany. Come in and be Correctly Fitted.

Eight different styles and shapes. At \$5.00 per pair.

FRANCIS & VAUGHAN
19 King Street

Make Lesser's for Your Week-End Purchasing

Our buyer has just returned from the leading clothing centres. The merchandise has just been opened and is now on display. It will pay you to see the full showing.

Ladies' Coats in plain check backs, and others with fur trimmed. Each and every the leading discrimination of style, and all luxurious linings. Prices \$18 to \$60.

Ladies' Dresses in Canton Crepe, Satins, Velvets, Tricotines and others—the very dress for each occasion. Priced to suit all pockets. \$12.75 to \$40.00.

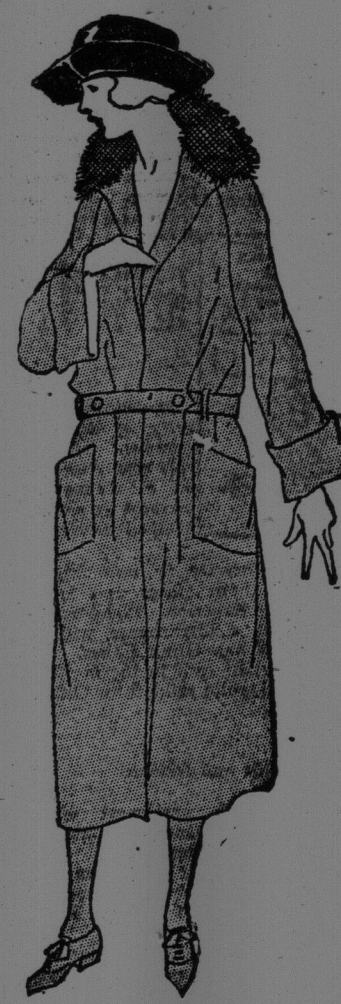
Furs and Stoles. These are marked at very fine prices, values considered. Priced \$7.50 to \$50.00.



If short of cash, use Lesser's unique 60-day payment plan. Strictly confidential. Lesser is the organizer of this system, and you buy on time at strictly cash prices. The first and only one in St. John to introduce same.

Men's Suits and O'Coats

The chilly mornings and nights make you feel for your winter coat. Let us suggest a call to our store. We have many new models for your selection.



ALEX. LESSER, 210 Union Street
Store open every evening until Xmas
Opposite Opera House



SPECIAL

"His Master's Voice" Victor Records Out To-day

- 18962 Paul Whiteman and His Orchestra plays *Carolina in the Morning* - Fox Trot
- Zex Confrey and His Orchestra plays *Cow Bells* - Fox Trot
- 18963 Paul Whiteman and His Orchestra plays *Homesick* - Fox Trot
- The Great White Way Orchestra plays *All Over Nothing at All* - Fox Trot
- 18966 The Great White Way Orchestra plays *Lovely Lucerne* - Waltz
- Paul Whiteman and His Orchestra plays *Romany Love* - Fox Trot
- 18957 Henry Burr sings *You Remind Me of My Mother* (Tenor)
- American Quartet sings *Nellie Kelly I Love You* - (Male Voices)
- 216376 Elizabeth Gutman sings *The Big Brown Bear* and *Mammy's Song*

All on 10-in. D.S. 75c Hear them on the

Victrola

at any "His Master's Voice" dealers

Manufactured by
Berliner Gram-o-phone Co., Limited, Montreal

Wholesale Distributors of Victor Victrolas and Records. **J. & A. McMILLAN** For Maritime Provinces and Gaspé Coast, P. Q.

PHILLIPS' 49 Germain Street

R. W. HAWKER

DRUGGIST 523 Main Street
"HIS MASTER'S VOICE" RECORDS AND VICTROLAS.

The C. H. Townshend Piano Co. Ltd.
54 King Street, St. John, N. B. 801 Main Street, Moncton, N. B.

FOR SALE BY

The McDonald Piano And Music Co.

7 Market Square, St. John, N. B.

Many People Are Living With Furniture

which fills the need for something to sit in, eat from and fill up space, but which does not reflect the good circumstances of the owner nor make the home a place of beauty and comfort and a joy to live in. The best way is to start and refurnish one room at a time with attractive furniture at Amland Bros. prices.

Willow Work Baskets, Tables, Chairs, etc. See our windows.
Dining Room Suite, Solid Oak, 9 pieces, \$163.00. See our windows for bargains.

Come in and see us—you are welcome.

AMLAND BROS., LIMITED
19 Waterloo Street