



# SATURDAY'S CUT PRICES



**GET THE HABIT.**

THIS STORE, the Stock, the buying, the selling—now better and better, and with the buying and bettering come advantages that touch every nook and corner of the business. No Store anywhere can serve you better. It is a well known fact that our buyers are among the shrewdest and most experienced in the country. They are constantly in touch with the markets best source of supply. Not an opportunity that would result in substantial benefit to our customers is overlooked. A glance through our Store, especially at the present time, when New Fall Fashions are being displayed shows that busy minds and busy heads are actively at work in your interests.

**FOLLOW THE CROWDS AND SAVE.**

## Amazing Values in Towels

4 doz. of White Honeycomb Towels, fringe ends and Red Striped borders, size 24 x 44 inches; excellent quality. Reg. 25c. each. **Saturday 21c**  
6 doz. a special line, of Blay Turkish Towels, striped; extra large size and remarkable values. Reg. 27c. each. **Saturday 22c**

## VERY SPECIAL VALUES IN MEN'S FURNISHINGS

**MEN'S CAPS**—15 doz. of Golf Caps, in Grey Tweed effects, good lining, very smart looking. Good values at 50c. each. **Saturday 43c**  
**MEN'S UMBRELLAS**—5 doz. of Men's Umbrellas, with wood and steel rod, strong turned handles; frame and covering good quality. Reg. \$2.00. **Saturday \$1.80**  
**MEN'S BOOTS**—55 pairs of Men's high-grade Boots, in Vici Kid, Patent Leather and Gun Metal, Blucher shape, Regis Tips and Ideal Toe. Reg. \$5.25 pair. **Saturday 4.65**  
**MEN'S TIES**—9 doz. of Men's Ties, job line that we intend to clear on Saturday at a very low price. They come in Handkerchief Ends, and are fancy striped effects. Special to clear at **16c**  
**MEN'S HANDKERCHIEFS**—15 doz. of Men's fine Linen Handkerchiefs, 3/4 size, hemstitched. Reg. 12c. **Saturday 9c**  
**MEN'S SHIRTS**—A special line of Men's Shirts, with soft bosom and dressed cuffs, in neat stripes and fancy effects; all sizes. Reg. 1.50 ea. **Saturday 1.28**  
**BOYS' COLLARS**—Eton shape, Celuloid; good strong quality with brass eyelets. Regular 12c. each. **Saturday 9c**  
**SILK HANDKERCHIEFS**—4 doz. of Men's Silk Handkerchiefs, White and Cream, hemstitched. Reg. 75c. each. **Saturday 63c**  
**MEN'S BRACES**—16 doz. of Men's Braces, best English webbing, strong buckles and Tokio straps. Splendid values at 35c. pair. **Special for Saturday 28c**  
**MEN'S KID GLOVES**—47 pairs of Men's Tan Kid Gloves, heavy quality, that we recommend for driving and hard wear; one dome fastening. Reg. \$1.40 pair. **Saturday 1.25**  
**MEN'S COLLARS**—A splendid selection of different shapes and styles in Men's Fourfold Linen Collars. Reg. 18c. each. **Saturday 14c**  
**MEN'S SHIRTS**—6 doz. of Men's Tunic Shirts, with laundered cuffs, in neat stripe effects; all sizes. Reg. 80c. each. **Saturday 70c**  
**SOCKS**—15 doz. of Men's Wool Socks, Heather mixtures; a job line that we are holding over for Saturday's Sale. Special price, per pair **21c**  
**MEN'S TIES**—A big range that we secured at a low price, considering the good quality. They are Silk Poplin in all the newest shades. Special for Saturday **44c**  
**MEN'S HATS**—4 doz. of Men's Hard Felt Hats, newest shapes, in all sizes. Reg. \$1.00 each. **Saturday 85c**

