

OF FALL AND MODELS.

now open, and we strongly ad-
ho are living in the country to
ct our new stocks.

se—in Materials like these—at
like these—are assured of a
tribute to the house that sells

OUR VALUES WITH

O. Box, 920, St. John's.

Milady's Boudoir

CARE FOR SUMMER FRECKLES.

If you are a blonde you are apt to
freckle this summer, instead of burn-
ing, and I know just how much of a
rage these same freckles can kindle
in the feminine heart. Yet I know a
girl whose freckles give her a quaint
tomboyish charm that is irresistible.

However, the charm of freckles is
rare and seldom found, and most of
us wish to exercise them. I know of
no better cream for the purpose than
the one I give you here. Petroleum,
one ounce; lanolin, one ounce; hydro-
gen, one fluid ounce; acetic acid, one
fluid dram.

When the face is given to becoming
excessively oily in hot weather an
application of toilet cologne after each
washing will prove a great preventa-
tive of this unpleasantness. For ex-
cessive perspiration there is a pleasant
orris powder that can be used on any
part of the body. It is especially
good for perspiring hands before don-
ning gloves and for the armpits. It is
made by combining three fluid drams
of phenic starch and a little essence of
violet. Dissolve the acid in the al-
cohol, add the violet essence, then the
starch and orris root.

I have in mind an excellent cream
which is used principally for sunburn
and which may be applied before go-
ing into the sun or even after the face
has become burned. White petroleum
two and a half ounces; paraffin wax,
one quarter ounce; lanolin, one
ounce; water, one and a half ounces;
oil of rose, three drops; alcohol, one-
half dram.

Bull Durham Cigarette Tobacco.

You can make for yourself with
your own hands the mildest, most
fragrant, most enjoyable cigarette in
the world. Machines cannot imitate
it. The only way to get that fresh-
ness—that lasting satisfaction—is to
roll your own with Genuine Bull Dur-
ham Tobacco, 10c. sack. For sale at
CASH'S East End Tobacco Store,
Water Street.

The good housekeeper is the one
who keeps the house in perfect con-
dition all the time instead of having a
wild housecleaning every little while.

MAYOS

The BEST HOSIERY Values
in the city to-day in
Boys & Girls Hosiery.

It's a stocking you'll take to at once, durable,
address and seamless. Comes in a stout ribbed
make, looks well, wears well. Try a pair; sizes
run from 6 1/2 to 9 1/2 inch. Any sizes you
like. Friday, Saturday and Monday ... **55c**

WOMEN'S CASHMERE HOSE—Secure a pair of
two of these without delay. They are good
English Cashmere Hosiery that you can re-
ly on for wear, for comfort and for quality.
Fast black, plain finish; asst. sizes. **65c**
Special for Friday, Sat. & Monday.

Clearing! 8 doz. Child's Hose.

Two Ribbed Cotton Hose in shades of Pink and
Blue, sizes 5 1/2 to 7 1/2 inch. Reg. 30c. the
pair. Friday, Saturday and Monday ... **25c**

30 pairs of WHITE MUSLIN CURTAINS, underpriced!

WHITE MUSLIN CURTAINS—A clearing line of 30
pairs in the lot. These will wash and re-wash
perfectly, easy to do up; wide insertion band
border and hemstitch finish; an ideal bedroom
curtain. Reg. \$2.00 pair. Friday, Saturday and
Monday ... **1.75**

Why has THIS STORE been so successful?

Because we have always given the best values obtainable,
plus good service, good assortments, perfect style, absolute
satisfaction and honesty in advertising all statements made in
this Store.



Now about VALUES!

We buy our merchandise with extreme care, we buy in
large quantities, pay cash, and instead of trying to see how
MUCH we can get for our goods, we prefer to mark the lowest
possible prices on them.

These prices spell value every time.

NEW GOODS ARE POURING IN DAILY in This Store

Present Season Goods Get Some Price-Slashing, for the Week-End.

Follow the Crowd to this Popular Shopping Centre.

FRIDAY, SATURDAY and MONDAY.



New American Furniture Chintz.

