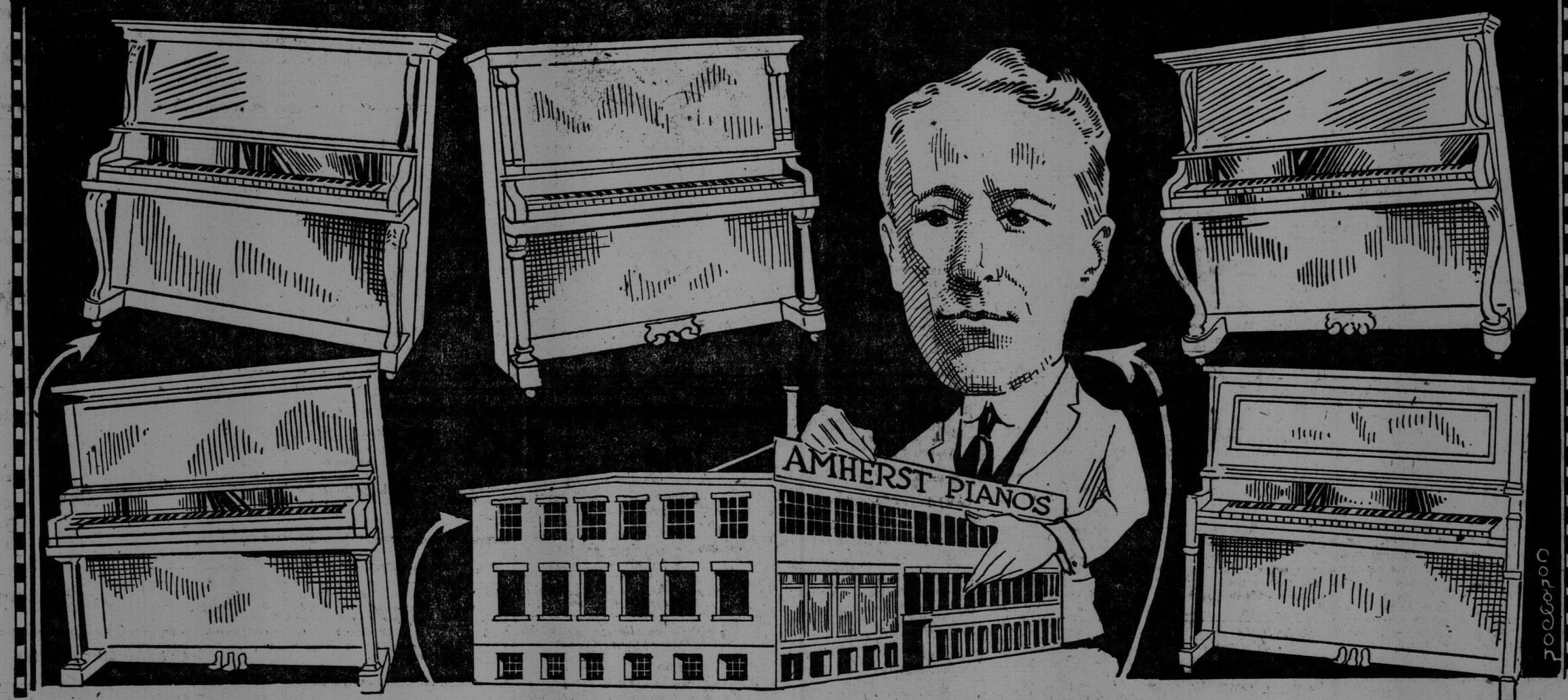


# THE MOST REVOLUTIONARY PIANO PROPOSITION IN CANADA'S HISTORY



50 Absolutely Brand New \$400- and \$500 Amherst Pianos to be Sold Direct from Factory at Actual Jobbers Prices And This is Not All--Every "Mason & Risch," "Gerhard Heintzman," "Sherlock Manning," "Kauffman" Piano in This Store Must be Sold at Actual Cost

## A Gigantic Undertaking!

The Board of Directors of the Amherst Pianos, Ltd., unanimously agree to the plans of the sales department, namely: That We Sell Brand New Amherst Pianos at Direct from Factory to Home Prices in a desperate drive to keep the factory working and the men employed. The people of the Maritime Provinces are face to face with one of the most trying times in the History of the Dominion. The Amherst Pianos Ltd., are pulling their pound; we are doing our "bit." We must keep our factory going; it is up to the sales department to keep the factory running. The Board of Directors comprised of some of Canada's financial giants, have given us a free hand. Our proposition in a nut shell is just this: Brand New Amherst Pianos at Direct Jobbers' Prices.

