

RAPID GROWTH OF BARGAIN BASEMENT SHOPPING IDEA

A few years ago when such stores as Filene's of Boston, Wanamaker's of Philadelphia, Marshall Field's of Chicago, and others launched the Bargain Basement method of merchandising, many people were dubious, thinking it simply another way of trying to sell the "poor bugs" from other departments. However, the public soon realized that this was not the case. They found out that the Bargain Basement was a shop unto itself; that the Basement, by cutting down expenses to a minimum and by its method of buying, was able to give, continually, bigger and better values at lower prices than usual. As a result, these basement departments have grown enormously, and today there is hardly a person visiting the larger cities who does not make it a point to shop in some of the Bargain Basements.

Saint John is not behind the larger centres in grasping this Basement idea. Three years ago, Oak Hall started the first Bargain Basement, and every month has seen more people taking advantage of it. In three short years, this department has grown beyond the capacity of the space allotted to it, and now Oak Hall has been forced to considerably enlarge it. Alterations have just been completed and Oak Hall are bringing this to the attention of the public by means of a great Expansion Sale that starts tomorrow, offering many bigger and better values for less money.

Weddings

Boyce-Simpson.

A very pretty wedding was solemnized on last Saturday at the home of Mr. and Mrs. William Moran, River Glade, when Mrs. Moran's sister, Miss Audrey Beryl Simpson, was united in marriage to Leo J. Boyce, son of Mr. and Mrs. Thomas J. Boyce, 14 Millidge street, of this city, in the presence of immediate relatives. Many useful gifts were received, including a chest of silver from the staff of R. F. & F. Starr Co., Ltd., and the Dominion Coal Co., Ltd., checks from the Starr company and also from the employees at Starr's, where the groom is employed. Mr. and Mrs. Boyce will reside in Saint John.

McDowell-Hawkins.

BEAVER HARBOR, Oct. 31.—The home of Mr. and Mrs. Ira Hawkins was the scene of a very pretty wedding when their daughter, Bertha Gertrude, became the bride of Ernest Alvin McDowell, son of Mr. and Mrs. Walter McDowell, of Pennfield, N. B.

The ceremony was performed by Rev. T. B. Wetmore, in the presence of relatives and friends of the contracting parties. Miss Marion Holmes played very sweetly "Lohengrin's Bridal Chorus" as the bride party entered the parlor. The bride, who was given away by her father, wore a gown of white silk Canton crepe with veil and hair fern. She carried a bouquet of sweetheart roses and maiden hair fern. Miss Lillian Hawkins, sister of the bride, acted as bridesmaid, she being becomingly attired in a dress of sand Canton crepe with shoes and stockings to match. She carried a bouquet of white chrysanthemums and a maiden hair fern. Kenneth McDowell, cousin of the groom, acted as best man.

Immediately after the ceremony a buffet luncheon was served, after which the bride donned her traveling suit of grey pique with hat and shoes to match and the happy couple left by automobile amid showers of rice and confetti for a honeymoon trip to Moncton and other places in New Brunswick.

The bride was one of our most popular young school teachers and her popularity was attested by the beautiful gifts of linen, cut glass and silver, also several substantial checks.

A host of friends join in wishing Mr. and Mrs. McDowell a long and happy wedded life.

Detroit European Service Arranged

DETROIT, Oct. 31.—Contracts for the operation of ten steamships between Detroit, other lower lake cities, and European ports, have been signed by the Frank Lane Company, of New York, Frank Lane, its president announced yesterday. He is in Detroit to open general offices for the company.



Good Cheer

New fitness—new energy in a morning drink

Do this on rising in the morning if you feel out of sorts or unfit.

Drink a glass of water, hot or cold. Add a little Jad Salts, and you will have a sparkling and refreshing drink.

In an hour things will change. The drink will flush the intestines to eliminate the poisons and the waste. This is done in a prompt and pleasant, in a gentle and efficient way.

It is done by acids derived from lemon and grape, combined with lithia, etc.

Then remember this drink—Jad Salts in water—whenever any clogging occurs. Take it any hour of the day. That's the quickest and the best way to correct things. Ask your druggist for Jad Salts today.

Always Keeps Fresh "SALADA" TEA

retains its delicious flavor in the air-tight aluminum packets in which all SALADA is sold.

Deaths

James P. Mulherin

Many will regret to hear of the death of James P. Mulherin, which occurred at his residence, 37 Exmouth street, yesterday. Deceased had been in failing health for some time. He leaves besides his wife, who was formerly Miss Emily B. Murphy; one brother, Thomas, of Medford, Mass.

Mr. Mulherin was a son of the late Daniel Mulherin, who was a well known pilot in Saint John for over 50 years.

The funeral has been set for Tuesday morning at 8.45 o'clock to the Cathedral.

Mrs. E. H. Prince

After a short illness of pneumonia, Mrs. E. H. Prince passed away on Sunday at her residence, Darling's Island, and many friends will be deeply sorry at the death of one who was held in very warm regard throughout the community. Mrs. Prince before her marriage was Miss Gertrude Ryder, a daughter of the late Mr. and Mrs. Nathan Ryder, and lived at Lakeside. Besides her husband she leaves two brothers, Herbert E. Ryder and Percy C. Ryder, both of Hampton.

