

Men's and Boys' READYMADES at GREATLY REDUCED PRICES

BOYS' SUFFOLK SUITS

| | | |
|-----------------------|------------|---------|
| Regular Price \$ 7.50 | Sale Price | \$ 6.00 |
| Regular Price \$ 8.00 | Sale Price | \$ 6.40 |
| Regular Price \$ 8.10 | Sale Price | \$ 6.48 |
| Regular Price \$ 9.00 | Sale Price | \$ 7.20 |
| Regular Price \$ 8.60 | Sale Price | \$ 6.88 |
| Regular Price \$11.20 | Sale Price | \$ 8.96 |
| Regular Price \$13.00 | Sale Price | \$10.40 |

Sizes 1 to 8.

BOYS' NORFOLK SUITS

| | | |
|-----------------------|------------|--------|
| Regular Price \$ 6.40 | Sale Price | \$5.12 |
| Regular Price \$ 6.50 | Sale Price | \$5.20 |
| Regular Price \$ 6.60 | Sale Price | \$5.28 |
| Regular Price \$ 7.00 | Sale Price | \$5.60 |
| Regular Price \$ 8.50 | Sale Price | \$6.80 |
| Regular Price \$ 9.00 | Sale Price | \$7.20 |
| Regular Price \$10.50 | Sale Price | \$8.40 |

Sizes 1 to 8.

MEN'S TWEED PANTS

| | | |
|----------------------|------------|--------|
| Regular Price \$3.30 | Sale Price | \$2.64 |
| Regular Price \$3.60 | Sale Price | \$2.88 |
| Regular Price \$3.80 | Sale Price | \$3.04 |
| Regular Price \$4.00 | Sale Price | \$3.20 |
| Regular Price \$4.20 | Sale Price | \$3.36 |
| Regular Price \$4.50 | Sale Price | \$3.60 |
| Regular Price \$5.00 | Sale Price | \$4.00 |
| Regular Price \$5.20 | Sale Price | \$4.16 |
| Regular Price \$5.50 | Sale Price | \$4.40 |
| Regular Price \$6.00 | Sale Price | \$4.80 |
| Regular Price \$6.50 | Sale Price | \$5.20 |
| Regular Price \$7.00 | Sale Price | \$5.60 |
| Regular Price \$7.50 | Sale Price | \$6.00 |
| Regular Price \$8.00 | Sale Price | \$6.40 |

MEN'S TWEED SUITS

| | | |
|-----------------------|------------|---------|
| Regular Price \$12.00 | Sale Price | \$ 9.60 |
| Regular Price \$20.00 | Sale Price | \$16.00 |
| Regular Price \$22.00 | Sale Price | \$17.60 |
| Regular Price \$25.00 | Sale Price | \$20.00 |
| Regular Price \$27.00 | Sale Price | \$21.60 |
| Regular Price \$28.00 | Sale Price | \$22.40 |
| Regular Price \$29.00 | Sale Price | \$23.20 |
| Regular Price \$30.00 | Sale Price | \$24.00 |
| Regular Price \$31.00 | Sale Price | \$24.80 |
| Regular Price \$32.00 | Sale Price | \$25.60 |
| Regular Price \$33.00 | Sale Price | \$26.40 |
| Regular Price \$35.00 | Sale Price | \$28.00 |
| Regular Price \$38.00 | Sale Price | \$30.40 |
| Regular Price \$40.00 | Sale Price | \$32.00 |

BOYS' NOBBY SUITS

| | | |
|-----------------------|------------|---------|
| Regular Price \$11.70 | Sale Price | \$ 9.36 |
| Regular Price \$13.50 | Sale Price | \$10.80 |
| Regular Price \$13.60 | Sale Price | \$10.88 |
| Regular Price \$13.80 | Sale Price | \$11.04 |
| Regular Price \$13.90 | Sale Price | \$11.12 |
| Regular Price \$14.50 | Sale Price | \$11.60 |
| Regular Price \$14.70 | Sale Price | \$11.76 |

Sizes 4 to 9.

