

# Facts and Figures for Your Consideration from

## THE HOME OF PROVEN VALUES

Glancing back through the past few years, this Store has stood out pre-eminently as a trusty Store to do your entire shopping. Its object has been the supplying of needed things at prices that would not overtax the family exchequer. By this means we have built up a reputation second to none—for Excellence of wares and Goodness of values.

### Ladies' Suede GLOVES

Very fine quality, pretty Pastille shade, 2 button wrist—Real Spring like. Reg. \$3.75. Friday, Saturday and Monday . . . . . **\$2.95**

### Ladies' Cape Kid GLOVES

Distinctive Gloves in a very pretty Ivory shade. This quality kid wears longest and best; 1 dome wrist. Reg. \$3.50. Friday, Saturday and Monday . . . . . **\$2.95**

# FRIDAY, SATURDAY and MONDAY

### Congoleum Mats

CONGOLEUM MATS—Size 18 x 36 ins. bordered; handy size for the worn spots. Reg. \$1.50. Friday, Saturday and Monday . . . . . **34c**

Here are real, rousing good values that you should not miss for economy's sake. Timely offerings that should appeal by reason of their clear cut reductions. Come!

### Hall Linoleums

Several very pretty patterned Hall Linoleums, one yard wide; your choice of fancy or plain with border. Reg. \$1.80 yd. Friday, Saturday and Monday . . . **\$1.45**

### SHEETINGS Priced to Fit Your Purse

**TWILL SHEETINGS**—72 inch, strong White Twill Bed Sheetings. We have about 80 yards of this; it offers good value even at its regular price \$1.50 yard. Friday, Saturday and Monday . . . . . **\$1.18**

**PILLOW COTTONS**—42 inch plain; circular Pillow Cottons, strong English make. Reg. 90c. Friday, Saturday and Monday . . . . . **78c.**

**PLAIN WHITE SHEETINGS**—90 inch plain White Sheetings, strong, serviceable family Sheetings. Reg. \$2.25 yard. Friday, Saturday and Monday . . . . . **\$1.95**

**PILLOW CASES**—Hemstitched Pillow Cases of excellent quality, showing 3 rows of hemstitching all around. Reg. \$1.80. Friday, Saturday and Monday . . . . . **\$1.48**

**TABLE NAPKINS**—22 inch hemmed White Damask Table Napkins, bought Job and worth up to 60c. each. Friday, Saturday and Monday . . . . . **39c.**

### SALE of Very Pretty Summer Dress Fabrics

**SILK STRIPED VOILES**—Beautiful White Voiles, showing innumerable silk stripe effects in Pink, Blue and Helle, etc.; distinctive looking fabrics for special occasion dresses. Reg. \$1.80. Friday, Saturday and Monday . . . . . **\$1.42**

**PINK SATINETTE**—A very fine texture and a handsome Pink shade; charming for Blouses and Children's Dresses; 27 inches wide; has a sheen like satin. Reg. 80c. yard. Friday, Saturday and Monday . . . . . **64c.**

**SHOWER O' HAIL MUSLINS**—Pretty Spot Muslins for every purpose; Muslins that we have been selling for 60c. yard. Friday, Saturday and Monday . . . . . **45c.**



### Lovers of Pretty CHINTZ will find Excellent Values Here for FRIDAY, SAT. and MONDAY

We have brought forward some very pretty Chintz patterns for this Sale, and have marked their several prices downwards for Friday, Saturday and Monday.

Reg. \$1.00 yard. Fri., Sat., & Mon. **78c.**  
 Reg. \$1.20 yard. Fri., Sat., & Mon. **89c.**  
 Reg. \$1.40 yard. Fri., Sat., & Mon. **95c.**  
 Reg. \$1.60 yard. Fri., Sat., & Mon. **\$1.29**

**BRASS SASH RODS**—These extend to 44 inches and secured to the window with a new patent clip fastener. Reg. 22c. Friday, Saturday and Monday . . . **15c.**

### NEW ARRIVALS IN Corticelli Knitting Wools

It is hardly necessary here to tell you of the popularity of these lovely Fingering Wools. But we are anxious to let you know that we have just received some very beautiful shades to add to our stock. Pretty Blues in assorted shades, Nile Green, Grass Green, Heathers, Brown, Cardinal, Doe, Begonia, etc. Friday, Saturday and Monday . . . . .

