

THE REXALL STORE
A FRESH SHIPMENT OF
HUYLERS CANDIES
EVERYBODY LIKES THEM
In Packages 10c Up
The Ross Drug Company, Limited
100 King Street - Phone Main 2767

A Box of Our Candies
Will Make an Acceptable Gift
We have a number of dainty inexpensive boxes
just right for
"A BIRTHDAY GIFT"
SEE OUR WINDOW

BOND'S

**Ostrich Mounts and Fancy Feathers,
Steel Ornaments, Bands and Flowers.**
NEW HATS ARRIVING DAILY!
Marr Millinery Company, Ltd.

LADIES
Are You Thinking of Getting a Fall Coat or Suit?
If so, you will be surprised to see our up-to-date styles and high-grade goods at exceedingly low prices.
CALL AND EXAMINE AT
The American Cloak Mfg. Co.
32 Dock Street
Phone Main 535

A Sale of Children's and Misses' FELT HATS
We have placed on sale a large lot of these Hats. To make room for our Fur Business, we are desirous of clearing up our stock of Children's Felt Hats.
REGULAR \$1.00 AND \$1.25 HATS
Clearance Price, 50c.
Different Shades—Blue, Red, Browns and Blue
SEE OUR WINDOW
F. S. Thomas, Main Street

Women's and Children's New Fall Sweater Coats
A complete stock comprising every wanted style and every color in Sweater Coats for Women and Children. These garments are all of the most trustworthy qualities and will give excellent service.
PRICES
Women's Sweater Coats..... \$1.35 to \$5.25
Misses' Sweater Coats..... 1.25 to 1.95
Children's Sweater Coats..... .70 to 1.35

S. W. McMackin
335 Main Street

Plums for Preserving
Full supply on hand of Green Gage, Yellow Egg, Large Blue and Red, from 50c to 75c per basket
Now is the Time to Buy.
Gilbert's Grocery

The Man In The Street

Moved by fashion's dictates and seconded by the wicker man, that straw hats are now in the discard.

Fall fashions for men tend strongly to military styles. The recruiting sergeant will be glad to tell where the best kind may be secured.

Complexions as much as patriotism are liable to influence the decision of the ladies on the question of joining the khaki-clad women's reserve.

Welcome to Winnisimmet Lodge, I. O. O. F. We don't know what it means but its representatives show what it stands for.

Of course your name is on the list, "carefully chosen by the fiance board," to whom will be extended the privilege of chipping \$2 a month for the Red Cross?

From latest reports from the Dardanelles it would seem the Turks might soon be in for a series of games on the home grounds.

That He Who Rides May Read
A soldier at the front has written home telling of "cold-boxes" bursting near his helmet, but one way he was no further astray than the I. C. R. in connection with its sign-post near Coldbrook. Passengers approaching the station have been amused to read "Coldbrook—one mile."

Now that the policemen are supplied with white gloves it is only reasonable to expect that, for next days, umbrellas should follow.

The visiting funeral directors have the best wishes of the citizens for every thing but a busy season.

The Germans seem to have organized a regular series of "Scouting England by Zeppelin" excursions with baby-killing as the chief attraction.

German bankers in the United States are sore because they are not allowed to help finance the campaign against their fatherland. A business-like people those Germans.

The Turks might give our folk some pointers on how to run an auction; they are offering captured infants to the highest bidders. Wonder if the proceeds go to their patriotic fund!

A factory for making big guns would be an attractive ornament to this city. Here's a chance for the Board of Trade and the commissioners to get busy.

Working men here would appreciate it and besides it would give the city an opportunity to opportunity a few more \$3 head-taxes.

Possibly, though, it might be better to keep that head-tax feature under cover until the new industry is secured.

First thing you know these warlike times will be inspiring Commissioner Potts and Manager Hopper to settle their little differences by mortal combat.

The street railway's new slogan—"Tramp, tramp, the boys are marching."