## EXTRAORDINARY VALUES IN THE STAPLE SECTION

**HEARTH RUGS**—11 only Velvet Pile Hearth Rugs, fringed, in all the newest colorings and designs; size 27 x 60 inches. Reg. \$2.25 ea. **Saturday \$1.98**  
**HEARTH RUGS**—15 only, that are excellent value, considering the colorings and beautiful Velvet Pile finish; size 27 x 58 inches. Special price for Saturday **1.55**  
**LAWN**—200 yards of fine Victoria Lawn; the quality we can recommend, extra wide. Special price a **22c** yard  
**LADIES' GLOVES**—90 pairs of Imitation Suede Gloves, suitable for Fall wear, in colors of Grey, Beaver, White and Navy, dome fastening. Reg. 40c. pair. **Saturday 33c**  
**LADIES' GLOVES**—On Saturday we place on sale all our regular priced Kid Gloves at 80c. pair at a reduced price. The colors are Navy, Fawn, Slate and Tan, in dome fastening. Special price **69c**  
**TABLE DAMASK**—700 yards of White and Blay Table Damask, very strong quality with a heavy mercerised finish; wide width. Reg. 30c. yard. **Saturday 25c**

## GROCERIES REDUCED

1 lb. tins Campbell Soup. Reg. 13c. **Saturday 9c.**  
Choiée Ceylon Tea. Reg. 50c. lb. **Saturday 40c.**  
Cross & Blackwell's Pickles. Reg. 35c. **Saturday 25c.**  
3 lb. tins Bartlett's Pears, extra choice. **Saturday 30c.**  
1 lb. tins Mince Meat. Reg. 30c. **Saturday 25c.**  
2 lb. tins French Peas. Reg. 20c. **Saturday 16c.**

**ART SATEEN**—About 500 yards of highly Mercerised Art Sateen, in a broad range of colorings and designs or floral effects and diamond patterns; 32 inches wide. Reg. 30c. yard. **Saturday 25c**  
**FLANNELETTE**—900 yards of Horrockses high grade Flannelette, in various colored stripes and plain colors of Pink, Cream and White. Reg. 24c. yard. **Saturday 20c**  
**LADIES' UNDERSKIRTS**—4 doz. of Ladies' fine Flannelette Underskirts, in colors of Pink and Pale Blue, scalloped flounce and embroidered. Reg. 65c. ea. **Saturday 57c**  
**TABLE NAPKINS**—10 doz. of Mercerised Table Napkins, medium size, and good value. Reg. 14c. each. **Saturday 12c**  
**CUSHION TOPS**—22 only of Cream and White Muslin Cushion Tops, with corners nicely embroidered, and finished with frill; size 27 x 27 inches. Reg. 65c. each. **Saturday 53c**  
**APPLIQUE TEA CLOTHS**—9 only White, with the open work centres and edges nicely finished; size 28 x 27. Reg. 40c. each. **Saturday 30c**

## SPECIAL LINES FOR SATURDAY'S SELLING

**PHOENIX MUFFLERS**—We have secured a big job line of Phoenix Mufflers at a ridiculously low price, considering the excellent quality. They come in White and Cream and are plain, knit and biased effects. The actual values would be from 80c. to \$1.00 each. **Saturday, your choice at 39c**  
**POCKET BOOKS**—4 doz. Pocket Books, paper good quality, with strong covers. Reg. 11c. each. **Saturday 9c**  
**SHOE POLISH**—2 doz. cabinets, containing a tin of Nugget Shoe Polish, Duster, Brush and Velvet Pad; Polish, Black and Tan. Regular 40c. each. **Saturday 34c**  
**VINOLIA TOOTH PASTE**—3 doz. tins of Vinolia Tooth Paste, antiseptic, refreshing and preservative. Reg. 25c. tin. **Saturday 20c**  
**DRESSING COMBS**—23 only Xlonite Dressing Combs, in clear White and clouded; very superior quality. Reg. 65c. each. **Saturday 48c**  
**BRILLIANT**—Clark's Mile End Brilliant, in almost every shade imaginable. Special for Saturday, 2 spools for **9c**  
**LADIES' SKIRTS**—18 only Ladies' heavy Grey Storm Skirts, made of unspottable finished cloth; length 38 to 42 inches; waist 23 to 26 inches. Reg. \$2.90 **Saturday 2.45**  
**LADIES' BLOUSES**—2 doz. of Ladies' Shirt Waists, made of Poplin, in colors of Prunelle, Mole, Myrtle, Reseda, Sky, Brown, with turn down collars and self tie attached. Reg. \$1.55 each. **Saturday 1.30**  
**RIBBONS**—We are having another big sale of a special line of Ribbons on Saturday. The quality is all Silk Taffeta, 5 inches wide, in colors of Cream, White, Pink, Green, V. Rose, Mauve, Helio, Electric, Navy and many others. Special at 17c. per yard. **Saturday 15c**  
**LADIES' CORSETS**—70 pairs of D. & A. Corsets to go at a genuine saving. They come in colors of White and Grey, long and short effects, suspenders attached. Special for Saturday, a pair **87c**  
**LADIES' VESTS**—40 doz. of Ladies' Jersey Ribbed Pants and Vests; Vests with long sleeves. A very special line. Reg. 35c. garment. **Saturday 29c**