**36c ball**

**BRASS CURTAIN RODS**—Tubular Brass Extension Rods with large ball end, hook fastener. Reg. 45c. complete. Friday, Saturday and Monday . . . . . **37c.**

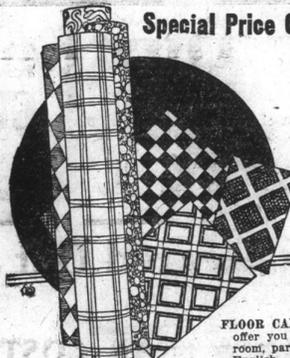
**BLIND PULLS**—Japanese Blind Pulls, long, silky things, deep fringe in plain Green or plain Gold. Reg. 20c. Friday, Saturday and Monday . . . . . **12c.**

### Its a Great Week to Buy Your Needs in Floor Coverings

Special Price Concessions for this Week Here.

**Congoleums** Double width Floor Congoleums in a very pleasing array of patterns. We have a fair size stock to cut up this week; every yard perfect. Our Price, the yard . . . . . **\$1.10**

**ENGLISH Floor Canvas** FLOOR CANVAS—Two yards wide. These offer you patterns suitable for hall, bedroom, parlor or dining room; painted back; English manufacture. Reg. \$2.20 yard. Friday, Saturday and Monday . . . . . **1.70**



### Men's Spring Weight UNDERWEAR worth \$4.00 garment, for \$2.39

This is an excellent make, natural Wool finish; Sateen banded fronts. Just what a man would like for all Spring wear; all sizes Pants and Vests. Value for \$4.00 garment. Friday, Saturday and Monday . . . . . **\$2.39**

**MEN'S SPRING GLOVES**—Men's Mopca Kid Gloves; a real Spring weight Glove; Tooke's Brand; 1 dome wrist. Reg. \$4.50. Friday, Saturday and Monday . . . . . **\$2.95**

**MEN'S SILK GLOVES**—Grey Silk, pure Silk Sunday Gloves; one dome wrist; double tipped fingers. Reg. \$1.75. Friday, Saturday and Monday . . . . . **\$1.45**

### English Cashmere Hosiery

**LADIES' CASHMERE HOSE**—Wool Cashmere Hosiery, plain finish; shades of Navy, Tan, assorted Greys, Champagne, Heathers and Plaids, etc. Reg. \$2.40 pair. Friday, Saturday and Monday . . . . . **\$1.89**

**LADIES' FANCY HOSE**—Wool Cashmere Hosiery of pronounced superiority; uncommon looking patterns in assorted shades. Reg. \$3.00. Friday, Saturday and Monday . . . . . **\$2.39**

**SHEER BOARD CLOTHES**—White Linen Cloths with wide lace edging, plain centre for embroidering; very dainty. Regular \$1.80. Friday, Saturday and Monday . . . . . **\$1.45**

**BATH TOWELS**—Large Circular Table Cloths, fancy centre and deep border of Battenburg Lace; handsome cloths. Reg. \$3.30. Friday, Saturday and Monday . . . . . **\$2.45**

### PLAID SILK MIDDY BLOUSES

These very handsome Blouses should interest you; young ladies of taste and discernment. They are real good quality silk, cut bottom, girled, and panels, etc.; long or 3/4 sleeves, round neck; shades of Navy, Saxe, Brown and Grey; sizes 36 to 44 bust. Reg. \$15.00. Friday, Saturday and Monday . . . . . **9.98**

### JOB LINE

Of Ladies' Hat Shapes in Buckram and Net, and a lot of others suitable for children. One Friday, Saturday and Monday, each . . . . . **15c.**

**CHILDREN'S ROMPERS**—Blue Linen Rompers, with belt and pocket, roll collar, long sleeves, high neck, white piping; sizes to fit 2 to 6 years. Reg. \$1.30. Friday, Saturday and Monday . . . . . **98c.**

### GOLDEN OPPORTUNITIES for the Saving-Wise from the SHOWROOM

**GINGHAM OVERALLS**—Striped Gingham Overalls, with square neck, short sleeves; elastic at waist; plain linen facings; full sizes. Reg. \$3.30. Friday, Saturday and Monday . . . . . **\$2.49**

**LADIES' UNDERPANTS**—Pure White Jersey Underpants in a nice medium weight; ankle length; open; sizes 3 and 38. Reg. \$1.80 a garment. Friday, Saturday and Monday . . . . . **\$1.17**

**BLACK SATEN BLOOMERS**—Ladies' and Misses' Black Saten Bloomers in full sizes; elastic at waist and knee. Regular \$1.10. Friday, Saturday and Monday . . . . . **89c.**

**FANCY RIBBONS**—Handsome Ribbons, 5 and 7 inches wide, in Checks, Dresden and Plain Silks; excellent quality, suitable for Camisoles, Hair Ties, Hand Bags, etc. Reg. \$2.20 yard. Friday, Saturday and Monday . . . . . **\$1.59**