BOYS' RUGBY SUITS

| | | |
|----------------------|------------|--------|
| Regular Price \$8.00 | Sale Price | \$6.40 |
| Regular Price \$8.50 | Sale Price | \$6.80 |
| Regular Price \$8.70 | Sale Price | \$6.96 |
| Regular Price \$9.00 | Sale Price | \$7.20 |
| Regular Price \$9.20 | Sale Price | \$7.36 |
| Regular Price \$9.40 | Sale Price | \$7.52 |
| Regular Price \$9.60 | Sale Price | \$7.68 |

Sizes 4 to 12.

MARSHALL BROTHERS

SIDE TALKS.

By Ruth Cameron.

ADVERTISING AS GOOD NEWS.

I have a friend who always says to me scornfully when she finds me reading the advertisements, "You don't believe the things you read in advertisements, do you?"

She doesn't. She would scorn to try and get bargains that she sees advertised in the papers. She knows they don't exist, except in the imagination of the merchants. How does she know? Oh, because she is a superior person who has private sources of knowledge that are a great deal of that kind of knowledge. You've met her. Maybe you don't know her under the same name that I do. But I am sure you know her. Unfortunately her private sources of knowledge do not include a great many things that are downright facts.

One of them is that there are laws in a great many places against deliberate misrepresentation of facts in advertising.

Dishonest Advertising Didn't Pay. Another is that in many places advertising men have themselves banded

together in organizations called Better Business Commissions to carry out the ideal of using strict truth in all their advertisements. This movement started ten years ago and was a protest against certain tendencies in advertising which were creating mistrust in the minds of the public and making good business men hesitate about advertising their wares. The motto of the associations is that truth is the cornerstone of all honorable and successful business, and its principle is that advertising will be a strong power in the long run if it is based on absolute truth.

This commission established vigilance committees to examine advertisements of all kinds and note all announcements in advertising which were exaggerated or misleading, examining the merchandise and where mistakes or mis-statements appeared, to report to the commission. The commission then went after the merchant making the misleading statement.

They Asked for More.

You can imagine how the merchants hated that, can't you? But they didn't. That's the most marvellous part of it. As a matter of fact they found the commission so helpful that other cities began to de-

mand similar organizations and now there are 36 commissions giving all their time to such work and 30 more giving part time.

They employ shoppers who report to the director who confers with the owner of the store. Often he is glad to have the error pointed out because it is a case of a mistake, or a careless or even a deliberate overstatement on the part of a department head. Sometimes the exaggeration was intentional and the merchant has to be shown the error of his ways by methods of publicity or even by prosecution. But out of 2500 cases handled in one city only eight required prosecution.

Honesty is the best policy.

What Fools They would Be!

A shop that has a reputation for square dealing will not sell it for many thousands of dollars. Surely not for a few hundreds to be obtained by misrepresentation of some article in a sale.

But the honest merchant is at times at a disadvantage when he has to struggle with the competition of the dishonest fly-by-night advertiser. And as there are more honest merchants than dishonest ones in the run of the mill no wonder they want to join together to make honest advertising the rule.

And isn't it a joy to us, the public, to know that they are doing that and that advertising is coming to be what it ought to be, simply news about merchandising, good news of what the various stores have to offer us?

Football Reminiscences.

By ONLOOKER.

23rd LEAGUE MATCH.
St. Andrews vs. C.C.C. Result: Saints 6 Goals, C.C.C. 0. Played on Llewellyn Place, August 15th, 1898.

In oppressive weather for football quite an average gathering greeted these terms last evening—their second last fixture for this season. Following were the players:

St. Andrews—Scapellato; Young and H. Rodger; Jardine, Forbes and S. Rodger; Walker, Monroe, Mars, Munn and MacFarlane.

C.C.C.—Cullen; Evans and A. Donnelly; Murphy, H. Donnelly and Morrissey; Roud, Vincimcombe, Power, F. Donnelly and Brophy.