## SEASONABLE FOOTWEAR At Very Great Savings

**LADIES' BOOTS**—45 pairs of Ladies' Gun Metal and Patent Leather Boots, "The Hobbie," 16 button, cap toe, bench made. A splendid opportunity to get a high grade and stylish Boot at a low price. Reg. \$5.00 pair. **Saturday \$4.48**  
**LADIES' BOOTS**—60 pairs of Ladies' Vici Kid Boots, patent tip, blucher and button shape. opera toe. Values to \$1.90 pr. **Saturday \$1.65**  
**LADIES' HOUSE SHOES**—Felt, in colors of Brown, Claret and Navy, fleece lined, fur trimmed, leather soles. Reg. 80c. pair. **Saturday 69c**

## LADIES HOSE

35 doz. of Ladies' perfect Seamless Hose, ribbed and plain, fast Black. Reg. 50c. pair. **Saturday 43c**  
A big job line of Ladies' fine All-Wool Hose, in fine and broad ribs, seamless; has the appearance of heavy cashmere; extra good quality. Special, 30c. pair. **Saturday 25c**



## BLEANKETS

28 pairs only extra thick Cotton Blankets, very soft quality, ends bound with silk tape, Pink and Blue borders; extra large size. Reg. \$2.30 pr. **Saturday \$2.10**  
17 pairs only Cot. Blankets, good quality, edges bound with wool, size 38 x 42 inches, striped borders. Regular 70c. pair. **Saturday 58c**

## Worked Overtime.

"You don't remember, I reckon," said the sour-faced man, putting his arms on the show case, "that I bought a clock of you twenty-five years ago?"  
"I certainly do not," answered the elderly jeweller, "but I'll take your word for it if you say you did."  
"Well, I did. It was twenty-five years ago last Monday."

"It's a pretty good clock, then, isn't it?"  
"Oh, yes, the clock's all right. But I've found out something about it that you didn't tell me."  
"So?"  
"Yes. When I bought it I asked you how often it'd have to wind it. You said once a week."  
"Well?"  
"Well, I've just found out that it'll go eight days without winding."  
"Certainly; most clocks are eight days."

forgetting to wind it sometimes."  
"I never forget to wind it, sir. Regularly every Monday morning for twenty-five years I've wound that clock. That makes fifty-two times a year. If I had known it would go eight days I would have wound it on the eighth day, and I would have had to wind it only forty-six times a year. It takes me about two minutes to wind it up. I've wasted twelve minutes every year on the thing. See? In twenty-five years I've put in 300 minutes, or five hours, the half

of a man's working day, standing on a chair winding up that blamed old clock when it didn't need winding!"  
"Well," said the stupefied jeweller, "what do you want me to do about it?"  
"Nothing, sir. I only wanted you to know it. That's all. When you sell an eight-day clock to a man you ought to tell him it's an eight-day clock. Good day, sir!"  
Straightening himself up and pulling his hat brim down in front, he turned on his heel and stalked out

of the shop with the air of a man with a grievance who had freed his mind.  
Lecturing on the science of business building to a meeting of the Sales Managers' Association held at the Holborn Restaurant, London, last night, Mr. A. F. Sheldon, of Chicago, head of the Sheldon School of Scientific Salesmanship, referred to the value of advertising. "I believe in salesmanship by the written word, which is advertising," he said. "The man who advertises just a little and

says, 'Advertising doesn't pay,' may be likened to the man who builds a fire with one match under a ten-gallon kettle and then swears fire will not heat water. Sufficient advertising of the right sort will always pay." Among many business proverbs contained in the lecture was: "It is the repeaters that count. The profits on a first transaction with any given customer are often absorbed through the advertising which found and made the customer." —Daily Mail, Sept. 22.