### AND THIS IS ONLY A SMALL PORTION OF OUR PROPOSITION

We are going to discontinue all other makes of Pianos during the present war, and concentrate our entire time and attention on the sale of Amherst Pianos. This means that we must get our money out of the other lines that we have on hand. Therefore, we are not splitting hairs on prices, but we have gone to the heart of the Pianos here on our floors and cut and slashed prices right and left. We want to sell every "MASON & RISCH," "GERHARD HEINTZMAN," "SHERLOCK MANNING," "WILLIAMS," "KAUFFMAN" Piano in this store, and we are not going to let a few paltry dollars stand between us and the sale of these Pianos. Come here to this store. Go through this stock. Select a Piano. Make us an offer for any of these Pianos, and if it is within reason, we will do business in the flash of an eye.

## An Open Letter to the Public by the President of Amherst Pianos Limited!

We have weathered the storm of criticism that has been fired at us since the inception of our piano factory. The wise ones predicted dire things, but today The Amherst Piano, a domestic product in every sense, is cheerfully acknowledged by all to be the Premier Piano of the Western Hemisphere. This is not idle talk or the dream of some enthusiast, but is a hard, cold fact that must be met and acknowledged. When such seats of music and learning as Mt. Allison Ladies' Academy, Sackville, N. B., Ladies' College, Halifax, N. S., St. Mary's Convent, Moncton, N. B., St. Anne's Convent, Shediac, St. Anne's College, Digby, Notre Dame Convent, Summerside, P. E. I., Mt. St. Vincent Ladies' Academy, Halifax, Sisters of Charity Convent, Dalhousie, Brunton School for Music, Amherst, take the Amherst Pianos and use them to the practical exclusion of all others, it is the highest tribute that can be paid to the artistic merit of our world famous Amherst Pianos. Remember, these institutions bought the Amherst Pianos in open competition with the best known makes in the Dominion. This is but another tribute to the superb quality of the Amherst Pianos.

J. A. McDONALD.

## Big Bargains in Small Musical Instruments!

We have the most complete stock of Small Musical Instruments in the Province of New Brunswick. Our new goods are arriving daily for our Holiday Trade, and therefore we have just cut right into the prices of the stock on hand to make room for the new goods. This is a chance to buy small goods. Call at once.

- Accordians - Regular, values, \$6 to \$20., half price.
- Viols - All prices, 30 per cent. discount.
- Banjos, Guitars, Mandolins, 40 per cent. discount.
- Harmonicas at your own price.
- Jewsharps, Flutes, Piccolos, Autoharps.

One Big Special--Violin \$7, Case \$5, Bow \$3--the entire outfit for only \$15.

- All kinds of Strings at reduced prices.
- Choice of 300 Talking Machine Records for 5c. each; Drums, Cornets, Slide Trombones, all at 25 per cent. off.
- Run two 15c. numbers of Sheet Music for 25c.
- A big assortment of Music Cases in black, brown, grey, tan. Any price practically buys them to close them out.

## Look at These Four Big Specials Now on Sale!

THIS \$550 PIANO REDUCED TO \$225 DOWN \$10 PER WEEK

GERHARD HEINTZMAN

THIS \$350 PIANO REDUCED TO \$145 DOWN \$7 PER WEEK

SHERLOCK MANNING

This \$550 Gerhard Heintzman Piano to go at \$225, and we are not fussy about the terms. Come here. See this Piano. If you like it, we will make terms so low that you will never miss the payments.

This Sherlock Manning Piano is worth \$350 of an yman's money. We are closing it out at \$145, and we will take any terms that are within the bounds of reason.

