

FALL IN LINE for some of these Special Values



Extra Large Wadded Quilts.

There is no doubt at all about the superior quality of these, both in filling and covering; best quality Art Sateen top with wide plain band border and the other side plain, pretty Pink, Blue and Mauve effects. Note the size, 66 x 80. Reg. \$7.50. Friday, Saturday and Monday **\$6.95**

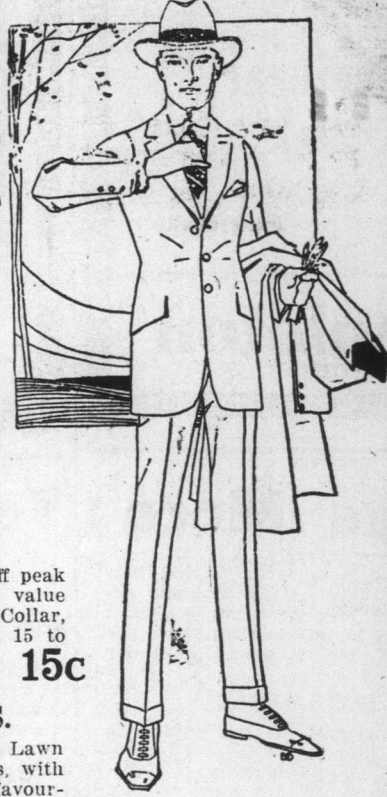
As the Purchasing Power of the Dollar Diminishes, the Need for Keen Buying Becomes More Imperative than ever. Note These Values for

FRIDAY, SATURDAY and MONDAY.

By the time this advertisement appears OUR ENTIRE STORE shall have put on its **Christmas Dress.** Brand New Stocks from both sides of the Atlantic are ready waiting for you. **SHOP EARLY this year.**

EIDERDOWN QUILTS.

10 only of genuine Eiderdown Quilts, some of which have a plain satin border, others covered with best quality Art Sateens; the patterns show some very pretty shadow effects, others with small floral patterns, light and dark renderings; last year's stock. Reg. \$9.00. Friday, Saturday & Monday **\$7.95**



Gentlemen! Can you afford to pass such worthy values by?

BODY BELTS.

Natural wool Body Belts, approved by the military authorities. They give warmth and protection just where needed most. Special each Friday, Saturday and Monday **59c**

MEN'S COLLARS.

Do you wear that stand-up turned off peak front collar? If so, here is superior value for you: Best quality English Linen Collar, 2 1/2 inches high; perfect styles; sizes 15 to 17 1/2. Reg. 20c. each. Friday, Saturday & Monday **15c**

MEN'S HANDKERCHIEFS.

Your choice of plain hemmed Irish Lawn or soft White "Excelsa" Handkerchiefs, with wide hemstitched border. These are favorites and have a nice mercerized finish. Special Friday, Saturday & Monday **18c**

There's Satisfaction Wrapped in Every Purchase Made Here This Week.

TABLE COVERS.

An inexpensive and yet serviceable printed flannelette Table Cover, a well covered pattern in a large size cloth; plain finished edge. Just a dozen or so to hand. Reg. \$1.40. Friday, Saturday and Monday **\$1.18**

SIDEBOARD CLOTHS.

Lacey looking Sideboard Cloths in White Linen and torchon lace and insertions. These wash well and give everlasting wear; size 12 x 54. Your Gift list would be incomplete without one. Reg. 75c. Friday, Saturday and Monday **69c**

DOOR MATS.

We have some very good values in this Department, notably some pretty Flush Mats, in shades of Crimson, and Green, crushed centre and self border; a good weight and good wearing mat for your best room. Reg. \$1.50. Friday, Saturday and Monday **\$1.48**

HEARTH RUGS.

Around Christmas season there is generally a demand for a new rug, everybody is fixing up and getting ready for the occasion, and, after all, a good serviceable rug makes a practical gift for mother, she would appreciate it very much. These rugs we have selected are not new stock, they come to you offering the best value being last year's stock; strong, well defined patterns and good rich colorings with wool fringe ends spacious size. Regular to \$4.80. Friday, Saturday and Monday **\$4.30**

SMALLWARES.