The funeral will take place on Wednesday from her late residence to Hampton United Church and interment will be made in Hampton rural cemetery.

Mrs. Louisa S. Long

FREDERICTON, Nov. 1.—Word has been received here of the death at Toronto of Mrs. Louisa S. Long, widow of W. W. Long, of Fredericton, who died here in 1921. She was a daughter of J. T. Taylor, of Ottawa. Three sons survive, Dr. R. P. Long, of Fredericton, Louis W. Long, of Minneapolis, and C. William Long, of Toronto, with whom she made her home. Other surviving relatives are Capt. L. R. Long, of Liverpool, England, and E. L. Taylor, of Ottawa, assistant superintendent stamp

CIVILIZED MEN OLD AT FORTY.

The highest authority in America, Prof. McCollum, says: "Old age disease deaths have doubled within thirty years, every year younger persons being attacked, due mostly to faulty foods." In these thirty years patent white flour and refined cereals were invented and diseases of the heart, arteries, kidneys, brain, nerves, and digestive organs have kept even pace with their ever-increasing use, until now 150,000 people die each year in the States alone under 40, from diseases which belong to 70 or beyond.

A return to a natural, unrefined, non-acid diet of whole grains, milk, eggs, leafy vegetables, and fruits will go far to protect civilized man from the ravages of these diseases, unknown to simple races who do not use refined products.

Roman Meal is the only non-acid grain or cereal food, 400 parts "Excess Alkali" in each 1,000 parts, alkaline enough to correct the "Excess Acids" of white flour, other cereals, meats, fats, and sweets, all known to modern food science as "Excess Acid" foods, because they turn the blood from its natural alkalinity to acid. Acid blood lowers vitality, irritates vital organs, prevents body repair, prematurely bringing on old age and disease. Roman Meal keeps the blood alkaline or non-acid, relieves the organs of irritation and strain and rebuilds them, restoring youthfulness and vigor of body and mind. Being non-acid it cools the blood and keeps you upstanding and fit.

Use Roman Meal every day. It makes delicious porridge, muffins, pancakes, johnnycakes, etc. Add it to your white flour baking to improve the flavor and to restore valuable properties lost in making flour white. All grocers sell Roman Meal.

A musician in England has invented a portable piano, which when folded is only three feet in length.



When You Buy a Floor

buy

Long Wear

Low Upkeep

Comfort

Quiet

Economy

buy

Dominion Battleship Linoleum

Dominion Battleship Linoleum, AAA quality, is made in eight standard shades—brown, green, terra cotta, grey, buff, blue, black and white. AA and A qualities, in four standard shades only. Special colors for large contracts.

Installed by all large Departmental and House Furnishing Stores. Write us for free samples and literature.

Dominion Oilcloth & Linoleum Co. Limited
MONTREAL

HOW MUCH OF YOUR OVERHEAD IS Underfoot?

Use Cuticura Soap And Ointment To Heal Sore Hands

CANADIAN APPLES FOR THE OLD COUNTRY.

The crop of Canadian apples this year is better than ever, and what could be a more delightful remembrance from this side to our friends across the seas than a box of hand-picked and hand-packed Canadian apples? Your grocer can fill such an order and the Canadian National Express will transport and deliver, by quick service, to any station in Great Britain or Ireland, from Montreal or Quebec, up to Nov. 15, and from Saint John, N. B., and Halifax thereafter. The rate of 88 per standard box of apples not exceeding one cubic foot eight inches in measurement or fifty pounds, is in effect. Rate includes refrigeration on steamships. Consult any Canadian National Express Agent as to further particulars.

Dr. McKnight The No-Pain DENTIST
as low as \$10
Broken Plates repaired 3 Hrs. in 30 Mins.
Maritime Dental Patiors
38 CHARLOTTE STREET
Saint John, N. B.
Hours: 9 a.m. to 8:30 p.m.
Phone Main 2739

New Canned Pumpkin, can	14c
New Canned Peas, can	15c
New Canned Corn, can	15c
New Canned Tomatoes, can	15c
10 lbs. Onions	25c
5 lbs. Oatmeal	25c
5 lbs. Buckwheat	25c
5 lbs. Cornmeal	25c
Quick Quaker Oats, pkg	30c
2 Large Cans Nestle's Milk	27c
Fancy Barbados Molasses, gal.	75c
98 lb. Bag Cream of West Flour	\$4.30
6 Doz. Clothes Pins	25c

