

AN EARTHQUAKE

WOULD NOT CAUSE A GREATER

SENSATION

All Goods Must Be Sold Within 7 Days

A Sale

That is heralding the new season with a purchase that is a veritable boon to women who are looking for the height of style, successfully linked with the height of economy.

Great Sale of Newest Merchandise Bought for SPOT CASH From Overstocked Manufacturers

FURS Bran New See Them Cheapest in Years

Store Being Closed To-Day, Sale will continue on Thursday.

Tricolette Waists, \$5.98 Just Opened

A Sale prepared to give our friends and patrons a value demonstration beyond all expectations, in appreciation of their past patronage, which has made possible our phenomenal success. A Sale that this entire section of country will talk about; for this is to be our SUPREME effort in VALUE-GIVING.

Thousands of dollars' worth of our own Carefully Selected Merchandise, together with special groups of High-Class New Fall COATS, SUITS, DRESSES, WAISTS, MILLINERY, etc., secured from manufacturers at great price concessions for this special event, will go on sale at RIDICULOUSLY LOW PRICES.



Suit Sale Fur Trimmed Suits All-Wool Velour Suits Wool Silvertone Suits Wool Tricoline Suits Wool Gaberdine Suits \$23.98



NEW COATS Broadcloth Coats Plush Coats Silvertone Coats Plush Coatees Pom-Pom Coats Velour Coats Belted Models Flare Models Novelty Coats Melton Coats Sale Price \$16.98 up to \$34.98

Ladies' Coat Sweaters, \$5.88 and \$8.88 Brand New Coats, \$25.00 Sample Sweaters COME EARLY! Best Sweaters Picked First



Women's High-Grade Fall and Winter Suits

One lot of superfine, hand-tailored, fur-trimmed models in the finest materials of Suedine, Tricotine, Yakama Velour, etc. Trimmed with Beaver. Very elaborately embroidered and representing the highest type of a Fall Suit produced. These Suits ordinarily would sell up to \$85.00. All to go in the sale at

\$42.50

Extra Special!

READ THIS ITEM!

A manufacturer's gift to us of 300 \$95.00 Coats of the finest Bolivia, Suedine, Cut Bolivia and Silvertone Coats that he had in his entire line sacrificed for our Sale, that we might sell them to you at the ridiculously low price. These Coats are trimmed with fur collars of Raccoon, Sealine, Australian Opossum. Sale Price

\$55

A DRESS SALE First in Fashion First in Economy

Fashioned of the Season's Most Favoured Materials Tricotine, Tricotine and Satin, Tricotine and Georgette, Poiret Twill, Poiret Twill and Satin. \$12.88 & \$16.88

Fondest desire becomes a reality—the most fascinating of styles, the most fashionable of materials, the finest of workmanship are possible at a price within the reach of every woman.

Hats— all at \$3.88 and \$7.88 An entire Store full of brand New Hats

This is without doubt the greatest undertaking in our history

Plaid Skirts all sizes, all colors. \$6.88

Don't Fail to See Our Furs

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION



FAME.
He never laured his manly brow, these are the things he did— day in his quiet way, being his virtues hid; at his children the path to go, did ever striking an angry blow; he did much to go boasting of, he was a man that his friends could love.

of a hungry man has sat, to his bread and meat, a pleasant word from his lips was heard, the dinner sweet; a wife all smiles at the door would stay, of him in a woman's way; happiness was her own to claim, though his worth wasn't known to fame.

of the old Red, White and Blue, right to his children small; then there of the world's despair, ever our flag should fall— two of his boys in Flanders lie, parted from his lips the way to die— when he went in his quiet way, his best from day to day.

He never laured his manly brow, at now that his soul has fled, his lips are dumb, may go and come, remembering words he said: I think as much to the world he gave, the skilful hand and the medalled brave; what shall matter the same he missed, the good deeds amount to so large a list?

Execution of Edith Cavell.
The shooting of Miss Cavell was one of the greatest crimes committed in the late war. Edith Cavell, born on December 4, 1865, and the daughter of the Rev. Frederick Cavell, Vicar of Swardeston, Norfolk. Adopting nursing as a profession, she studied hospital methods in Belgium and other towns on the Continent, and then returned to England, where she became superintendent of the nursing at the London Hospital. In 1907 she became superintendent of the same infirmary, and in 1908 went to Brussels and became matron of a large hospital there. When the Germans invaded Belgium the United States Ambassador secured permission for the English nurses there to return to England. A large number did so, Miss Cavell decided to remain at Brussels, where she nursed the wounded soldiers, English, French, Belgian, German. Some were taken to the German authorities that was assisting Allied soldiers to escape, and she was arrested on August 15, tried on October 7, and condemned to death. On that day Mr. Gibson, secretary of the American Legation, was in communication with the German authorities at her case. Accompanied by the British Minister he called upon Baron von Lancken, head of the German Legation Department, but Edith Cavell refused to sign a statement that he would appear as a witness in the morning of October 12, the execution being hurried to prevent further protests being made. Cavell behaved with the greatest courage and fortitude, her last words were "I am glad to die for my country." Her body was brought to England last year and buried in the presence of Norwich Cathedral, after a procession through London. Although Cavell did not desire vengeance her enemies did forgive them, it was great shame and an insult to her murderers remain unrepented, and that no effort has been made by the British Government to secure their conviction.

World's Smallest Baby Reared in Incubator.
That must be one of the champion weight babies in medical history, as indicated by Dr. F. Churchill in the "Lancet." It weighed 22 oz. at birth! But what is more interesting about the tiny baby is that it was quite perfect, survived its earliest days. Born early of this year, this tiny boy was perfectly normal, though the greatest had to be taken of him by his mother, and with the happiest results, was immediately covered with olive oil and wrapped in cotton. To preserve his life it was necessary to find an incubator for him, until one could be extemporized, was kept in the oven at a temperature of 90 deg. Later on a home-made incubator was provided for him, the precious bit of humanity was placed in a wicker basket with three water bottles round him, and a thermometer between the blanket recorded his daily temperature. His feeding was begun on the day of his life and progress was interrupted that at the end of a month week he weighed 2 lb. 5 oz. Dr. Churchill, including Budin, of Paris, declared that the mortality of babies weighing under 3 lb. is 50 per cent. Here is a champion for