- SEWING COTTON—Black and White, assorted numbers, good quality, reel **4c**
- AMERICAN PINS—In book form, 5 sheets, assorted electric plated pins, book **7c**
- RUBBER SPONGES—Oval and round, these are great wearers and light up to their work, each **15c**
- CLOTHES PINS—A handy package, containing 2 dozen for **8c**
- SINK BRUSHES—An easy way to keep your kitchen sink free from grease, etc., ea **8c**
- BANNISTER BRUSHES—A hustler for getting after the dusty corners, each **17c**
- TALCUM POWDER—Taylor Special for the baby, pure in every way. tin **18c**
- BOOT LACES—Full length heavy black Mohair laces, per doz. **13c**

BATTENBURG D'OYLEYS.

These D'oyleys are always much admired. They wear well and wash well, and give your table a tone. These came to us job, and we offer them at a Special Price Friday, Saturday and Monday **18c**

TABLE CENTRES.

Very dainty Centres, Irish embroidered, on fine white linen, a scalloped and worked edge and quite a generous lot of neatly embroidered Shamrocks all over the cloth; circular or square shape. Reg. 65c. Friday, Saturday and Monday **59c**

COAT SWEATERS.

For the men we have a line of good looking all Navy Coat Sweaters that they will like, all wool make, V neck, 2 side pockets; a weight you can comfortably wear at home or outdoors. Reg. \$4.20. Friday, Saturday and Monday **\$3.80**

SHOW CHILDREN'S COMBINATIONS.

A heavy Jersey ribbed make, in shades of Cream, Grey and plain White, long sleeves, high neck and ankle length; sizes here to fit girls from 4 to 16 years; real warm easy fitting under garments for all winter wear. Reg. 75c. Friday, Saturday & Monday **65c**



DRESSING GOWNS.

Infants' Dressing Gowns in White, with Pink and sky pipings; others in fancy mixed shades, with cord and tassels at waist and neck. A very useful garment these nights and mornings. Reg. 40c. Friday, Saturday and Monday **34c**

CHILDREN'S BONNETS.

These are from our regular \$1.00 line of Bonnets, in White, Plush and Bear makes; prettily trimmed with silk and ribbons. Other styles in colored Plush and Eider, with ribbon and fur trimmings. Reg. \$1.00. Friday, Saturday and Monday **85c**

NIGHTGOWNS.

Best quality White and Cream Flannelette Nightgowns; square neck and others with becoming collar and embroidered yoke and hemstitched finish, long sleeves. These are that warm make you would welcome the coldest nights. Reg. \$1.80. Friday, Saturday and Monday **\$1.56**

INFANTS' WOOL JACKETS.

Cosy little all wool Jackets for the babies; shades of Sky, Pink and Crimson; rolled collar, and others without collar; assorted sizes, finished off with silk ribbon bows. Regular 80c. Friday, Saturday and Monday **67c**

ROOM. SILK CAMISOLES.

We offer all sizes in these very desirable dress accessories. Pink and White Silk Camisoles, with wide top of imitation Fillet Lace, and ribbon heading, etc. elastic at waist; a gift you would be glad to receive and a gift inexpensive to buy. Reg. 65c. Friday, Saturday and Monday **59c**

HAT PINS.

Strong steel Hat Pins, with real Sterling Silver Tops, in a wealth of fancy designs, studded with brilliants; they sold regularly for 45c. each. Clearing Friday, Saturday & Monday **38c**

COMB SETS.

We have a very special lot of back and side Comb Sets, in pretty shell make, strong, firm teeth, and plain backs. Notice, every item serves as a reminder or suggestion for a Xmas Gift. These are our regular 60c. line. Friday, Saturday and Monday **48c**

For the Little Fellows: WARM, WOOLLY SUITS!

FOR THE LITTLE ONES—WARM WOOLLY SUITS.

Can't think of anything more serviceable for those little fellows, warm all wool, snug-fitting over-suits in shades of Grey, Brown, Tan and White; long pants, belted coats; Cap and Mitts to match. Think it over, put it on your list of gift suggestions. These are value for \$4.00 suit. Friday, Saturday and Monday **\$3.58**

BOYS' SHIRTS.