We have several pieces of pretty Chintz
coverings for this week's sale nice floral
patterns, good color blondings, favouring
shades of Crimson, Green, Blues and Grey.
Reg. 45c. yard. Friday, Saturday
and Monday ... **39c**

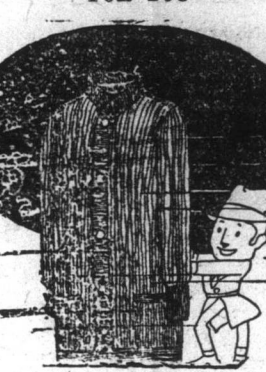
ROLLER TOWELINGS.—Strong White
Linen Crash roller towelings, 18
inches wide, crimson striped; here is a toweling
that will give you service. Regular 24 cts.
yard. Friday, Saturday and Mon-
day ... **22c**

SPORTSMEN! Note these SPECIAL Values

MEN'S SPORTING BOOTS.—Here's a
special boot for the shooting season. A
high-grade, Elk leather boot, 18 inches
high, with bellows tongue to top, water-
proof, good fitting shape, viscolated sole
and heel, 24 pairs only; sizes 7 to 10.
Reg. \$11.00. Friday, Saturday
and Monday ... **\$10.60**

SPORTING SHIRTS.—Here is the ideal
Shirt for the sportsman, a high grade
make of khaki shade, has a good fitting
collar and two breast pockets with but-
toned flap; a shirt that will not soil
easily and a shirt that is warm and yet
not weighty. See these. Reg. \$3.30.
Friday, Saturday and Mon-
day ... **\$3.10**

SPECIALY SELECTED FOR YOU



COOL WEATHER UNDERWEAR.—Another
line of Men's Underwear, a bit lower in
price, offering superior value, a weight
you can comfortably wear right up to the
extreme cold weather time. Pants and
Shirts in true fitting sizes. Reg. \$2.40
the garment. Friday, Saturday
and Monday ... **\$2.15**

COAT SWEATERS.—The most comfortable
garment you could wear under your
jacket, nice khaki shade, stout rib finish,
has a nice turn over collar; that you will
feel the good of on cold mornings when
shooting over the barrens, 2 side pockets;
don't go poorly outfitted. Reg. \$4.80.
Friday, Saturday and Mon-
day ... **\$4.30**

Ladies! Take in this Sale of

\$15.00 SILK POPLIN and SERGE DRESSES, for \$11.98.



Some of our prettiest dresses are in this
Sale. Come and see the assortment; the
shade you like and the style you admire will
be found among these; braided and button trim-
mings; shades of Sand, Grey, Purple, Green,
Navy and Black; shirred at waist, large
shawl collar; others rolled collar. We need
space, and for no other reason do we make
this special reduction. Regular \$15.00
Dresses. Friday, Saturday and
Monday ... **\$11.98.**

LADIES' SMALL SILK HANKERCHIEFS.—
An ideal Handkerchief in Jap Silk, extra
fine texture, plain hemmed edges, neat
coloured floral patterns on white grounds.
Reg. 18c. Friday, Saturday & Mon-
day, each ... **15c**

LADIES' GLOVES.—A nice medium
weight Lisle Glove for early Fall
wear, and even immediate wear. We
show these in Black, Brown and
White; 3 dome wrist. Reg. 80c.
Friday, Saturday and Mon-
day ... **78c**

FLUSH DOOR MATS.—A very ser-
viceable and good looking parlor
door mat. Comes in pretty shades
of plain Green or Mahogany, neat
coloured floral patterns. Reg. \$2.50.
Friday, Saturday and Mon-
day ... **\$2.25**

Savings that Count

WHEN BUYING FANCY LINEN GOODS.

STAMPED TABLE CENTRES.—A few doz-
en of pretty Table Centres, with a variety
of nice printed patterns, an inexpensive
affair for table ornamentation; value for
20c. each. Friday, Saturday and
Monday ... **15c**

HEMSTITCHED SIDE-BOARD SCARVES.—
Note the extra full size of these elegant
side-board scarves, 14 x 65 inches; they
show some pretty embroidery work, and
hemstitched border. Regular selling
price \$1.00. Friday, Saturday & 92c
Monday ... **92c**

HEMSTITCHED TEA CLOTHS.—These are
made from soft white linen, nice sheet
surface, and rather neatly embroidered;
size 36 x 36, good value at 90c. Fri-
day, Sat. and Monday ... **79c**