WOMEN'S VOLUNTEER RESERVE AND CORPS OF BUSINESS MEN

These Phases of Local War Situation Discussed by Mrs. Netta B. Brown Today

Mrs. Netta B. Brown, who is doing admirable work for recruiting in the province by showing altogether new ways in which people can help, especially by ladies, received several young ladies at the Royal Hotel this morning who were interested in her outlined scheme for forming a Women's Volunteer Reserve in the city. This was the outcome of the fine meeting that Mrs. Brown presided over last evening, when she was enthralled in St. Andrew's Rink last evening. Mrs. Brown did not then touch specifically on the work of that body in Canada, of which she is the heart and soul, but the fact that her address on quite other features of the same great object so moved some that they desired to take up more active work, a striking tribute to her gift of inspiring others to their own boundless enthusiasm.

Nothing was decided upon but new plans for the project among the younger ladies of the city this afternoon. About 100 invitations have been issued. The main reason for the calling of the meeting is that it is being more and more felt in our city that if the business men, as apart from the worker and the mechanic, were to express in some way, it would help to bring the fact that the dominion is actually at war before the people at large in all grades. Mrs. Brown says that she is aware that many men in business feel the call of the country more than some who are actually enrolling, but as so many of them cannot leave their posts without dislocating the whole scheme on which the business is built, and in which possibly other people's money and interests are tied up, they could still be preparing for greater eventualities that the empire may have to face.

Indeed, Mrs. Brown talks quite frankly of the chance of conscription coming if things do not alter. Voluntary recruiting has reached a stage where some think it is at its limit of possibilities. Should compulsory service come, then the business men will, by the training they will get if a businessman's corps is formed, be in a better position to take up their share. They should want to be better and more efficient in their work, not to do their little bit, but that, as they are something in the nature of the workers in the machine, they could not go without causing great changes, that the going of the man at the bench would not entail a "home guard" movement, for it will be a training for eventual overseas service. Mrs. Brown feels that too much home guard ideas is not favorable to recruiting, for it leads many men to the argument that "well, I am doing my share here, let the Englishmen do his over there and all will be right." But Mrs. Brown points out that the home guard in Canada or England is passive; that the only way this fight can be finished right is by striking an aggressive blow in France and Belgium.

Mrs. Brown's plans are not yet quite complete, but it is believed that she will go to Sussex, Moncton, Chatham and Newcastle before leaving the province. Speakers at tonight's open air meeting in King Square will be Hon. R. J. Ritchie and M. M. Sproule of Hampton. This meeting is to begin at eight o'clock, possibly, if the weather is unsuitable, will be held at St. Andrew's Rink. The march on King Square and the recruiting office in Mill street will remain open for any intending recruits.

SUSSEX MAYOR A VOLUNTEER

Mr. Wallace Places His Application With Col. Fowler For Place in New Regiment

Mayor Wallace of Sussex, who is attending the meeting of the New Brunswick Funeral Directors' Association, has declined office in the association, having placed his application with Col. Fowler for active service in the new regiment to be formed by him. Mayor Wallace, if accepted, will go in any capacity. He is negotiating with Mrs. Netta B. Brown to go to Sussex in connection with recruiting, which he will now vigorously devote his attention.

The friends of Mayor Wallace throughout the province will appreciate the splendid spirit of patriotism and sacrifice which has prompted him to take this step.

ST. JOHN SOLDIERS IN LONDON CONCERT

A copy of an elaborate souvenir programme issued for a matinee concert in the Queen's theatre has been sent from England to Mayor Frink. A glance at the programme shows that some of our St. John men have won a place for themselves among distinguished company on the other side. Major F. T. McKean and Lieutenant D. B. Pigeon both were down for several selections. The concert was given under the auspices of the Women's Volunteer Reserve and the Girl Guides and under the patronage of Queen Anne of Portugal. Sir R. Baden-Powell delivered an address. The programme shows some Canadian views, specially drawn, and also includes a group photo of the headquarters staff of the second Canadian contingent.