It will be seen that whilst the "cup holders" played their "crack" eleven of last year, the Cadets were minus Squires the sturdy goalkeeper, playing Cullen in goal and Morrissey as a "sub." Saints played downhill the first half and immediately Cullen had to exert himself, several shots nearly proving effective. Then Cadets had a run for the other end only to be driven back by the strong defence of the blue's backs, and Mars getting possession well down, just shot past. A corner then fell to the Saints which was shot over, and another try shared the same fate, then, after some good passing play amongst the blue forwards, Mars sent a grounder into the net. A few minutes after, the blues, who were doing all the pressing, again found the net. Munn giving the final kick. This was followed by a third beautifully put in by Mars, and it now looked like a goal record match, Cullen and the Cadet backs having all they could do in saving and clearing. Out of a regular hustle in front of goal, the Cadets came away and for a time looked dangerous, but the blues were now fairly in scoring mood, and after a brilliant run down the field, in which Mars and Monroe shone, the ball was passed to Munn, who quickly added No. 4. At half time they stood Saints 4, C.C.C. 0.

Resuming, the Saints at once got aggressive and Cullen was soon called upon, but he saved brilliantly on two or three occasions. The Cadets had a look in at the railway end and drew out Scapellato, then the blues had a dash for Cullen, and a nice chance was missed—Walker shooting past. Just after, a corner fell to the Saints, and being nicely placed, Monroe headed No. 5 into the net. The Cadets had another run towards Scapellato who had again to clear, and play was immediately transferred to the other end where the Saints lost two or three chances by bad shooting. Saints continued to press hard, but the stubborn defence of Cadet backs prevented any further scoring, till some 5 minutes from time, when Walker added No. 6 for the blues. With this, as the result the whistle blew time.

Referee—F. Maynard.

Linesmen—J. Pilot (C.E.I.), Tobin (B.I.S.), Ryan (C.C.C.)

NOTES ON THE GAME.

The game, though one sided, had some interesting features, notably some individual work on both sides. As a combination, however, the Cadets were completely outclassed by their opponents, who, when at their best, undoubtedly give the best illustration of the "passing game" of any of the League Clubs. Cadets played a plucky game, but were no match for their agile opponents. The Bros. Donnelly were always conspicuous. The entire team did their best, and with combined practice should show up better. Cullen, in goal saved wonderfully, and kept down the score only making that one mistake, so common to new goalkeepers,—of starting on a dribbling race, and leaving his goal at the mercy of the foe.

Now, a word to the League officials. Start the remaining matches as near six p.m. as possible, in order to give players and spectators a chance of playing and seeing the games to a finish, in daylight.

Look for a good game on Wednesday evening, Star vs. Terra Nova.

REALISM.

Ah, the realistic writer, with his novel, makes me sad; for his hero is a blighter and his heroine's as bad. Says the "realistic" fellow, when he takes his fountain pen, "All world is punk and y e l l o w, breaks its women and its men. I'll describe a little section of the life that I behold, write up squalor and dejection, mildew, rottenness and mold. And my book will have no humor, nothing gay will it disclose, for I'd write about a tumor rather than describe a rose. There will be no plot or action such as healthy people choose, for I cater to that fraction of the crowd that has the blues." So he writes a sordid story of a sordid lot of wrecks, failures young and failures hoary, talking evermore of Sex. And some critics cry, "Great Caesar! How he reads the human soul! He's a grand and gifted seer who could write that rignardiel!" And the smell of rot grows denser as the realism grows, while men talk about a censor, and the wise man holds his nose. Realism in the sewer rakes and digs and claws around, hunting carrion that's newer than poor Zola ever found.

MIND'S LINIMENT FOR GARGET IN COWS.

On Nationalizing a Newspaper.

The suggestion made in England that the London Times be nationalized is interesting, and also impracticable to the point of being silly. As a shrewd newspaper publisher, we wonder what the late Lord Northcliffe would have thought about such a proposal. Not much, we will venture, if its former owner had any thought of keeping "The Thunderer" permanently before the reading public. Of course, it might be remade into a species of "blue book," and like the "blue books" remain unread

by the great mass of the people. Barring the Angel Gabriel where could an editor be found to direct a nationalized newspaper? Think of working for a board of directors of such a policy could such a newspaper pursue? The best that could be done would be to make it into a propaganda sheet, changing its policy with every turn of the political wheel. And then we have the awful example of Russia's nationalized newspapers, which print just what the Soviet Government tells them to and nothing else. We presume that in Russia such newspapers are read, though not from choice, as journals from other countries are not admitted. It is a case of take the Soviet papers or go without—Saturday Night, Toronto.

