

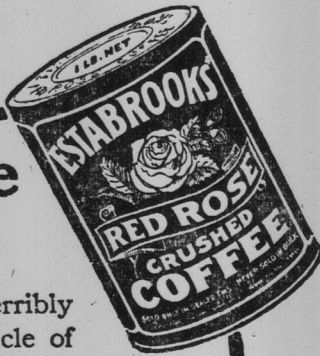
No Advance in 3 Years

With war-time prices so terribly high for nearly every article of food, it must be a particular satisfaction to those who love good coffee to know that there has been no advance in the price of Red Rose Coffee for three years—and the great increase in the sale of Red Rose Coffee this year shows that the price is appreciated.

People everywhere seem to be using much more coffee than they did before.

Red Rose Tea is economical on account of its superior quality—but Red Rose Coffee is economical both on account of its quality and price, a combination hard to maintain in war-time.

Red Rose Coffee



New Styles are graceful

This year's D & A models show the figure at its best.

Without undue compression they help to realize the dressmaker's ideal.

Made in Canada and fitted on living Canadian models D & A Corsets give Canadian women the greatest possible comfort and sell at half the price of imported corsets. There is a style for every figure. Ask your corsetiere.

Made by the DOMINION CORSET CO. QUEBEC. Makers also of the La Diva Corsets and the D & A "Good Shape" Brassieres.

NON RUSTABLE D & A CORSETS

DOMINION CORSET CO., QUEBEC MONTREAL TORONTO

The treat that its lovers learn to expect from a cup of "SEAL BRAND" COFFEE, is always realized to the full for "Seal Brand" holds its aroma and flavour to the last spoonful in the air-tight can.

In ½, 1 and 2 pound tins. Whole-ground—pulverized—also fine ground for Percolators. Never sold in bulk.

CHASE & SANBORN, MONTREAL

McCormick's

JERSEY CREAM

Sodas



Are Made in a New, Snow-White, Sunshine Factory—the Largest, Most Modern and Most Sanitary Factory of Its Kind in Canada

Cleanliness is the watchword at McCormick's—the building is pure white, both inside and out, and is kept immaculately clean, thoroughly sanitary and perfectly ventilated throughout. And all employees—both men and women—are dressed in spotless white uniforms.

McCormick's Jersey Cream Sodas are packed in air-tight, waxed-paper lined boxes, and will reach your table in all their original purity and crispness. Order a package to-day. Sold Fresh Everywhere in Different Sized Packages.

LOCAL NEWS

ALMANAC FOR ST JOHN, OCT 12.
A.M. P.M.
High Tide... 9.16 Low Tide... 3.31
Sun Rises... 6.41 Sun Sets... 5.46
Time used is Atlantic standard.

At St. Andrews Rink last night the door prize of five dollars was won by ticket 521.

No 280 won the door prize of a load of coal at the Canadian Girls' Soldiers' Comforts Association fair, west side, last night.

A short programme was carried out at the rally social of the Germain street Baptist church last night. Addresses were made by W. C. Cross and Rev. S. S. Poole.

The Thanksgiving reunion was a great success at the Waterloo street Baptist church last night. Most of the audience was composed of the younger part of the congregation, the night being a wet one.

A meeting of the executive of the St. John branch of the Canadian Bible Society was held last night in the Bible House, with the president, J. N. Rogers, in the chair. Rev. Dr. Hutchinson led devotional exercises. Rev. H. R. Boyer addressed the meeting.

A large sum of money was realized last night for the British Red Cross at the entertainment given by the L.O.L. No. 70 at the Gaiety Theatre, Fairville. Among those who assisted were: T. J. O'Rourke, Mrs. J. V. Anglin, Miss Gladys Ashe, Stephen C. Hurley, Mrs. George Currie, Misses Theodore and Edith McKel and Miss Hazel Smith.

A tailor's branch of the Retail Merchants' Association was formed last night in the association rooms, Prince William street. The acting provincial secretary of the association showed the tailors how they would be benefited by union. H. C. Brown was elected chairman.

In honor of the twelfth anniversary of the Sapphire Rebekah Lodge an entertainment was given in their rooms in Simonds street last night by Sergeants Seeger, Coff and Fairburn and Corporal Smith of the Happy Eighth. The proceeds are for patriotic purposes. The ladies assisting were Mrs. Budge, Mrs. M. J. Mabey, Miss Lambert and Miss Logue.

LOCAL NEWS

Wanted, bell boy. Apply Royal Hotel. T.F.

Something coming for the children. Announcement later. 10-18.

Wanted Chambermaid, Royal Hotel. T.F.

