## MC 2035 POOR DOCUMENT

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THE EVENING TMMES AND STAR, ST. JOHN N. B. FRIDAY, SEPTEMBER 18.1914


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Rent this Victrola and 30 Selections for Nine Months-then they're yours.

FOR SALE BY

## J. \& A. McMILLAN

98 and 100 Prince William Street
Wholesale Distributors of Victor Gramaphones and Records. Also Berliner Machines and Supplies


Gilmour's

 and dhange his whole attitudue tower
schicol. How about yours boy?
K. W. Epstein Q


A "War Bable AND MOTHERS LEAGUE' Prominent London Women Organize
to Render Aid to Needy Soldiers Wives and Children.
London, Sept. 17-Prominent London
women, under the leadership of the
Countess of Shatstsury, Lady




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## There is No Need To Worry

About The High Cost of Living in These Unsettled Times-OUR PRICES SHOW YOU THIS!

What we are doing to keep prices down to the lowest level must satisfy you - that in dealing with us you are getting true value for your money. We have cut our working expenses down to an absolute minimum and our customers get full and complete advantage of this.

## Give Us a Trial Order And We Secure a Permanent Customer

These Are Some of Our Prices - - Low Enough Surely .. And The Quality Is Right Every Time!




## Wm. Lilly $Q$ Sons

3 Stores :--- 558 Main St, - 231 Main St, - 723 Main St,
Stores Open Evenings Except Thursdays


## Starts Saturday, Sept. 19 and Ends Sept. 26

With Our Most Up-to-Date Stock of Ladies' end Men's Clothing, of all kinds, we intend, for one week only, to give away

## 14 LBS. BEST SUGAR FREE

to every customer who makes a purchase of $\$ 10.00$ or more. Our goods are all marked in plain figures so it's not a matter of tucking on something to be able to give you the sugar, but, it is just to get you buying a little early and to show you we don't intend raising our prices but doing as we always do---giving you goods at prices you cannot equal and YOUR SUGAR FREF!



SPEIAL LINE LADIES' NEW, FALL COATS-Worth $\$ 9.00$ to LADIES' NEW FALL COATS................................ $\$ 7.98$ to $\$ 35.00$ LADIES' NEW FALL COATS. ..............From $\$ 4.98$ to $\$ 35.00$
LADIES' SUITS - Special lot, worth $\$ 15.00$ to $\$ 17.00 \ldots$ For $\$ 2.98$ LADIES' NEW FALL SUITS....... ......From $\$ 12.98$ to $\$ 35.00$ LADIES' SUITS TO ORDER. ...............From $\$ 14.00$ to $\$ 40.00$ ladies' blue, black and fawn poplin raincoats-
 LADLEN BLASK 300 LADIES' CLOTH SKIRTS-Worth from $\$ 4.25$ to $\$ 4.75$.
LADIES' BLACK VOILE SKIRTS-Worth $\$ 6.50 \ldots \ldots$. For $\$ 3.98$ LADIES' SILK DRESSES. ..... ....... .... From $\$ 7.50$ to $\$ 15.00$
LADIES' CLOTH DRESSES. ..... ......... From $\$ 4.98$ to $\$ 12.00$ ladies' net dresses.

From $\$ 4.98$ to $\$ 12.00$

LADIES' WHITE VOILE DRESSES-Worth $\$ 7.50 \ldots \ldots$ For $\$ 3.98$ 50 LADIES' ALL-WOOL WHITE SAMPLE SWEATERS-Worth $\$ 3.00 \ldots \ldots .$. ........ ........ .......... ........ For $\$ 1.50$ LADIES' ALL-WOOL SWEATERS .......... From $\$ 2.50$ to $\$ 5.50$ GOOD KITCHEN APRONS-Worth $75 \ldots \ldots . . . . . . . .$. Only 49 c . CREPE CLOTH KIMONOS-Worth $\$ 2.50 \ldots \ldots . . . . .$. For $\$ 1.79$
 KIMONOS-Worth $\$ 1.35 \ldots . . . . . .$. SATIN UNDERSKIRTS—Worth $\$ 2.75 \ldots \ldots . . . . . . . . .$. For $\$ 1.79$

## men's departnent-Ground floor

MEN'S NEW FALL TOP COATS-Worth $\$ 20.00 \ldots \ldots$. For $\$ 16.00$ MEN'S NEW FALL TOP COATS-Worth $\$ 16.00 \ldots \ldots$. For $\$ 12.98$ MEN'S NEW FALL BLACK TOP COATS - Worth $\$ 12.00$ For $\$ 9.00$ MEN'S TWEED SUITS-Worth $\$ 16.00$

For $\$ 14.00$

MEN'S TWEED SUITS-Worth $\$ 12.00$
For $\$ 9.00$ TWEED SUITS. BLACK AND BLUE WORSTED SUITS-Worth $\$ 24.00$. For $\$ 18.00$ BLACK AND BLUE WORSTED SUITS-Worth $\$ 20.00$. For $\$ 16.00$ BLACK AND BLUE WORSTED SUITS-Worth $\$ 16.00$. For $\$ 12.00$
BLACK AND BLUE WORSTED SUITS-Worth $\$ 14.00$. For $\$ 10.50$ MEN'S HEAVY BLACK AND GREY, RAW EDGE, ENGLISH MELTON OVERCOATS-Just what you pay $\$ 30.00$ for to orMELTON OVERCOATS-Just what you pay $\$ 30.00$ for to or-
der......................................... price $\$ 18.00$ men's Curl cloth overcoats-All the latest
From $\$ 12.00$ to $\$ 30.00$ OUR SPECIAL LOT OF WINTER OVERCOATS - Worth from
 MEN'S WOOL SWEATERS...... .............From $\$ 1.25$ to $\$ 7.50$ MEN'S WOOL SWATER
. From $\$ 1.25$ to $\$ 7.50$
. For $\$ 1.79$

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