**MOTHER O' PEARL BUCKLES**—In Smoked and White, assorted shapes in round, oval and square; suitable for Dresses, Costumes or Millinery purposes; superior quality. Reg. 65c. Friday, Saturday and Monday . . . . . **49c.**

**CHILDREN'S SPRING COATS**—Very neat styles in Cheviot Serges; shades of Green, Rose, Fawn, Saxe and Pale Blue; double breasted, roll collar, lined throughout; with or without belt; to fit 1 to 6 years. Regular \$11.50. Friday, Saturday and Monday . . . . . **\$5.45**

**CHILDREN'S WHITE SETS**—Lace and Spot Muslin Collar and Cuff Sets, showing Val. Lace trimmings; some in White and others in Cream. Regular 70c. set. Friday, Saturday and Monday . . . . . **54c.**

**BONE BAG HANDLES**—Round Bone Handles for Work Bags, Shopping or Vanity Bags; shades of Purple, Jade, Rose, Beech, Green, Navy, Amber and Red; will fit your umbrella as well. Reg. 70c. Friday, Saturday and Monday . . . . . **39c.**

**CHILDREN'S BODICES**—Made of strong White Shirting, and well made; suitable for petticoat or dress attachment; buttoned and taped throughout. Regular 20c. Friday, Saturday and Monday . . . . . **18c.**



### EXTRAORDINARY SHIRT VALUES

**MEN'S TOP SHIRTS**—Full fitting sizes, fancy mercerized soft fronts and double cuffs. Reg. \$2.00 each. Friday, Saturday and Monday . . . . . **\$2.25**

**MEN'S PLAIN LINEN SHIRTS**—Plain shades of Helle, Cream and Blue; white linen neck band, soft double cuffs; nice cool looking shirt for summer wear. Reg. \$3.30. Friday, Saturday and Monday . . . . . **\$2.65**

**PROGRESS SHIRTS**—This is our leader in value; best quality American Percaloes used in making these shirts; almost any style stripe you would like. Special Friday, Saturday and Monday . . . . . **\$2.45**

### MEN'S AND BOYS' OVERALLS, ETC.

**MEN'S BLACK OVERALLS**—Black Drill Overall; all sizes in Jackets and Pants; Snapproof Brand; well made Overall and not expensive. Reg. \$1.59 \$2.70 the garment. Friday, Saturday and Monday . . . . . **\$1.59**

**LITTLE BOYS' OVERALLS**—In good wash Gingham, double stitched, bib and shoulder straps like Daddy's. Reg. \$1.30 pair. Friday, Saturday and Monday . . . . . **98c.**

**BOYS' PYJAMAS**—To fit 8 to 14 years; in good wearing striped flannel; neat buttons and silk braiding. Regular \$3.30 suit. Friday, Saturday and Monday . . . . . **\$2.75**

**BOYS' BRACES**—Strong elastic Braces with all leather fastenings; a real Boys' Brace. Special Friday, Saturday and Monday . . . . . **45c.**

### TOILET SOAPS

Armour's Meadow Sweet and Witch Hazel Soaps, 2 for 11c.  
 Armour's Oatmeal, Turkish Bath and other Soaps, 2 for 12c.  
 Taylor's Infants' Delight Toilet Soap, cake . . . . . 14c.  
 Colgate's Round Bath Soap, cake . . . . . 9 for 85c.  
 Brasso's Herb Toilet Soap, cake . . . . . 17c.  
 Armour's Olive Oil Soap, cake . . . . . 20c.  
 Velvet Skin Soap, large cakes . . . . . 35c.  
 Creme Oil Olive Oil Soap, cake . . . . . 15c.

### Mission at St. Thomas's.

WELL ATTENDED. Immense congregations attended the Mission at St. Thomas's Church yesterday. At 6.45 there was a celebration of the Holy Communion with an address on Prayer, for the young folk. At 10 a.m. the second celebration for the older folk took place. The Bible study service was also well attended, while at night the spacious church was filled. The Missioner, Dr. Jones, took as the subject of his instruction "The Habits that Destroy both our Christianity and Churchmanship," and every word was closely followed. The sermon which was a masterpiece, dwelt on "Salvation from Sin," from the life of Naaman the Leper, and was in keeping with the other strong appeals that have been made by Dr. Jones during the week. The Mission is attracting many others as well as churchmen who find great pleasure and profit in it. The services are as usual to-day, 6.45 a.m., 10 a.m., 3 p.m. and 8 p.m. To-morrow morning at 6.45 there will be Holy Communion again at night there will be a special mission service for church workers and others.

**Personal.**

Mr. D. Baird, who has been South for the winter, returned by the Rosalind yesterday.

Mr. L. Mews, buyer for Ayre and Sons, was a passenger from New York by the Rosalind last night.