HEMSTITCHED PILLOW CASES.—Extra
special value in pure White Cotton pillow
Cases, finished with a hemstitched edge;
these are regular 45c. value. Fri-
day, Saturday and Monday ... **38c**

PILLOW SHAMS.—Some particularly good
pillow shams in good white linen, finish-
ed with a nice lace edge and insertion to
match; these we make a special reduction
on for this sale. Reg. \$1.40. Fri-
day, Sat. and Monday ... **\$1.39**

LINEN CHAIR BACKS.—A strong linen
crash piece for putting over your uphol-
stered chair back; they come embroidered
in nicely blended shades and give a tone
and dash of colour to the room, service-
able wearing, washing will not mar their
appearance. Reg. 65c. Friday,
Saturday and Monday ... **59c**

UNBLEACHED TABLECLOTHS.—A few
dozen remaining over from an early
spring shipment, splendid cloths for
everyday use, crimson band border and
fringed edge; value for \$1.20 each. Fri-
day, Saturday and Monday ... **99c**

MEN! Come & pass your opinion on these Special Values!

HEAVIER SOCKS.—For those prefer-
ring a heavier than Cashmere
Sock we have a splendid range in
Black and pretty leather mixtures;
a sock you may wear right through-
out the coming season. Regular
\$1.10. Friday, Saturday & 95c
Monday ... **95c**

CASHMERE SOCKS.—English Cash-
mere Socks in a plain make, closely
knit, sizes 10, 10 1/2 and 11 inch. Reg.
65c. pair. Friday, Satur-
day and Monday ... **48c**

MEN'S BAGLANS.—The coat for all seasons, light weight,
a perfect rain shedder; comes in assorted - Fawn
shades, plaid lined, double stitched seams. One of
our leading values in men's wear. Reg. \$18.50
Friday, Saturday & Monday ... **\$18.50**

BOYS' TWEED PANTS.—A splendid range of strong
Tweed Pants for the bigger boys, say from 10 to 16
years; lined throughout; open knee style. Regular
\$2.50 pair. Friday, Saturday and Mon-
day ... **\$2.37**

"EXCELEDA" HANKERCHIEFS.—The Handkerchief
a man likes; nice soft mercerized finish and wide hem-
stitched border. Friday, Saturday and Mon-
day each ... **24c**

ARMLETS.—Extra good quality silk covered elastic in
a fancy make; they save your cuffs and keep the sleeves
tidy. Friday, Saturday and Monday, per
pair ... **80c**

BOYS' HAILOR SUITS.—A strong and heavy Navy Serge
two-piece Sailor Suit for the smaller boys, detachable
collar, bow front and cord; a suit for fall and winter
wear; makes a tidy school suit. Reg.
\$5.50. Friday, Saturday and Monday ... **\$5.30**



Do you need a really Good
and inexpensive

HAIR BRUSH!

THE "PORSLYN" HAIR BRUSH.—Is a
beauty easy to keep clean, germ proof,
waterproof, and dirt proof, an all white
brush, enamel back. Special, Fri-
day, Saturday and Monday ... **32c**

BLIND ROLLERS.—Rollers you can de-
pend upon, 36 inches long, we guarantee
these. Special, Friday, Saturday
and Monday, each ... **21c**

Cable News.

NEARING ST. MIHEL.

LONDON, Sept. 13.
At St. Miheil, where the French
have reached the western outskirt,
the Germans are making a strong re-
sistance. The Germans still hold the
Roman Fort which is now being at-
tacked by the French. Northwest of
Pont a Mousson American cavalry
patrols are reported to be operating
on the road to the Bois Communaux.

FURTHER BRITISH PROGRESS.

