

## Ladies' Coats.

Our Coats are unrivalled for their durability, their beauty and their amazing ability to lend the wearer the grace and charm that is so often lacking in other coats. Each one expresses such individuality of taste, such exquisite daintiness and such delightful dignity that you will find it hard to resist purchasing them. Our assortment consists of Sealettes, Broadcloths, Silvertones, Tweeds, etc. A fine selection to choose from. Don't fail to look them over.

## Dresses.

Hundreds of shapely, elegant Dresses in Serge, Silk, Satin, Crepe de Chene and Georgette, comprising an attractive lot of value giving Dresses.

Especially enticing are our Silk and Serge Dresses. Bringing with them all the freshness that new and out-of-the-ordinary styles always bring, they will appeal to you at once. Every style, every shade—just the dress you are looking for—you will find in our selection of the most charming dresses available.

## Blouses.

300 Silk, Crepe de Chene and Georgette Blouses, beautifully designed, embroidered and beaded. Round necks, square necks and V shaped necks. Roll collars, square collars. Every color in the rainbow; all sizes.

Their beauty is as radiant and as splendid as the symmetrical figures they are based on. There are numberless designs, styles and colors to suit the most exacting and eccentric tastes. One look will convince you.

## HOSIERY.

Silk & Lisle. All colors, reduced to the very lowest prices. This is a bargain that will surprise you beyond expectation. We have a large stock so you will have plenty to choose from.

## NOTIONS.

We have received a quantity of Notions, including Gold Watches, Wrist Watches, Silver Finished Brooches with sparkling rhinestones, all sort of Fancy and Plain Brooches and Pins, Chains, Cavaliers, and a complete assortment of Ladies' Jewellery.

**15**  
p. C.  
and  
**20**  
p. C.  
Reductions

**SATURDAY**  
**AND ALL NEXT WEEK**  
will be the time of our  
**First Fall**  
**SALE!**

**15**  
p. C.  
and  
**20**  
p. C.  
Reductions

In which hundreds of the finest garments, modelled and fashioned by creative artists of the highest skill, and having a tendency to keep aloof from all the other age-worn styles, will be sold at such large reductions that will at once both surprise and compel you to buy.

You cannot afford to overlook our values. In justice to yourself come and look over our tremendous stock and we are absolutely certain the goods will sell themselves. No saleslady is necessary. The prices will convince you of the values we offer you.

This is the most complete assortment of the latest styles and models we have ever yet gathered together. Styles that have the touch of the Parisian, the Londoner, the New Yorker, that have the splendor, refinement and dash that is so coveted and sought for you will find right here in St. John's in our shop, and at prices that you will not pass by.

Economy is a characteristic which every woman possesses, and it is that which makes it so easy for her to recognize a real bargain at sight. Every woman who comes to look will buy—must buy. Her economic sense will assert itself and she will at once become the proud possessor of as many garments as her means will allow.

SATURDAY MORNING, at 9 o'clock sharp the doors will swing open to the greatest bargain-giving sale that we have ever attempted. Don't fail to attend. You will find our bargains irresistible. Come early, you will have hundreds to pick from.

## Men's Suits and Overcoats.

At the reduced price every man should buy a Suit or Overcoat whether he needs it or not. It is an opportunity to save \$10.00 or \$15.00 which the average man should not, for economic reasons, pass by. Prices are continually rising and there is no sign of a change, so buy while you can save a few dollars.

**15**  
p. C.  
and  
**20**  
p. C.  
Reductions

## BOYS' SUITS and OVERCOATS.

We have an extensive variety of Boys' Clothing. Beautiful Suits and Coats, numerous styles. Good materials and popular colors. Guaranteed not to lose color. Every mother should grasp this chance to provide her boy with his winter clothes at a great saving. You may not have an opportunity like this again this fall.

## Costumes.

Words are inadequate to express the beauty of our Costumes. The styles will make you gasp with agreeable surprise. The tailoring will compel your admiration. Years of study in designing and tailoring have produced such wonderful results that they have surpassed all expectations, and our Costumes are the smartest, neatest, most up-to-the-minute created this season.