Stafford's PRESCRIPTION A for indigestion and stomach troubles. 30c. per bottle. Large size 60c.—sept19.12

DON'T ASK FOR "SALT" ASK FOR Windsor Table Salt
Purest and Best
THE CANADIAN SALT CO. LIMITED

THERE'S A DIFFERENCE IN BARGAINS.

SOME ARE IN NAME ONLY. OUR'S ANSWERS THE DESCRIPTION IN QUALITY AND PRICE.

SCHOOL SWEATERS FOR GIRLS.

\$2.90

SCHOOL SWEATERS FOR BOYS & GIRLS.

\$1.25

ALL-WOOL SWEATERS FOR GIRLS.

Slip-over style with Belt; two-tone effects.

\$4.50

LADIES' SLIP-OVER SWEATERS

In several new shades.

\$2.90

LADIES' SLIP-OVER SWEATERS

Beautifully knitted in Black design; two-tone effects.

\$3.90

LADIES' TUXEDO SWEATERS

All style

\$6.75

NOW SHOWING IN OUR WINDOW

SPORT TAMS

Decidedly New

\$1.49

Fall Millinery!

A DIVERSITY OF HAT FASHIONS. EVERYTHING OF MERIT IN MILLINERY. PRICES IN MODERATION.

FOR "THE BOY" SWEATER SUITS

Combining Coat, Pants and Cap. Sizes 24 to 34. Blue only. Price only

\$3.20

LADIES' NIGHTDRESSES

High grade Flannelette; large makes. Beautifully trimmed. Selling fast at the remarkably low price

\$1.80

A SPLENDID BARGAIN. A SERVICEABLE COAT

LOW IN PRICE. Color: Grey only.

\$7.98

Full fashioned; combines all the style of the more expensive coats.

NEW SPORT HOSE

FOR FALL.

Beautiful lines of Ladies' all-Wool Hose, in plain and ribbed effects. All the newest "shades." Prices range from

\$1.00 to \$2.50 pair

MILLEY'S.



Every pair of Three E-E-E's—Fall 1922—Shoes combines the fashionable style of narrow last with the comfort of a nice wide toe and every pair being made only of the best Calf and Vici Kid plus full-grain oak leather soles is warranted to give long service, and withstand hard wear.

Your feet need the utmost protection on damp, chilly days. Get a smart, sturdy Three E-E-E's model now, and enjoy foot-comfort and health protection during the treacherous Fall weather.

Made by Archibald Brothers, Harbor Grace.



This Label Guarantees

QUALITY

PRINTERS. BOOKBINDERS

DICKS & CO., Ltd.

LOOSE-LEAF SPECIALISTS.

PHONE 47.

SUNOCO,

The Motor Oil that Eliminates Carbon Troubles.

BAIRD & CO., Agents, Water Street, East.

G.D. SLEATER



Graduate Optician

437 WATER ST. WEST. Phone 916 P.O. Box 251.

oct2,eed,1year

Have you a Suit or Overcoat to be made. Bring it to FARRELL THE TAILOR, Adelaide Street. First class work at moderate prices.—sept23.12

Stafford's PHORATONE COUGH CURE for coughs and colds. For sale everywhere. 35c. per bottle.—sept19.12

MINDARD'S LINIMENT FOR GARGET IN COWS.

Whitbourne

The schools opened on the 11th of September in England, on the 12th in this country. The M. Morgan, at the Gillispie, of the charge of the school this year.

There are people at the new station being built at the old building. A new site has been chosen. With a comfortable waiting room will be able to announce in travelling public. A new railway town of the railway company, shatterize, would help to help the lumber and also to those who are.

September was a very early year on the 21st, early.

Potato digging is a very heavy thundr. A heavy rain, which was the destruction of the stock as at the time. A heavy rain, which was the destruction of the stock as at the time.

We are sorry to hear of the death of Mrs. John Gush. A week ill, passed away on the 29th. Interment in the Catholic cemetery. The sympathy of the community is felt for Mrs. Gush's bereavement.

Mr. O'Connell, of the above clergy, is visiting the school, owing to the inability to travel. He will be about the 1st.

Rev. J. Reay returns from his tour of the Caribbean on Wednesday.

We are sorry to hear of the illness of Miss Winnie Ball. The above clergy, who is visiting the school, owing to the inability to travel. He will be about the 1st.

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