LONDON, Sept. 12.
The British have made further pro-
gress towards Cambrai, having cap-
tured the towns of Havrincourt, Tres-
cault and Moeuvres, penetrated onto
the old British defense line at several
places and crossed the Canal Du Nord
north of Havrincourt, according to
Field Marshal Haig's communication
issued to-night. Approximately a
thousand Germans were made prison-
ers in the operations. The text of
the statement follows: Our opera-
tions in the Havrincourt sector were
continued with great success this
morning in spite of unfavorable weath-
er. English troops attacked and
captured Trescault and the old Brit-
ish trench lines to the east and north
of it. On the right New Zealand
troops made progress east of Gouzeau-
court Wood, overcoming the obstinate
resistance of a German Jaeger divi-
sion. At Havrincourt the 62nd
Yorkshire division, which carried the
village on November 20th, 1917, at-
tacked for a second time over the
same ground and with like success.
Other English troops attacked across
the Canal Du Nord, north of Havrin-
court. After sharp fighting our troops
captured the village, together with the
section of the Hindenburg line be-
tween the village and the Canal.
North of the Bapaume-Cambrai road,
Lancashire troops completed the cap-
ture of Moeuvres also, after sharp
fighting. About one thousand prison-
ers have been taken by us in these
operations.

STILL ADVANCING.

LONDON, Sept. 12.
British troops have captured the
towns of Vermand, Attilly and Ven-
delles, all on a front northwest of St.
Quentin. Field Marshal Haig an-
nounced in his official statement to-
day. In their advance toward St.
Quentin the British have progressed
as far as the western outskirts of
Holmen Wood, southeast of Attilly.
The Germans offered stiff opposition
in the Havrincourt and Moeuvres
sectors which the British overcame.

NEARING CAMBRAI.

LONDON, Sept. 13.
British forces have effected a cross-
ing of the Canal Du Nord to the north-
west of the town of Havrincourt, Field
Marshal Haig announced in his official
report to-day. The Canal line here
forms the main defence of Cambrai
on the southwest. A short distance
to the north the British have pushed
to the western bank of the Canal, east
and north of Moeuvres and establish-
ed themselves there.

WILL BE REJECTED.

AMSTERDAM, Sept. 12.
Emperor William said at Essen,
that it took two to make peace, that
one could not do it unless he could
overcome the other. Germany, he de-
clared, was confronted with her ene-
mies who wished to destroy her, and
she must place against this her deter-
mination to preserve her existence.
After mentioning his offers of peace,
the Emperor said the German leaders
had made it plain to everyone who
wished to understand, that we are at
all times ready to offer the hand of
peace.

AMERICAN ATTACK.

AMERICAN FORCES ON THE
LORRAINE FRONT, Sept. 12.—Ameri-
can forces this morning launched an
attack on German positions. At nine
o'clock they had progressed gener-
ally along the line. Some prisoners
were taken at different parts of the
sector. The first wave of Americans
met with little resistance.

SIR GEORGE REID DEAD.

LONDON, Sept. 12.
Sir George Reid, former High Com-
missioner for Australia and Member
of Parliament for St. George's, died
in London to-day after a prolonged
illness. Sir George Houston Reid was
born in Scotland but lived for many
years in Australia. He held the post
of Premier of Australia and Prime
Minister of New South Wales.

GOVERNMENT RESEATED.

ARCHANGEL, NORTHERN EU-
ROPEAN RUSSIA, Sept. 12.—After a
conference with the Entente Allied
diplomatic and military chiefs, the
Tschalkovsky Provisional Govern-
ment, which recently was overthrown,
was re-seated to-day, and will con-
tinue to direct the affairs in the re-
gion of the north with the advice of
the Allies.

AGITATION IN CROATIA.

AMSTERDAM, Sept. 11.
Agitation and revolutionary activity
are so prevalent in Croatia that if the
situation does not soon change, an
astrope must be feared, according to
the Vienna Reichspost.

LISTING SOME OF OUR SHOWROOM VALUES

MUSLIN DRESSING JACKETS.—Something you
need frequently at this season especially;
they come with white ground, dotted with
black and coloured pipings, shirred at waist;
small, medium and large full fitting sizes.
Regular 60c. Friday, Saturday and
Monday ... **52c**

LADIES' VESTS.—A special 6 dozen lot of pure
White, Fine Ribbed Jersey Undervests, low
neck, wing sleeve. Reg. 35c. value. **28c**
Friday, Saturday and Monday ...

BUNGALOW OVERALLS.—Full
fitting Overall in the best of
Wash Gingham, pretty blue
and white and pink and blue
checks; piped with white,
elastic at waist, rolled collar
and half sleeve, made for ser-
vice. Reg. \$2.40. **\$2.25**
Fri., Sat. & Mon.

