

NOW FOR THE EVENT OF THE YEAR! Thousands and Thousands of Dollars Worth of New Fall Merchandise at Banner Savings!!

FALL APPAREL SALE SUPREME

Proving that Prices on all Fall Merchandise Have Come Down—FAR DOWN!

No matter what you need in Fall Apparel, now is the time to buy; the savings are tremendous—the assortments at their best. We make the firm and positive statement that the prices are the lowest ever known for quality merchandise. COMPARE! "YOU BE THE JUDGE!"

GREAT SALE OF LADIES' FINE COATS

Gigantic purchase of Hundreds of fine FALL and WINTER COATS paved the way for this, one of the most Stupendous Sale Events we have ever offered so early in the season.

EXCLUSIVELY STYLED COATS—Models from foremost American Designers. Such luxurious Fabrics! Such distinctive styles! Such gorgeous linings! The majority have fur cuffs and fur collars and some have fur borders or band trimmings.

MATERIALS: PANVELAINE.
VELDYNE.
BOLIVIA.

FINE VELOUR.
NORMANDY.
GERONA.

LUSTROSA.
MARVELLA.
HERRING BONE.

TWEEDS.
FUR SEAL.
SEALETTE.

Fur Linings: BEAVER, FOX, CARACUL, RACCOON, AUSTRALIAN, OPOSSUM.

PRICE RANGE: \$8.98, up to 16.98, 18.98, 27.00, 29.00, up to 35.00, others a little higher priced.

Buy your Winter Coat now and the season's Plain styles are authentic and Coats as good as these cannot possibly be had later at so small a price. To duplicate them you will necessarily have to pay much more.

Hundreds of New Fall Suits, Dresses, Sweaters and Novelty Sweater Wear, Skirts, Furs, Furchokers, Blouses, Hats, etc.

Representing Best Possible Values—Combined with assortments that provide for every requirement of good taste, suitability and Serviceability—COME!

FOR MEN

LARGE NEW SHIPMENTS OF MEN'S SUITS, FALL TOP COATS and OVERCOATS—Just opened and to be included in this Sale at Prices which are but another illustration that the cost of quality merchandise has come down—far down.

FOR BOYS

NEW ARRIVALS IN BOYS' OVERCOATS and SUITS—Just imagine a Boy's Suit or an Overcoat to be purchased for as low as . . . \$6.98

To be included in this Sale at prices which are but another illustration that the cost of quality merchandise has come down—far down.

LONDON, NEW YORK AND PARIS ASSOC. OF FASHION

"Can't Afford It"

Mind.

The habit of always looking for things somehow cheaper than the rest makes it impossible to attract the more generous things. I have noticed when young people form the habit, go through life all ways, always looking for bargains for something cheap, their minds usually remain as pinched and miserly. On the other hand,

young people who dress better, get good materials, good quality, who always try to get good things, and don't think so much about saving, generally, come out ahead. In other words, if you get the best of mind, become fixed in the habit of always looking for "bargains," you are likely to continue in the cheap class all through life.

Just go back and note your schoolmates and friends who used to surprise you when you were young together with their apparent carelessness about expenditures on their dress, on their persons, on their living, who always wanted the best, and see if they haven't, as a rule, gotten on better in life than their companions who were always scrimping and scraping. Haven't they always had, and don't they enjoy now, much better things than those who have always been looking for cheapness, for bargains, who have had the can't-afford-it mental attitude.

To mind attracts whatever comes in its way, and how can you expect a can't-afford-it mind, a mentality that is always looking for something cheap to attract prosperity, to attract opulence, to attract abundance, to attract the best things? There's a

danger there, my friend, look out for it. Limitation, stinting ourselves, has a crippling influence on the whole mind, a narrowing, contracting influence. It closes up the channels through which the larger, richer, better, more abundant things flow.

Be careful about limiting your mind by holding the can't-afford-it attitude. Companionship in misfortune had prepared the way for the advance of Lord Robert Dudley, afterwards Earl of Leicester—Master of the Horse—in Queen Elizabeth's grace, and his physical attractions betrayed her into a situation that seemed to portend personal mistakes and public disaster.

HEMORRHOIDS

Do not suffer another day with itching, bleeding or protruding piles or hemorrhoids. No surgical operation required. Dr. Chase's Ointment will relieve you at once and afford lasting benefit. See a box at Fisher's, St. John's, Nfld. Price 25c. Limited, Toronto. Sample box free.

ter. Dudley had been married ten years before to Amy Robsart, the daughter of a Norfolk Knight, but he did not bring his wife to Court. On September 8, 1560, Dudley's wife was found at the foot of the staircase at Cumnor Place, near Oxford, with a broken neck. That she was done to death by, or in the interests of Dudley and Elizabeth, was a popular suspicion, as natural as it was incredible, and Quakers, who was in the pay of the Guises, by a deft economy of duties conveys the impression, in a despatch, so written on the 11th, that Elizabeth told him before the event, that the victim "was dead, or nearly so," and that Cecil prophesied poison. But a meager intelligence that Elizabeth's or even Dudley's would have perceived that murder would make the marriage impossible; and Dudley was soon lamenting justifying from Court, and beseeching Cecil's sympathy and advice. He pressed for a full inquiry at the coroner's inquest, and the verdict amounted to one of accidental death. Behind that verdict it was impossible to go. A witness spoke of Amy's desperation, painful disease, mental distress at her treatment, or both, might account for the act of suicide. But

there were also scandals and feuds in the family. Amy had a half brother—John Appleyard—whose mistress was Elizabeth, the sister of Anthony Forster, and Appleyard, in 1567, accused Dudley of shielding the criminal from a trial of murder, but withdrew his charges after seeing the jury's verdict, and reflecting in the Fleet. "She broke her neck down a flight of stairs," writes Kellierow on October 10, "which I protest unto you was done only by the hand of God, to my knowledge."

Household Notes.

Spread a few leaves of mint under the upper crust of a lamb or mutton pie. These give it a delicious flavor. If, for the sake of a color scheme, you wish your biscuits to be yellow, add two yokes of eggs to the dough. Malaga grapes and raisins, dipped in melted fondant, set aside to harden and then dipped in melted chocolate. Bread for fancily shaped sandwiches should be sliced across the long way. This gives more surface to work upon.

Erasmic's Liniment Relieves Neuralgia

For Health and Beauty



Fragrant and Refreshing

ERASMIC HERB TOILET SOAP is of the highest quality, superfatted, and delectably perfumed.

Suitable for all complexions.

Made from pure materials under the supervision of eminent chemists.

Agent: THOMAS B. CLIFT, Water St., St. John's.

The Legitimation Bill.

"The change that has taken place in the public attitude towards some moral questions is reflected in the proposals made in the Bill the Home Secretary has introduced in the House of Commons," says the Yorkshire Post. "This measure provides for the legitimation of illegitimate persons by the subsequent marriage of their parents."

"It is a proposal that may be regarded with apprehension by some who fear any further weakening of the moral bonds of society, while others, equally anxious to preserve the sanctity of marriage, will see in it no more than an act of justice to innocent victims of the delinquencies of others, who have to bear an undeserved odium. The handicap under which they suffer is shown in the heavier death-rate among illegitimate as compared with legitimate children, and besides the material there are the social and legal disabilities they have to bear."

STAFFORD'S MOSQUITO OIL, only 20c. a bottle; Postage 3c. extra.—Jns27,12