THIS \$450 PIANO REDUCED TO \$175 DOWN \$8 PER WEEK

MASON & RISCH

THIS \$300 PIANO REDUCED TO \$115 DOWN \$5 PER WEEK

GILBERT

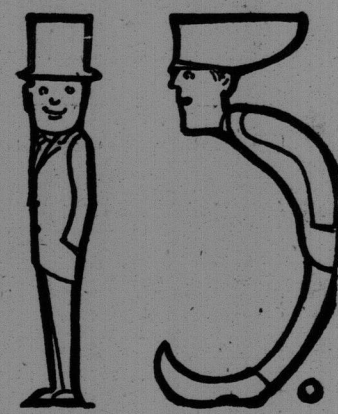
Here is a Mason & Risch Piano that we should have here Monday, but freights are slow, and this Piano may not be here; if it is, some one is going to get a snap. Look at the price and terms.

The last Gilbert Piano in stock, and out it goes at \$115, and the terms are so low that a school boy could pay for this Piano. Free Stool and Free Delivery.

We Pay Freight to Any Point in the Maritime Provinces!

OPEN EVENINGS UNTIL 9 O'CLOCK!  
**J. A. McDonald Piano and Music Co., Ltd.**  
 7 Market Square - St. John, N. B.

We Pay R. R. Fares Both Ways to Out of Town Buyers!



## IF YOU FIGURE IT OUT

that \$15 is your price for an overcoat, give us the chance to show what \$15 will do in style, quality and satisfaction. Our \$15 line is a big puller - brings in a lot of the wise ones.

Other at \$12, \$18, \$20, \$22.50 and up to \$30.

Suits at \$12.50, \$15, \$18 to \$28.

Shirts, Collars, Neckwear.

**Gilmour's**  
 68 King Street

## USE THE WANT AD. WAY

## FINANCIAL

NEW YORK STOCK MARKET  
 Quotations furnished by courtesy of J. M. Robinson & Sons, St. John, N.B. Monday, Nov. 8.

	Previous Closing	Opening	High	Low
Am. Car Ferry	88	88	88	88
Am. Locomotive	65 1/2	65 1/2	65 1/2	65 1/2
Am. Beet Sugar	66	66	66	66
Studebaker	110	110	110	110
Am. Sugar	116	116	116	116
Am. Steel Pkgs	89	89	89	89
Am. Smelters	85 1/2	85 1/2	85 1/2	85 1/2
Am. Tel. & Tele	126 1/2	126 1/2	126 1/2	126 1/2
Am. Cotton Oil	60 1/2	60 1/2	60 1/2	60 1/2
Anacostia Mining	85 1/2	85 1/2	85 1/2	85 1/2
Atch. To & S. P.	106 1/2	106 1/2	106 1/2	106 1/2
B. R. T.	89 1/2	89 1/2	89 1/2	89 1/2
Bull. & Ohio	94 1/2	94 1/2	94 1/2	94 1/2
C. P. R.	183	183	183	183
Central Leather	89 1/2	89 1/2	89 1/2	89 1/2
Crescent Steel	73 1/2	73 1/2	73 1/2	73 1/2
Chino Copper	63 1/2	63 1/2	63 1/2	63 1/2
Cross & Ohio	61 1/2	61 1/2	61 1/2	61 1/2
Colo Fuel Iron	84	84	84	84
Consolidated Gas	144	144	144	144
Bethlehem Steel	423	423	423	423
DeLa & Hudson	183	183	183	183
Erie	43 1/2	43 1/2	43 1/2	43 1/2
Erie 1st pfd	38	38	38	38
General Electric	178 1/2	178 1/2	178 1/2	178 1/2
Gt North pfd	128	128	128	128
Impregnation	44 1/2	44 1/2	44 1/2	44 1/2
Hile & Leather pfd	82	82	82	82
Illinois Central	108 1/2	108 1/2	108 1/2	108 1/2
Lehigh Valley	80 1/2	80 1/2	80 1/2	80 1/2
Missouri Pacific	7 1/2	7 1/2	7 1/2	7 1/2
National Lead	65 1/2	65 1/2	65 1/2	65 1/2
N. Y. Central	102 1/2	102 1/2	102 1/2	102 1/2
North Pacific	115 1/2	115 1/2	115 1/2	115 1/2
Pennsylvania	60	60	60	60
Reading	85 1/2	85 1/2	85 1/2	85 1/2
Republic Ir. & St.	60 1/2	60 1/2	60 1/2	60 1/2
Rock Island Old	14 1/2	14 1/2	14 1/2	14 1/2
So. Railway	105 1/2	105 1/2	105 1/2	105 1/2
North Pacific	101 1/2	101 1/2	101 1/2	101 1/2
St. Paul	94 1/2	94 1/2	94 1/2	94 1/2
South Railway	28 1/2	28 1/2	28 1/2	28 1/2
Union Pacific	137 1/2	137 1/2	137 1/2	137 1/2
U. S. Rubber	88	88	88	88
U. S. Steel	87 1/2	87 1/2	87 1/2	87 1/2
U. S. Steel pfd	115 1/2	115 1/2	115 1/2	115 1/2
Utah Copper	74 1/2	74 1/2	74 1/2	74 1/2
Virg. Caro Chem	47 1/2	47 1/2	47 1/2	47 1/2
West Electric	69	69	69	69
Western Union	87	87	87	87
Mexican Petroleum	86 1/2	86 1/2	86 1/2	86 1/2
Sales to 11 o'clock 289,000 shares.				