You will forget the high cost of living when you see the boys' suits we sell at \$5. Turner, out of the high rent district, 440 Main. T.F.

Fireclay, glass, putty—Duval, 17 Wat-rio. 10-18.

Girl to work in bake shop; girl on glasses and silver—Hotel Royal. T.F.

Something coming for the children. Announcement later. 10-18.

Storeroom boy wanted, Royal Hotel. T.F.

NOTICE

Regular meeting Railway Freight Handlers' Union will be held Friday evening, Oct. 14. All members requested to attend. By order of the president. 10-18.

BOYS' OVERCOATS

The best value in the city in boys' overcoats, \$4.75 up. Turner, out of the high rent district, 440 Main street. T.F.

WANTED

Girl pastry helper—Royal Hotel. T.F.

Men's classes in public speaking now being organized. Miss Amanda M. Green. Phone 2850-11. 69888-10-15

Suits made to measure for \$26 at Hoffman's, 568 Main street. Suits and winter overcoats up to \$35. 10-15

At Germans' Breakfast. Rev. Dr. Heine, of this city, has received two interesting souvenirs from his son, Private E. J. Heine, who was wounded at Lens. One of the souvenirs is a piece of tape taken from a German whom he captured while the other is a piece of cardboard containing the directions for the use of the German respirator. He writes that the Germans do not like the cold steel. He says that after the Canadians took one of the trenches, they sat down and ate the breakfast that the Germans had prepared.

Mayor is Indicted

Thomas B. Smith, mayor of Philadelphia, has been held for the grand jury in \$10,000 bail on a charge of conspiracy to commit murder and several other serious charges arising from an election row in which a man was killed.

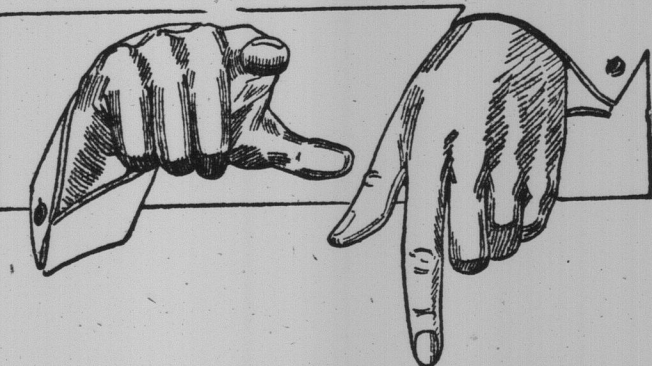
Eat Less Meat—Eat More Whole Wheat—

that is the way to save money, save strength, save health and save food. Cut out the expensive indigestible foods. The whole wheat is the most perfect food given to man. But be sure you get the whole wheat grain in a digestible form. Shredded Wheat Biscuit is 100 per cent. whole wheat and is made digestible by steam-cooking, shredding and baking. It contains more real body-building nutriment than meat, and costs much less. Delicious for any meal with milk or cream, and fruits. Made in Canada.

A Message TO YOU!

IN

Fall Footwear



A Message TO YOU!

IN

Fall Footwear

THERE are good sound reasons why you should take advantage of this

ADVANCED SALE OF FALL FOOTWEAR

There is no effect without a cause. The effect, good friends, has been that our volume of business is increasing in leaps and bounds. We must, therefore, be serving the public better. We must be giving better values under regular conditions when we are not having a sale. We must be carrying better styles, better qualities, and most important, lower prices, than other concerns.

If such is the case under ordinary conditions, READ THE PARTICULARS OF THIS SALE! The purchase of these Boots was a fortunate one not only for us but for you, as we are giving you full advantage of our remarkable BUY for two reasons:—

1st. To help fight the High Cost of Living.

2nd. In order to reduce our tremendous stock of these Fall lines of Footwear.

Take any pair in this sale to a manufacturer and ask him the present cost. You would hardly believe his answer and we can assure you there will be no hesitation about your purchase.

Be Sure and Get an Early Choice while they last.

A Sale Comprising 5,000 Pairs of Boots and Pumps.

A SALE WORTH WHILE.