Our reductions will lower the prices to such a small figure as to enable the woman of limited means as well as the woman of income to purchase one of our suits.

## Sweaters and Slip-Ons.

We have a very attractive and large selection of Ladies' and Children's Coat Sweaters and Slip-ons. Cheap at the regular price, they become a value heretofore never before given at the reduced figure we have lowered them to. You are sure to find among the few hundred Sweaters we now have in stock a Sweater to suit your exact tastes. Bring your little girl, we have a pretty one for her too.

## Skirts.

250 Serge Skirts, neatly tailored in pretty, attractive styles, braid and button trimming; all sizes and a variety of colors to pick from. If you need a Skirt, seize this opportunity, for they will be sold much below market value. Also Poplin and Silk Skirts, all colors and designs, and a few All Wool Plaid Skirts that you will not be able to resist, they are so pretty.

## Children's Coats.

We have lately received a number of Children's Velvet Coats. Fur trimming on collar and cuffs and belt all around. Sweet little Coats that will keep your little girl warm and comfortable all the winter through. We have lowered our prices to such an extent that women will be tempted to buy two or three of a kind, so come early and take no possible chances.

## Political Obituary Notice

FRANK ARCHIBALD, THE "SLACKER" CANDIDATE FOR MR. GRACE DISTRICT.

Frank Archibald the junior member of the firm of Archibald Bros., well known to the people of St. John's and to be known by the people of the outside world by the 5th of November. Frank, as he is known, is of a retiring disposition, especially so from Aug. 4th, 1914, until Nov. 11th, 1918. He was educated to some extent in St. John's and St. John's, but his teachers must have failed to instill in his brain anything of a patriotic nature. He engaged in the business of shoe manufacturing and apparently, was making a success of it. Not being satisfied with the avocation he invested in lines, twines, traps and motor boats, and placed them in the waters—and helped to make it harder for the real fishermen of St. John's Island and elsewhere to get their living.

In the summer of 1914, the great war broke out, and many of the young men and maidens volunteered for active service. As the years passed, others heard the call and answered it. Frank Archibald was looked upon as fit, and the people wondered when "Frank" was going to don the khaki or blue. Time passed and some of our boys were going west. The call from the Motherland came for reinforcements—and more reinforcements—but nothing doing for his Nibs. "Britain" and her "Allies" won. Then who did the most shouting and horn blowing? Whose automobile bore the most bunting and made the loudest noise?

And now he thinks the country needs him. To-night he again accepted nomination as a candidate for the coming election for the district of St. John's, and in thanking his supporters he was a kind of nervous due no doubt to the thundering of cannon, the awful sights, etc., etc., and from the effects of "gas" that he is going to shoot off during the next few weeks.

No man of military age bears a better record (and will) than Frank Archibald, and in passing I might state, that while at his daily avocation he had better imbue some leather in his general system, as his own hide will certainly need it now and in years to come.

The writer's sympathy goes out to those connected with him politically and may his name be so buried by ballots on the 3rd Nov., that a monument in honor of his greatness be erected where he fell.

Mr. Grace, Oct. 14, 1919.

## What Doctors Use for Eczema

A soothing combination of oil of Wintergreen, Glycerine and other healing ingredients called D.D.D. Prescription is now a favorite remedy of skin specialists for all skin diseases. It penetrates the pores, gives instant relief. Try D.D.D. to-day.

**D.D.D.**  
THE Lotion for Skin Disease

## Italians Returning.

(Christian Science Monitor.) Boston, Massachusetts.—Economic conditions in southern Italy are expected to induce a large immigration to this country of Italians who formerly lived here, but who went abroad to serve in the Italian Army during the war. Owing to immigration restrictions, these men have only a limited time in which to return under the ordinary conditions, and steamships are reported booking large numbers for this country.

Meringues, as supplied to the Prince of Wales on his recent visit, at STEWART'S BAKERY, the only people in Newfoundland that can put them up.—Oct 16, 1919

## Just

TWO TO

Necco  
Cadbury's

BAKE  
Mince Meat

P. F. F.

**WYLAN BROTHERS,**  
314 WATER STREET.