

THIS WEEK'S PRICES

For "RELIABLE FURS" Are Different

from what you would expect—with cold winter just ready to pounce upon us.

FOXES and WOLF FURS

in a varied and pleasing assemblage of models and scarves and muffs are newly prices FOR THIS WEEK ONLY.

Just see for yourself what you will save:

Table with columns for Foxes (BLACK, RED, TOUPE) and Wolf (BLACK, NATURAL, GRAY OR TOUPE) with prices.

Table with columns for Hudson Seal (BLACK, NATURAL) and Hudson Seal Coats with prices.

Hudson Seal

Is also newly priced THIS WEEK ONLY — scarves, capes, throat ties.

Hudson Seal Coats

In the sport styles and the longer models, and of course fully guaranteed.

D. MAGEE'S SONS Limited 63 KING STREET Since 1859 in St. John

GOOD THINGS COMING TO THEATRES OF ST. JOHN

"PURPLE CIPHER" AT THE UNIQUE

A good picture is like an old friend, it wears well, is dependable, interesting, is good company and you feel better for having seen it.

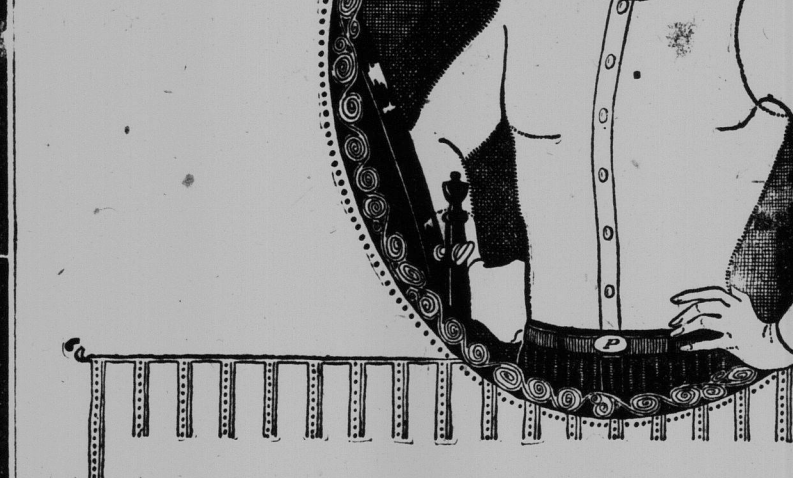
There are suspense and mystery in abundance in "The Purple Cipher". There are flashes of industrial and club life with a few shots of golf and a love interest thrown in.

AT THE PALACE

Patrons Are Delighted With Sparkling Comedy Drama. In "Everything But the Truth," the offering at the Palace Theatre, Eddie Lyons and Lee Moran demonstrate that laughter can be created in immoderate quantities without resorting to buffoonery or horseplay.

On Wednesday and Thursday Wm. Fox's special production, "Checkers," will be the attraction. This picture has been shown everywhere at advanced prices, because of its great cost, but the Palace management have decided to have one set admission fee.

Dancing at Diana's every evening, 10-27



PENMANS Underwear is designed to fit the human form without being stretched into shape. Perfect freedom of movement for the limbs and muscles of the body is made possible by the unique elastic Penman knit, which allows the garment to stretch easily with every movement of the body.

Penmans Underwear "THE STANDARD OF EXCELLENCE" Penmans Limited, Paris. Also makers of Hosiery and Sweater Coats

MAN WHO KNEW H. PRICE WEBBER

The News was honored with a visit this morning from H. Price Webber, probably the best personally known and popular theatrical manager and actor in the New England States and Canada.

Mac Laren's Cream Cheese Pimento Cheese Chili Cheese and Nippy Cheese AT McPHERSON BROS. 181 Union Street Phones M. 506 and 507

SOME OF OUR NEW BOOKS. "Curley" (Pook) "Bloom of Cactus" (Bennett) "Scholmaster of Hresville" (Martin) "Devil's Paw" (Oppenheim) "All Wool Morrison" (H. Day) "Morseon Mystery" (De Jeans) "Paradise Bend" (White), and fifty other new fall books. P. Knight Hanson, The Library, 10 Germain Street. Open evenings.