## NOVEL COLLAPSIBLE TOWER FOR FIGHTERS.

For life-saving and fire-fighting purposes, a Salem, Mass., inventor has designed a collapsible tower which may be extended to a height of 100 ft. in approximately one minute, says the November Popular Mechanic Magazine in an illustrated article. His plan of construction is not greatly unlike that of some of the folding observation structures employed in the field by European armies. At the top it supports a working platform for the fire fighters, on one end of which is fixed a short extension ladder which may be adjusted to various angles.

In addition to this there is a jointed steel ladder reaching from the ground to the apex of the structure, which is raised into position with the rest of the apparatus. Fixed in the middle of the shaft is a basket elevator that is intended to be used for lowering persons rescued from burning buildings. Two leads of fire hose secured to the "fighting top" are carried up with the tower as it is raised. The device is intended to be mounted on a motor truck and operated by the machine's power plant. When collapsed it fills the space back of the driver's seat.

## BAIL ORDERED

Application was made before His Honor Judge Armstrong in the county court chambers this morning for the release on bail of the defendant in the case of the King vs. Gallagher. His Honor has granted an order directing the police magistrate to accept bail, fixing the amount at \$500. E. S. Ritchie appeared for the defendant.

In Ohio last year, the 98,710 births, one was the nineteenth child in a family, one the eighteenth, four the seventeenth, eight the sixteenth, thirty-one the fifteenth; sixty-six the fourteenth, 187 the thirteenth, 242 the twelfth, 468 the eleventh and 868 the tenth.

**OWNED THE INSPIRATION**  
 Anecdote of Hopkinson Smith and New England Miller

During his professional work the young engineer (Francis Hopkinson Smith) used to go off and take his recreation painting. I recall an incident which he related at that time as illustrative of a phase of the New England countryman's character.

Frank Smith had found an old water mill with overshot wheel near some piece of his work and having encircled himself in a shady and favorable spot, he proceeded to paint a picture of the mill. His occupation soon drew the attention of a miller who strolled over and observed him across the fence with growing interest. Finally on the second day, he returned. His manner had somewhat changed.

"Sell it," said Smith, working at the finishing touches.  
 "We-all, don't you think you ought to divide what you get for that picture with the man who owns the mill?"  
 "Well, honestly, I do not," said Smith, laughing as he bade him good day and came away leaving him still hanging over the fence pondering the inequalities of life--Scribner's Magazine.

A man entered a famous restaurant and asked for coffee. After he had finished his repast he called the waiter and said: "Waiter, this coffee has its good points and its bad points. One of its good points is this--it has no chicory in it." "Yes, sir," replied the waiter, quite gratified. Visions of a handsome tip floated before his mind's eye and he rubbed his hands gleefully. "But," resumed the customer "its bad point is this--it has no coffee in it."

## USE THE WANT AD. WAY