YOU NEED

TO LOOK OVER THESE MARVELLOUS FOOTWEAR OFFERINGS

Women's Department

ALL FOR \$1.95 IN THIS SECTION

- 1.—Women's Calf Gypsy Button Boots. Sizes 6 to 8. Regular price, \$3.50
- 2.—Women's Calf Button, Plain Toes. Sizes 2 1-2 to 6 1-2. Regular price, \$3.50
- 3.—Women's Patent Button Boots, Cloth Top. Regular prices, \$3.50 and \$4.00
- 4.—Women's Kid Button Boots, Cloth Top. Regular price, \$3.50
- 5.—Women's Patent, Cloth Top, Laced Boots. Regular prices, \$3.50 and \$4.00
- 6.—Women's Kid Button Boots, Low Heel. Regular price, \$3.50
- 7.—Women's Patent Pumps, in Narrow Widths. Sizes 3 to 7. Regular price, \$3.50
- 8.—Women's Patent Bow Pumps, All Widths. Sizes 4 to 8. Regular price, \$3.50
- 9.—Women's Black Satin Bow Pumps. Regular price, \$3.00
- 10.—Women's Patent Cloth Quarter Pumps. Regular price, \$3.00
- 11.—Women's Patent and Kid Tie Slippers. Regular prices, \$2.50 to \$3.50

\$1.95—All Above Lines—\$1.95

ALL FOR \$3.65 IN THIS SECTION

- 1.—Women's Havana Brown Kid Boots. Regular price, \$6.00
- 2.—Women's Patent and All Kid Blucherette Button Boots. Regular price, \$5.50
- 3.—Women's Heavy Calf Button Boots. Regular price, \$6.00

\$3.65—All Above Lines—\$3.65

ALL FOR \$2.95 IN THIS SECTION

- 1.—Women's Kid Button Boots, Low Heel. Regular prices, \$4.00 and \$5.00
- 2 and 3.—Women's Patent and Calf Button and Lace Boots. Regular price, \$4.50
- 4.—Women's Calf Button Boots, Cloth Tops. Regular prices, \$4.50 and \$5.00
- 5.—Women's Kid Laced and Button Boots. Regular price, \$4.50
- 6.—Women's Patent Button Boots, Cloth or Kid Tops. Regular prices, \$4.00 to \$5.00
- 7.—Women's Classy Calf Laced Boots, Grey Tops. Regular price, \$4.50
- 8.—Women's Patent Button Boots, Velvet Tops. Regular price, \$4.50
- 9.—Women's Patent Laced Boots, Kid or Cloth Tops. Regular prices, \$4.50 to \$5.50
- 10.—Women's Kid Laced Boots, White Piping. Regular price, \$4.50
- 11.—Women's Bronze Boots. Regular price, \$6.00
- 12.—Women's Special Assortment of Dorothy Dodd Boots. Regular prices, \$5.00 to \$9.00
- 13.—Women's Bronze Pumps. Regular price, \$4.50
- 14.—Women's Black Suede Colonial Pumps. Regular prices, \$3.50 to \$5.00
- 15.—Women's Special Kid Slippers. Regular prices, \$3.50 to \$4.50
- 16.—Women's Patent and Dull Leather Pumps. Regular prices, \$3.50 to \$4.00

\$2.95—All Above Lines—\$2.95

Men's, Girls' and Children's Department

MEN'S BARGAINS

- 1.—Men's Box Kip Button Boots. Regular prices, \$5.50 and \$6.00. Sale price, to clear, \$4.15
- 2.—Men's Patent Button Boots. Regular price, \$6.00. Sale price, to clear, \$4.15
- 3.—Men's Kid Laced Boots, Natural Arch. Regular price, \$6.00. Sale price, to clear, \$3.45

GIRLS' BOOTS AT BARGAIN PRICES

- 1.—Girls' Patent and Calf Laced and Buttoned Boots. Regular \$2.50 to \$3.50. Sale price to clear, \$1.95
- 2.—Girls' Patent, Button and Laced Boots with Sand, Brown and Grey Colored Tops. Regular price, \$3.50. Sale price, \$1.95
- 3.—Girls' Tan Laced and Button Boots. Regular prices, \$2.50 to \$3.50. Sale price, \$1.95
- 4.—Girls' Kid Laced Boots. Regular prices, \$2.00 to \$3.00. Sale price, \$1.45

CHILDREN'S BARGAINS

- 1.—Children's Patent, Chocolate and Kid Laced and Button Boots. Regular prices, \$1.75 to \$2.50. Sale price, \$1.25
- 2.—Children's Patent and Calf Button and Laced Boots, some with cloth tops. Regular prices, \$2.25 to \$3.00. Sale price, \$1.75
- 3.—Patent Button and Laced Boots with Colored Uppers, in Brown, Blue, Striped and Sand Colors. Regular prices, \$2.50 and \$3.00. Sale price, to clear, \$1.75

Positively No Goods Sent Out on Approval

Get Your Choice Before it's Chosen—Our Slogan: "Service and Quality"

WATERBURY & RISING, LTD.

Sale at King Street Store Only!