Mr. J. Parsons, East End Road Inspector, was a passenger from New York by the Rosalind last night.

Mr. D. J. Monkler, of the Commercial Cable Co.'s head office staff, New York, arrived by the Rosalind last night on a short visit to friends in the city.

Mr. S. Levitz, who had been on a business trip to New York, returned by the Rosalind last night.

Mr. H. D. Carter, who had been to Bermuda for the winter, was a passenger by the Rosalind last night.

Mr. I. F. Perlin was a passenger from New York by the Rosalind last night.

Mr. and Mrs. C. Leverman, who had been spending their honeymoon in Canada, returned by the Rosalind last night.

Mr. A. K. Lumsden, buyer for Jas. Baird, Ltd., who had been visiting the American markets in the interests of his firm, returned by the Rosalind last night.

### Foreign Shipments!

We can attend to your transshipments of Codfish and Herring. Get our terms.

### Cowan & Co.

Limited,  
 276 Water Street.  
 Oct. 17, 1917, m. w. f.

### Fashion Plates.

A SMART COSTUME FOR AFTER NOON OR CALLING.



Comprising Waist Pattern 3522 and Skirt Pattern 3509. The Waist is cut in 6 Sizes: 34, 36, 38, 40, 42, and 44 decorations. The width of the Skirt Sizes: 24, 26, 28, 30, 32, 34 and 36 inches waist measure.

This style will develop well in serge, tricotine, taffeta, davytyn, satin, shantung or linen. It is here illustrated in serge with braid for decorations. The width of the Skirt at the foot is 2 1/2 yards, with plait extended. To make this model for a medium size, will require 6 1/2 yards of 44 inch material.

This illustration calls for TWO separate patterns which will be mailed to any address on receipt of 15c. FOR EACH pattern in silver or stamps.

### Shipping Notes.

S.S. Stanmore is due to leave Liverpool for this port to-morrow.

S.S. Manola will finish discharging to-night and sails to-morrow morning for St. John, N.B.

S.S. Canadian Beaver ship for Halifax this morning. The sail takes a small outward freight.

S.S. Sable I. has been delayed at Halifax, but is expected to leave there for this port via Louisburg to-morrow night.

### Exorbitant Charges.

Magistrate Corrigan holds that for \$2.75 a person is entitled to a bath in olive oil, let alone being shampooed in it. Yoko Low, Hobeoka Chinaman, went to New York, sat himself down in a barber's chair and told the man in the white apron to go to it. When he woke up and was handed a check for \$2.75 he lost his celestial composure and called a policeman. The policeman, the man in the white coat and the check all went before the magistrate.

"I gave him a shave, a haircut, a shave and a shampoo," said the barber.

"Too much," said the magistrate. "But it was an olive oil shampoo," said the barber.

"You're mad," said the magistrate. "Give the customer back a dollar." The barber gave it back.

### The Premier of France.

The new Premier of France, M. Aristide Briand, is really old to the office, for he was Premier from 1915 to 1917, two critical years. His profession is that of the law, but for many years he has devoted himself to public life. In 1906 he became Minister of Public Instruction and of Fine Arts, then he was Minister of Justice, Minister of the Interior and President of the Council. He has long represented the constituency of the Loire in the Chamber of Deputies. He is the author of several works relating to the law regulating the relations of church and state.

There are many and exceedingly difficult tasks awaiting the Premier, the chief of which have to do with the enforcing of the terms of the Treaty of Versailles.

Such questions as these must be answered—What must Germany be made to pay by way of reparation for damages done by her in her raid upon Belgium and France, and when must the payments be made, and how shall payments be enforced? These and other like problems growing out of the peace arrangement with Germany, are pressing for solution. Respecting some there are various opinions in the Chamber, and M. Briand will have to steer his course with great skill in order to retain a majority, which, of course, is essential to the life of his Ministry.

### A PRACTICAL ATTRACTIVE BLOUSE SUIT.



Pattern 3370 is here illustrated. It is cut in 4 Sizes: 8, 10, 12 and 14 yards. A 12 year size will require 3 1/2 yards of 38 inch material. Gingham with facings of linen would be nice for this design. Or taffeta trimmed with satin or foulard. Serge, gabardine, poplin, and velveteen, are also attractive.

A pattern of this illustration mailed to any address on receipt of 10 cents in silver or stamps.

### Address in full:

Name . . . . .  
 Street . . . . .  
 City . . . . .  
 State . . . . .

NOTE.—Owing to the continual advance in price of paper, wages, etc., we are compelled to advance the price of patterns to 15c. each.

Prepare slices of bread for French toast, place in a greased pan, put on each a slice of tomato and a piece of cheese. Season well and bake.