

OVERWHELMING WILL BE THE RESPONSE OF THE ST. JOHN'S

London, New York and Paris  
Association of Lashion . . . .

IN

GREAT

**\$145,000 WORTH OF NEW WINTER MERCHANDISE  
TO BE SOLD AT COST AND SLIGHTLY ABOVE COST**

WIDE AND WIDE-EYED ASTONISHMENT FOLLOWED OUR FALL AND WINTER SALE ANNOUNCEMENTS FOR SATURDAY. THE NEWS WAS ALMOST TOO BIG TO GRASP. "YOU DON'T MEAN IT!" PEOPLE EXCLAIMED—"IT CAN'T BE TRUE!" BUT IT IS TRUE AND WE ARE GOING STRAIGHT ON FOR THE NEXT EIGHT DAYS—OFFERING NEW WINTER MERCHANDISE FOR MEN—WOMEN—AND CHILDREN AT COST. AND—SLIGHTLY-ABOVE-COST!

Extra Sales force to cater to the enthusiastic crowds who will respond to this unparalleled FALL and WINTER SALE of HIGH GRADE APPAREL. COME EARLY.

All Price Records Have Been Shattered

**LONDON, NEW YORK AND**

nov10.14

**SIDE TALKS.**

By Ruth Cameron.

**THE GREAT EQUALIZER.**

"Put off thy cares with thy clothes. So shall thy rest strengthen thy labor and so shall thy labor sweeten thy rest."—Quarles.



we were making we had 11 hours hard travelling instead of the five we expected and arrived at seven o'clock in that complete exhausted, edgy

Isn't sleep a delicious thing? Somethin' brought to my mind the other day an occasion when I got frightfully tired. Everything went wrong on a trip

state of mind when you tip over and drop everything you touch from sheer nervous weariness, and then feel as if you should weep because you have to pick the thing up. But the thing that stands out the most about the adventure was the sleep I had that night. A comfortable bed awaited me and oh! the luxury of relaxing aching muscles between cool sheets. Oh, the deliciousness of the drowsiness that almost instantly drifted over me; and oh, the heavenly renewal of strength that an 11-hour sleep brought me!

**A Fine Quality of Sleep.**

You can't have a sleep like that unless you get very tired physically and

**Bracelet Watches**

A fortunate purchase during our recent visit to the foreign markets enables us to offer a most extraordinary value in High Grade Gold Filled Watch Bracelets. These Watches are fitted with a strictly high class Jewel Lever movement and are in 20-year Guaranteed Gold Filled Cases. Small size—very neat—and thoroughly reliable. These Watches are regular and good value at \$27.50, but as a result of this exceptional purchase we offer them at

**\$28.50**

This is positively the best value we have ever seen.

**T. J. DULEY & Co., Ltd.**  
The Reliable Jewellers and Opticians.

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not too tired mentally. The quality of sleep you get then is as different from ordinary sleep as the savor of food when you are thoroughly hungry is from its savor when you come to a meal with a peckish appetite.

"The sleep of a laboring man is sweet," said King Solomon and I wonder how he knew. He might have surmised that a laboring man would sleep better than a thinker like himself, but he could not have used that wonderful adjective "sweet" unless he had had some personal vital experience. Maybe among the other things he tried out when he gave his heart "to seek and search out by wisdom concerning all things that are done under the sun" he tried living the life of a laboring man incognito for a little while. Who knows? I wouldn't put it by him for he certainly seems to have had a wonderful curiosity about him.

**The Laborer's Compensation.**  
Anyhow I am glad the sleep of a laboring man is sweet. It is one of the compensations that level things up in the more than we know perhaps. "It is not for a man in authority to sleep a whole night," said Homer. The man in authority may have many luxuries, but the perfect sweetness of sleep is the laboring man's luxury, just as the rich man may have all sorts of elaborate sauces to make his food palatable, while the man who works with his hands has the one sauce that gives food a more delicious flavor than anything the most skilled chef could devise.

**Blessings On Its Inventor.**  
Sometimes it seems as if this world were full of unbearable inequalities, and then again one wonders if the inequalities are not less than they seem.

Now how has it happened that a talk which started on the joy of a perfect sleep has gotten itself transformed into a talk on equalities and inequalities. Perhaps you will forgive me if I give it unity by ending, as I began, with a thought on sleep.

"Blessings on him who first invented sleep. It covers a man all over, thoughts and all like a cloak. It is meat for the hungry, drink for the thirsty, heat for the cold and cold for the hot. It makes the shepherd equal to the monarch and the fool to the wise."—Cervantes.