This is a small lot of Boys' Striped Flannelette Shirts that we have just come across, about 2 dozen in the lot. They are strong, well made and show assorted sizes; collar attached. Reg. 90c. Friday, Saturday and Monday **75c**

BOYS' JERSEYS.

The last time we advertised these they simply vanished the value was so good, and we are pleased to announce the arrival of another lot; warm Wool Jerseys they are, in Navy, Cardinal or Grey. A snug fitting neck; the ideal Sweater for the boy. Reg. to \$1.00. Friday, Saturday and Monday **89c**

PULLMAN CAPS.

Boys' one-piece Pullman Caps. These come in nice mixed shades; one of the best looking and most serviceable Caps for stormy days; in fact an all-Winter Cap. Just a few dozen available. Reg. 60 cents. Friday, Saturday & Monday **52c**

BOYS' PYJAMAS.

A splendid range of these in good striped patterns, nice rounded corner collar, double stitched seams, breast pocket, more comfortable for the boys than night-shirts and less danger of getting cold. Reg. \$1.50 suit. Friday, Saturday and Monday **\$1.39**

CHILDREN'S GAITERS.

7, 8 and 9 button length Cloth Gaiters or Spats in Navy and Brown shades; others in a fine stockingette make, same length, shapely gaiters in shades of Crimson, Navy and Fawn. Reg. to 70c. pair. Friday, Saturday and Monday **59c**

BOYS' COAT SWEATERS.

In a good Grey shade, a medium weight Coat Sweater that can be conveniently worn under his jacket; two side pockets, pearl buttons, a collar that may be worn high or low. Reg. 80 cents. Friday, Saturday & Monday **69c**

BUY AS MANY YARDS AS YOU CAN OF THESE SOFT AMERICAN FLANNELETTES.

A whole caseful of these just to hand. They came from the Manufacturer direct in long remnant form; will cut any required length for you. Mostly striped patterns on white grounds; excellent quality. We offer at the lowest possible price per yard. Friday, Saturday and Monday **17c**

LADIES' KID GLOVES.

Extra good value awaiting Glove buyers here this week. Just a box or two of Black, Tan and Brown; some buttoned wrist, others dome fastened. If Gloves are on your gift list, buy these Gloves to-day by all means. Special, per pair, Friday, Saturday and Monday **\$1.30**

LINED KID GLOVES.

Be fortunate enough to secure a pair of these now; the glove that will last you more than one season; best quality Tan Cape Kid, unlined, asked for and worn in every climate; 2 dome wrist. Reg. \$3.00 pair. Friday, Saturday and Monday **\$2.75**

For the LONG, COLD NIGHTS. You Need Warm Bed Coverings.

HONEYCOMB QUILTS.

Large White Honeycomb Quilts, well defined patterns, excellent quality, made to fit the largest beds. We have just a dozen of these left over from last season. Reg. \$3.50. Friday, Saturday and Monday **\$2.98**

BED SHEETS.

Are you looking for particularly good value in Sheets? We have it right here; just 18 pairs only, best quality twilled Sheets; size 72 x 90 inches, hemmed ready for wear. These are old value. Reg. \$3.00 pair. Friday, Saturday & Monday **\$2.68**

"WOOL NAP" BLANKETS.

If you have not secured a pair of these yet, do so now. Remember, they offer you all the warmth of heavy wool Blankets at less than half the price. Their size is another point in their favor; they won't shrink, will wash like new, and their price makes it possible for even the leanest purse to buy a pair. Regular \$4.50 pair. Friday, Saturday and Monday **\$4.25**



Warm but not a bit of wool

Children's Hose.

We mean children from 4 to 10 years, for whom we have some splendid Black Ribbed Worsted Hose, fast black; real good wearers, ideal for school children. Reg. 45c. Friday, Saturday & Monday **38c**

Ladies' Hose.

A line of fast Black Pile-lined Hose, for winter wear. These come in good full sizes and offer you a warm stocking at a small outlay. Some of these up to 45c. pair. Friday, Saturday and Monday **38c**



A Soldier's Farewell.