MUSLIN BLOUSES.—Dainty
White Muslin Blouses, special-
ly reduced for this week's
sale, large embroidery roller
Collars, others in spot and
check Muslins, elastic at
waist, large pearl buttons, all
this season's importations.
Reg. \$1.80. Friday, Saturday
and Monday ... **\$1.59**

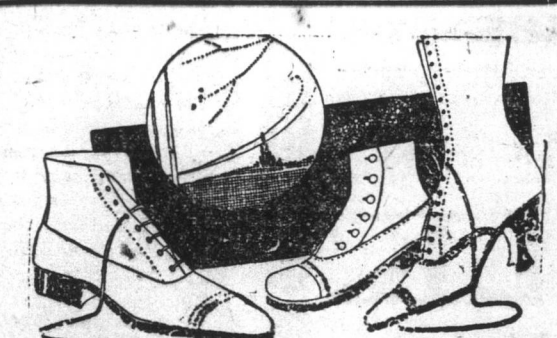
INFANTS' VESTS.—Five ribbed
Jersey Vests for infants and
children to 4 years; buttoned
front, long sleeves, popular
at 25c. each. **32c**
Fri., Sat. & Monday

PINAFORES.—These offer superior value, now
that materials to make them are so high.
Pretty styles in White Muslin, with Swiss
embroidery yoke, and lace edging at neck
and fine tucks at skirt; assorted sizes. **59c**
Reg. 65c. Friday, Sat. & Monday ...

LADIES' PATENT LEATHER BELTS.—Three
inches wide, with large buckles, suitable for
coat or dress; assorted shades of Navy, Car-
dinal, Tan, Grey, Sky and Black. Reg.
40c. Friday, Saturday & Monday ... **36c**

LADIES' COMBINATIONS.—
Know the comfort, the fit and
feel of these perfect-fitting
Combinations. They come in
that nice fine ribbed Jersey
make, sleeveless, and knee
length, being late in the seas-
on we have cut them lower
than usual in price. Reg. 80c.
the Suit. Friday, Sat-
urday and Monday **64c**

CORDUROY VELVET CAPS.—
These were regular 85c. caps
but we are clearing the line
this week; a splendid every-
day knockabout, in two-tone
effects, such as White and
Rose, White and Crimson,
White and Gold, White and
Black. See these. Reg. 85c.
Monday ... **89c**
Friday, Saturday and



Reputable Footwear for Every Member of the Family.

LADIES' BOOTS.—Smart looking footwear for ladies, 20
special height in Brown and Grey with cloth tops, high
or low heel, plain toes; sizes 2 1/2 to 6 1/2. **\$5.85**
Special Friday, Saturday and Monday ...

MEN'S RUSSIAN CALF BOOTS.—In dark Tan shade;
finest quality obtainable; a splendid boot for fall and
winter wear. Goodyear welt, heavy sole and heel;
sizes 6 to 9. Special Friday, Saturday and
Monday ... **\$9.80**

CHILDREN'S SANDALS.—Sizes 4 to 8 in dandy little Ro-
man Sandals, with patent leather vamp, bow front
and 4-strap over instep; dressy, neat and comfort-
able. Reg. \$1.80 pair. Friday, Saturday
and Monday ... **\$1.65**

BOYS' TAN BOOTS.—Boots to stand up against the hard-
est usage that boys can give them; Dark Tan shade,
solid leather make; sturdy boots in every way; sizes
3 to 6, including half sizes. Reg. \$5.00
pair. Friday, Saturday and Monday ... **\$4.80**

CHILDREN'S & MISSES' BOOTS.—Buttoned style in a fine
Dougala make, with dull tops, patent leather toe cap;
comfort shape. Friday, Saturday and Monday—
Children's sizes, 8 1/2 to 11 1/2 ... **\$2.38**
Special ...
Misses' sizes, 12 to 2 ... **\$2.88**
Special ...



LOVELY White QUILTS, Extra Special Values

Being generously stocked with Quilts, we can offer you
to-day the best value in the city. These were bargained for
months ago, when prices were lower than to-day's quotations.
Come and see this display of pure White Marcella patterned
Quilts. Regular value to \$2.50. Friday, Saturday
and Monday Special ... **\$2.18**