Dr. Frank Boyaner DENTIST 74 Germain Street (Between King and Princess) Phone Main 4211

BEWARE OF DECEPTION

Statistics show that when egg albumen is used as a constituent of baking powder, the amount so used is too small (usually 15/100 of 1%) to affect the quality or effectiveness of the baking powder containing it, and when so used, is plainly for the purpose of fraud.

MAGIC BAKING POWDER contains no alum or egg albumen and is guaranteed to be composed of the ingredients printed on the label—and none other. Made in Canada By Canadians For Canadians

PRIEST PRAISED JEWISH CHILDREN

Father McShane Commended Their Eager Desire for Knowledge. (Montreal Gazette) "There will be no need of compulsory attendance at school in this province and city if the parents and guardians of our children will but stop to consider just what a golden future await the men and women of tomorrow in a country of unlimited possibilities," said Rev. Father McShane, during a sermon preached in St. Dominic's Church, of which Rev. R. J. Callaghan is pastor.

Many People Are Living

With furniture which fills the need for something to sit in, eat from and fill up space, but which does not reflect the good circumstances of the owner nor make the home a place of beauty and comfort and a joy to live in. An entire house can be refurnished with beautiful, artistic furniture for no more than an automobile would cost.

AMLAND BROS., LTD. 19 Waterloo Street

Removal Sale Footwear Announcement

10 Days of Regular Money Saving Footwear Chances Commencing Wednesday 9 a. m.

Please do not confuse this sale with any attempt to unload top price footwear on you. Many of the lines offered were purchased since the recent drop. 95 pairs of ladies' black velvet pumps, 95c. Regular \$2.50. Sizes 2 1/2, 3, 4 and 5. Lines bought at 25 per cent discount. Men's mahogany boots, rubber heel can sell \$6.85, 3 styles, regular \$7.50 to \$9.00 values. Men's mahogany Blucher, double sole, easy, natty shape. Rubber heel \$7.35. A real \$9.00 value. Men's calf Blucher, cherry color, very natty, broad toe, leather lined, damp proof sole, my price \$11.00. You can buy it elsewhere for \$15.00. The above lines are all Goodyear Welt sewn soles. Infants' patent leather laced boots \$1.35. Sizes 5, 6, 7 1/2. Infants' tan boots. Sizes 5, 6, and 7, only 85c. Boys' tan boots, solid leather, \$4.35. A \$6.00 boot and we have all sizes 1 to 5. Boys' box kip boot all sizes 1 to 5, \$2.95. A regular \$4.00 line. Boys' Box kip boot, sizes 11, 12, 13 \$2.85. Great value at \$3.50. Modern, comfortable well located store to rent after Nov. 9th. Particulars to applicants who apply personally. St. John, N. B. Oct. 26, 1920. To The Public: At last a move. On Nov. 9th the new store three doors up the street will be opened. You are going to like it. You will get better service than ever. This store is not filled with goods purchased at top notch prices. Just as prices drop I buy. Rubber footwear will be higher unless the federal government protects the people. Break high prices by buying no more than you need and buy what you need from me. Bring your old boots to me to be repaired. I have that machine you saw down at the Exhibition. It is the newest and best in the city. I have no secrets from the people. As lower prices come, my customers will get the benefit at once. Yours for better footwear. PERCY J. STEEL 319 Main Street. 50 pair Ladies Boots, \$1.00 a pair, sizes 1 to 4. SPECIAL 25 pair will be displayed and sold at 9 a.m., 25 pair more at 2 p.m.

Don't let anything keep you away. If you pay the same price here you will get a better article. If you buy the same article you will pay less for it. PERCY J. STEEL Better Footwear 519 Main Street