Eat MRS. STEWART'S Home Made Bread.—oct4.6mcs

**OLD BILL'S MEMOIRS**



WILHELM

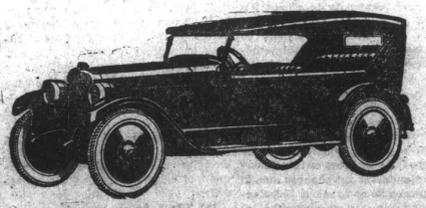
Old Wilhelm's story of his reign proves what I've always said, that he alone was sane and sound in heart and head; all other men were born in vain, mere strips of gingerbread. Our useful labors he was bent throughout his long career, his mighty intellect was lent to

**New Series Chalmers Six**

The sweeping body lines, the low top and distinctive radiator design, mark the New Series Chalmers Six as a really beautiful car.

Six-cylinder advantages have been developed to a new height of perfection in the wonderful Chalmers motor.

All models equipped with Disc Steel Wheels and Cord Tires.  
**MARSHALL'S GARAGE,**  
WATER STREET WEST.



**The CHALMERS SIX**

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studies he held dear, he did not give a punctured cent for warlike atmosphere. He wished to build up German schools and see the churches grow, to watch the farmers, with their tools, go forth to reap and sow; the thought of blood in crimson pools filled all his breast with woe. Judge, then, his majesty's surprise, when war broke out one day; some insolent and meddling guys had shoed World Peace away; they plotted war, while Wilhelm's eyes were fixed on fields of hay. He had a pencil in his hand, and he was doing sums; how much, he figured, will this land produce when harvest comes? And up there came an

**Scotch Herring Harvest.**

The herring harvest, while making no fortune for anybody, enables both curers and fishermen to point to a modest balance on the right side. Approximately 530,000 crans, representing to the fishermen a money value of almost \$3,250,000, have been recorded at the Scottish ports during the season just closed. The cran measure contains approximately 1,000 herrings so that the season's catch is about 530,000,000 herrings. That is not equal to the boom years of 1910 and 1913, when nearly a million and a half crans were landed at the Scottish ports, but the feet is very much smaller, and the working prices show a reduction compared with the last year or two. But \$3,250,000 does not represent the total value of the herring harvest. For every dollar paid to the fishermen the curers have generally to spend a dollar more in wages of shore workers—coopers, carters, laborers, fisher laasses (the girls who gut and pickle the fish, and pack them in barrels.) At a modest computation the value of the herring harvest to the workers alone this year is thus about \$6,500,000.

**Rural Philosophy.**

The following bit of rural philosophy was overheard in a farmyard the other day.  
"James, my son," said a man who stood milking the milk and water, "ye see what I am a-doing of?"  
"Yes, father," replied James; "you're a-pouring water into the milk."  
"No, I'm not, James. I'm pouring milk into the water. So if anybody axes you if I put water into the milk, you tell 'em no. Allus stick to the truth, James. Cheatn' is bad enough, but lyin' is wuss."

Eat Mrs. Stewart's Home-made Bread.—oct4.6mcs

**ON SALE**

**Books of the Opera Erminie**

Price 10 cents

**Charles Hutton,**

THE HOME OF MUSIC.

**No Getting Rid of Them.**

The stonebreaker regarded the pile of stones before him sorrowfully. It was very large, and the day was drawing to a close.

The village clergyman came along, and seeing him, shouted out:—  
"Hullo, John! Plenty of work to do—eh?"

"Ay," said the stonebreaker. "Them stones are like the Ten Commandments."

"Why's that?" asked the parson.  
"You can go on breaking 'em," he replied, "but you can't get rid of 'em!"

**Fads and Fashions**

The basque waist, circular and scalloped hem are noticed in the best collections of frocks.  
To complete the elaborate toilette is a coque feather fan decorated with strings of rhinestones.

**"I Was Terribly Weak After Baby Was Born"**



Mrs. H. McClure, New Wood, Ont., writes:  
"After my baby was born, I was terribly weak and just lay down, with pains across my back. I had heard so much of Dr. Chase's Nerve Food that I decided to try it. Three boxes proved enough to make me quite strong and well again. I also used Dr. Chase's Nerve Food for a rash which broke out on the baby, and the rash disappeared completely in a short time."

**DR. CHASE'S NERVE FOOD**  
At all Dealers.  
GERALD S. DOYLE, DISTRIBUTOR.

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and paper work  
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and Newfound  
on the one hand

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