## Whalers Arrive.

By the S. S. Stephano last evening M. Spears, L. Tobin and W. Kane who had been working the past season at the whale fishery on the Pacific, returned home. They left here last spring with Mr. M. F. Carroll and were located at the whaling station of the N. F. Fisheries Co. at Naden, Queen Charlotte Islands, where about 100 men were employed. The station is about 550 miles north of Vancouver. The men made good wages and will go back next spring. The two steam whalers belonging to the company operating out of Naden Harbor did very well the past season, capturing 300 whales since last April, chiefly fin back and sulphur bottom. The other stations also did well, and at one of them a lump of ambergris of very high value was taken from a whale. All the other Newfoundlanders engaged there are in good health and will be returning home next month.

## Truckmen's Meeting.

The special meeting of the Truckmen's Protective Union, held last night, was largely attended. The annual report was submitted by the retiring officers and votes of thanks passed to all who had rendered the Union service the past year including the Premier, the Mayor, the Press and members of the City Council. Some changes were made in the rates for carting coal and other goods. Copies will be sent to the business people during the week. Following are the new officers elected at a recent meeting—

President—J. Barter.  
V. P.—Dennis Fitzgerald.  
Asst. V. P.—P. Joy.  
Secretary—C. Simmonds.  
Asst. Sec.—R. Thorburn.  
Treasurer—M. O'Neill.  
Asst. Treas.—W. Dooley.  
The report showed that there were now 150 members on the roll, 20 having joined the past season. Twelve members lost their horses the past season and were paid \$30 each, i.e., \$360. It might be feasible to increase the amount paid for lost horses to \$40 or even \$50 which would be a great help to a man in replacing his horse. Next year it is hoped that the Union will be able to take part in Labor Day Parade and the annual sports.

## The Stephano Here.

At 4.30 p.m. yesterday the S. S. Stephano, Capt. Clarke, arrived from Halifax, having had a good run down. The ship brought a large general cargo and the following passengers:—From Halifax—W. Friggis, J. E. Smith, G. H. Seward, G. A. Moulton, E. Block and Mrs. S. Hayfield. From New York—F. R. Goodwin, Miss E. Woodruff, Miss C. A. Ryan, M. J. Spears, W. J. Kane, L. Tobin, M. Rowe, J. Kelly and A. D. Cox.

## C.L.B. Boy Hurt.

Thomas Taylor while going across the Barrens to parade at the C. L. B. Armoury last night at 7.30, tripped in a post protruding from the ground. He came to the ground on his face and in trying to save himself sprained his arm badly. The C. L. B. lads rendered first aid. This is a dangerous locality for people who are obliged to pass there at night.

## Marine Notes.

The S. S. Tabasco, Capt. Yeomans, sailed for Halifax yesterday evening. The Nellie Louise is at Bowring's loading fish for Brazil.  
The Maggie Sullivan has arrived here from Fogo with a cargo of fish to Harvey & Co.  
The S. S. Cape Breton sailed for Sydney this morning.  
The S. S. Themis will be ready to sail for Bell Island to-morrow.  
The S. S. Amanda will sail for the Mediterranean to-morrow morning with 3,300 cases of fish for the Nfld. Shipping Co.

## A Proverbial Tragedy.

The Rolling Stone and the Turning Worm.  
And the Cat that Looked at a King.  
Set forth on the Road that Leads to Rome—  
For Youth will have its fling.  
The Goose will lay the Golden Eggs,  
The Dog must have his Day,  
And nobody locks the Stable Door  
Till the Horse is stol'n away.  
But the Rolling Stone, that was never known  
To Look before the Leap,  
Plunged down the hill to the Waters Still  
That run so dark, so deep;  
And the leaves were stirred by the  
Early Bird—  
Who sought his breakfast where  
He marked the squirm of the Turning Worm—  
And the Cat was Killed by Care!  
—Life!

**SEVEN ARRESTED.**—The police made seven arrests last night. The erring ones were taken to the station for the night.

ARE!

ding Presents, etc.

R DISHES,  
BOWLS,  
VE JARS,  
RACKS.

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