Tune: "Just Before the Battle." Just before I leave you, mother, I must bid a fond farewell. Where you going I cannot tell you, But I hope 'twill all be well. 'Tis a call from King and Country, And my duty is to go, Though it breaks my heart to leave you, For I find it hard, you know.

(Chorus:—) Good bye, mother, farewell father, I must say good bye to you; When away from home and loved ones I will always think of you.

When my training here is over, And my duty here is done, I must leave the dear old Homestead For to battle with the Hun. When the Eagle sounds the 'Fall in,' I'll be ready for to go. When my King and Country call me Across to Flanders then to go.

When we sail across the ocean, And are tossed about the sea, And I know my mother's praying For her boy upon the sea, When on Foreign Fields I'm roaming, Far across the ocean foam With my eyes towards the Heavens, Leave, ah leave me not alone.

Now my friends are left behind me, Oh, get ready now and come, Yes! your King and Country call you, Men of War, to face the Hun, Come on, boys, and don't be cowards, Join the colours right away, Fill the place of them that's falling, Do it now and don't delay. PRIVATE ARTHUR C. KING, Forestry Company.

The Boots My Father Wore.

My thoughts go back on fancy's wings into the days gone by and many are the happy scenes that I have in my eye, the days when hundreds went to cheer the Eagle off to sea with "Arthur J." who knew no fear, and the Falcon, "Billy" Kneel; my thoughts revert unto those days, those happy scenes of yore, and I must give a word of praise to the boots my father wore. Those boots were of the olden style but they were tough and strong, the Hi-press have them "scum a mile" of them I sing this song: The finest boot that ever went upon the human foot the Goodrich people did invent to suit both man and youth. Although my heart does often beat for those old scenes of yore, yet Hi-press are ten times more neat than the boots my father wore. Their name and fame are talked about all over Newfoundland; all other boots they have knocked out, upon their worth they stand. They're worn the most by men and youths, and this we do declare: you'll find of all the other boots three times they'll longer wear. Although I love the olden days, the happy scenes of yore, yet the Hi-press boots deserve more praise than the boots my father wore.—adv.

Sale Closed.

The Sale of the Ladies' College Aid Society was continued yesterday afternoon and at 8.30 o'clock an enjoyable concert was held. The programme consisted of an organ selection by Mr. Gordon Christian; piano solo by Miss Inkpen; songs by Miss G. Christian, Miss Joliffe, Messrs. C. Trappnell and H. Foster; a monologue by Mr. Gully; musical solo by Mrs. Foster, and orchestral numbers by Messrs. F. Devereaux, Hanlin and Vavasour. The performers in each case were encored and the singing of the National Anthem brought the affair to a close. The sale, which lasted two days, was the best held yet by the Ladies' College Aid Society who may well feel proud of their success. It was decided that one-tenth of the proceeds be contributed to the Red Cross in memory of the gallant lads of the College who have made the supreme sacrifice.

Llewellyn Club Smoker.

The members of Llewellyn Club held a very enjoyable "smoker" at Canon Wood Hall last night. In the absence of the President, Rev. Dr. Jones, Rev. (Capt) Clayton presided. Songs, recitations, etc. were rendered by Rev. Mr. Moulton, C. Noonan, J. P. Crotty, McDonald, the boys of Dunfield Bible Class and Rev. Clayton, whose trench tales proved very interesting.

Teas were served by the ladies of St. Margaret's Guild and before the gathering dispersed it was decided to send a present to Pte. W. Frampton, who is now a prisoner of war in Germany.

Here and There.

When you want Minceed Collops, try ELLIS'.

HERRING IN ABUNDANCE.—Herring were in abundance the last two days at Bonne Bay and those engaged took three thousand barrels.

When you want something in a hurry for tea, go to ELLIS'—Head Cheese, Ox Tongue, Boiled Ham, Cooker Corned Beef, Bologna Sausage.

SHIPWRECKED CREW COMING.

The crew of the vessel, Maple Leaf, which was lost recently while on her way to the Mediterranean from the Labrador, are now en route to the city.