MALONE'S

516 Main St. Phone M. 2913
239 Charlotte St. Phone M. 5101

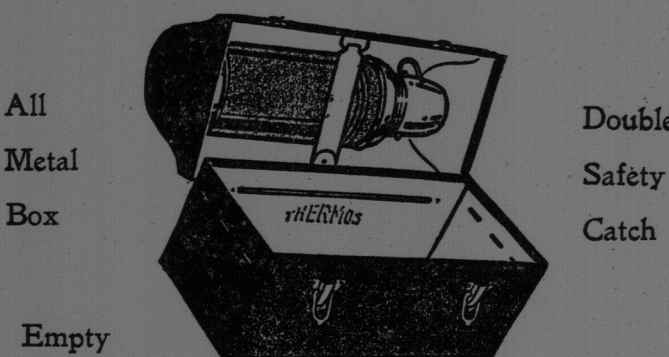
Extra Specials at Murtagh's Grocery

15 lbs. Granulated Sugar	\$1.00
3 lbs. Ice Sugar	30c
4 lbs. New Buckwheat	25c
5 lbs. Oatmeal	25c
2 qts. White or Y. B. Beans	25c
5 lbs. Onions	25c
4 Bags Salt	25c
1 lb. Bulk Cocoa	25c
6 Rolls Toilet Paper	25c
Shredded Coconut, lb.	25c
Quart Bottles Tomato Catsup	25c
4 lb. Tins Fruit Jam	50c
Peas, Corn, tin	15c
Pumpkin, tin	15c
2 lbs. Bulk Raisins	25c
3 Boxes Matches	33c

Goods delivered to all parts of City, West Saint John, East Saint John, Little River, Glen Falls.

'Phone Your Want Ads.

THERMOS Lunch Box



All Metal Box Empty
Double Safety Catch
Complete With Thermos.....\$2.25
With Vacuum.....\$1.55

WASSONS 2 STORES

9 Sydney Street 711 Main Street

Merely a Dollar

Bright thoughts come to you at the oddest times. You may be downtown with but a dollar left in your purse when it strikes you your sight should be looked into.

Come into Sharpes and your dollar will do anything. If it turns out Glasses are advised, order any style for rapid delivery. Dollar payments obtain lowest cash prices at

SHARPES
Opposite Oak Hall.

DOWN WEEKLY

BUSINESS LOCALS

Moulson Temple, No. 14, Pythian Sisters, tea and sale in Pythian Castle, Nov. 3, 4 to 7. Tickets 35 c.

CONDUCTS SERVICES.

Rev. Dr. A. O. MacRae, of Victoria, B. C., who is visiting his brother, K. J. MacRae, in the city, conducted the services in Knox church yesterday occupying the pulpit in which his father, Rev. Dr. MacRae, had formerly preached.

SPECIALS AT

Robertson's

—For—
Saturday and Monday



98 lb. Bag Purity or Cream of West Flour.....\$4.35
100 lb. Bag Lantic Fine Granulated Sugar.....\$6.35
50 lb. Bag.....\$3.25
20 lb. Bags.....\$1.40
10 lb. Bags.....70c
3 lbs. Pulverized Sugar.....25c
Good 4 String Broom for 35c
2 lbs. Orange Pekoe Tea for.....93c
10 lb. Onions for.....25c
4 Boxes Matches.....29c
2 qts. Small White Beans.....20c
2 pkgs. Kellogg's Corn Flakes.....23c
5 lb. Tin Pure Honey.....83c
5 lb. Tin Domestic Shortening.....25c
2 Tins Sliced Pineapple for 35c
2 Tins Corn for.....25c
10 Cakes Surprise Soap and 1 Shopping Basket worth 75c, all for.....\$1.00

Robertson's

554 Main St. Phone M. 3461
Cor. Waterloo and Golding Sts.
Phone M. 3457

'Phone Your Want Ads. Main 2417



Bonny Bairsns Stay Bonny

By Eating
Bonny BREAD

—the toothsome, healthy two-fold food of fresh cows' milk and choice wheat—that builds the body, builds the mind—the bread YOUR kiddies ought to eat.

Be sure to ask your grocer for

DWYER'S

Bonny BREAD

Made With Fresh Cows' Milk

100 PRINCESS ST. - Phone M. 642
65 PR. EDWARD ST. Phone M. 1630
538 MAIN ST. - Phone M. 4561

The 2 Barkers Limited

SAVE MONEY by purchasing your Groceries at BARKER'S. Satisfaction guaranteed or money cheerfully refunded.

16 1/2 lbs. Granulated Sugar, with orders.....\$1.00
24 lb. Bag Royal Household Flour \$1.15
36 lb. Bag Royal Household Flour \$1.30
100 lb. Bag Granulated Sugar.....\$6.35
Can Corn, Peas or Tomatoes.....14c
2 lbs. Good Bulk Tea.....85c
Good Cooking Apples, per peck.....25c
2 qts. Small White Beans.....19c
Good Apples, per bbl, from \$1.95 up
Extra Fancy Barbados Molasses, per gallon at the store.....65c
15 lbs. Onions.....25c
4 lb. Tin Compound Jam.....45c and 55c
4 lb. Tin Pure Strawberry Jam.....75c
1 Quart Bottle Tomato Catsup.....25c
Best Green Squash, per lb.....24c
Orders delivered to City, West Side, Falmouth, Millford and East Saint John.