Interlaced Interests

Every time a new national advertiser uses the columns of this newspaper, local merchants are benefited. Interest in the goods in created and the merchants who carry the goods profit in new trade. The influence of the newspaper is widened, for the advertising has a distinct news value. Local merchants are helping the advertising succeed and helping themselves succeed when they show the newspaper advertised goods.

Macaulay Bros. & Co., King Street, St. John, N. B.
Saturdays Our Stores Will be Open Until 10 p.m.; Open at 8 a.m.; Close 6 p.m., Excepting Saturday 10 p.m.
Best Quality English Navy Blue and Black Serge
Coats & Skirt Costumes
FOR STOUT FIGURES
There has been a long felt want for Suits to fit properly short, stout or full figures. We have secured a fine range of Man-Tailored Suits, which we offer at very special prices; 37 to 45 bust sizes.
A Few Fine Grey Tweed Suits in Same Sizes and Cut
MACAULAY BROS. & CO.



The Modern Glenwood 'E'
The neatest and most attractive Range on the market. As a Baker it has no equal. This Range is made in three sizes and ten different styles. It is "Made in St. John" and delivered direct from foundry to your kitchen. If you want the best and wish to save from 10 to 20 per cent see the GLENWOOD line!
Glenwood Ranges
Kitchen Furnishings
Furnace Repair Work
D. J. BARRETT
155 Union Street
Phone ME 1545
St. John, N. B.

MEN'S NEW FALL HATS
Particular men of fashion are already wearing Felt Hats. Some have waited until today, the fatal 15th, when all the straw hats must, must go! Many will be equipped today with the new and fashionable soft Felt Hats. Soft Felt hats are still the most popular hats, and the most popular color this fall is green in the various shades as Ivy, Myrtle, G. nepro, Rova and Fara. We have these newest shades in soft Felt Hats from the following well known makers: Glyn, Mallary, Borsolino and Stetson. We are sole agents for Mallary and Borsolino Hats.
Our Special Hat..... \$2.50 | Mallary Hats..... \$3.00
Our Smart Set Hats..... \$2.50 | Borsolino Hats..... \$4.00
Stetson Hats (others ask \$5.00) our price..... \$4.50
**KING STREET COR. GERMAIN
GREATER OAK HALL
SCOVIL BROS., LIMITED, St. John, N. B.**

Our Tailoring Department
Is working as usual and is **IN FULL SWING**
THE FIRE
Of Saturday last did no damage whatever there. Our numerous customers whose clothes were in course of making, may be assured they will be all finished and delivered at the time promised.
Our Regular Business
Is Also Going on as Usual. Whatever stock has been damaged will be sold just as quickly as an adjustment has been made.
Further Announcement in a Few Days
C. B. PIDGEON, Corner Main and Bridge Streets
Everything that Men and Boys wear.
Shoes for all the family.

Magee's "Reliable Furs"
Black Furs still hold sway this season. We shall therefore quote some prices in Black Lynx, Black Fox and Black Wolf Muffs and Stoles. These Furs are made in the Latest Styles, featuring some plain and others with well matched Heads and Tails.
BLACK LYNX (Muffs and Stoles) - \$35.00, \$40.00, \$45.00 up to \$65.00
BLACK FOX (Muffs) - \$40.00, \$45.00, \$50.00, \$55.00 and \$60.00
BLACK FOX (Ties and Stoles) - \$27.50, \$30.00, \$35.00 up to \$50.00
BLACK WOLF (Muffs) - \$20.00, \$22.50, \$25.00 up to \$35.00
BLACK WOLF (Ties and Stoles) - \$15.00, \$16.50, \$18, \$20 up to \$35.00
D. MAGEE'S SONS, LIMITED
HATS 63 KING STREET FURS