

SPECIAL!
Ladies' Dresses
 Values at \$8.00.
 Fine heavy Cloth Dresses,
 Serges and Taffetas. Sizes
 16, 18, 36 only. Guaranteed
 values at \$8.00

\$3.98

Buy \$8 to \$10 New Hats at \$2.98
 That's the Sensational Offering from
**Our Greatest
 Hat Sale**

It isn't only the vast selections; nor is it the fact that values are so phenomenal, but the all-important phase of this Millinery event is that **ADVANCE MID-WINTER HATS** just being produced by manufacturers for the holiday season **HAVE BEEN PROCURED TO OFFER** at a price that actually doesn't cover the cost of the gorgeous materials alone.

**Every Hat Brand New
 800 Hats in this Sale**
\$2.98 up to \$6.48
**Almost as many Different
 Styles as there are Hats:**

Rich Black Satins, Imported Brocades, Silver Cloth and Velvet, Gold Lace and Fur-Trimmed Hats, Chenille Embroidered Velours, Finest Velvets, Metallic Fabrics.

Up to \$10 Values
 And not a single one could be purchased ordinarily under \$5.00.

**London, New York & Paris
 Association of Fashion**

**No Store in the City Can Equal these Coats.
 At these Prices they are Exceptional Values**
Marvellous Sale of COATS!

An unending variety of Newest Winter Styles, Plain and Luxuriously Fur-Trimmed

This Great COAT SALE involving over 1700 Coats is the most spectacular value-giving event that we have attempted this season. Coats for Misses', Women, Juniors and Stout Women. Featuring the very latest style successes.

\$14.98
\$19.00
\$26.00

Coats of this character have never been seen in years under double the price. First of all get this fact clear—that these Coats are products of manufacturers whose garments are made for discriminating women—even to the minor details of finish; they measure up to the highest standard of perfection. These prices will not last. Our advice to you is to

**Other Stunning
 Coats on display at
 \$6.98 up to \$75.00**

SHOP NOW!

LOOK!
200 Girls' Dresses
 Values up to \$10.00.
 Clever styles in Serge and Wool Crepe, plain colors and combinations. Ages 5 to 16 years. Especially priced for this Sale

\$4.98
 up to
\$6.98

**Mothers! Take advantage of these Great Savings--
 Girls' Winter Coats**

MADE TO SELL FOR DOUBLE.
 Velours and Polaires in Sports and Fur-trimmed Models. Newest Winter modes. Many with Fur Collars, also four pocket Sport Coats. Ages 7 to 15 years.

\$7 to \$12.98

Kiddies Fur-Trimmed Coats
 \$8.00 values. Cute styles and colors in warm, wonderful Fur trimmed Coats . . .

\$4.98 up

GIRLS' HATS
 A magnificent collection in best materials and styles.
\$1.78 up to \$4.00

DEMONSTRATION WEEK!!

ENDING OUR MOST SUCCESSFUL DRIVE FOR 1000 NEW CUSTOMERS, with a style and value demonstration. This is to be our "Thank You" for the overwhelming response that we received during the past three weeks of this sale of sales.

Every Garment in our Store Priced for this demonstration week---Below Cost --- At Cost or slightly above Cost.

**Sensational
 DRESS SALE**

Over 1200 New Dresses!
 In all the newest materials, Satin-ac Crepes, Point Twill, Chameuses, Crepe Back Satins, etc., in an endless style variety. All the newest effects. Colors of Black, Navy, Brown included. All sizes for Women, Misses and Stout Women.

7.98 up to 20.00

A DRESS FOR EVERY OCCASION.
 Exclusive Dresses show appreciable reductions for this week. Purchase your Dress for the Season's festivals NOW!

**All
 Ladies' Skirts, Waists, Sweaters
 Furs and Fur Chokers
 at this week's savings**

Men! : Mothers! : Boys!
When you make a purchase in our Men's & Boys' Dept. you are absolutely guaranteed satisfaction

The Garment must be better made, Must be a perfect fit, Must give satisfactory service—and MUST be better value than is shown at any other Store—BECAUSE OUR ABSOLUTE GUARANTEE IS BEHIND EVERY GARMENT THAT WE SELL.

Men's Overcoats and 1&2 Pants-Suits

Always at \$10 and more below other stores prices
 Yes, Sir, with the colder weather upon us every man will want a new Winter Suit or Overcoat, and it is here ready or him.
 Our Men's Department is jammed with new Winter merchandise and at the low prices that have made THIS STORE KNOWN FROM COAST TO COAST.

A size for every man, no matter what his size or his build
12.98 16.95 24.75 29.75 34.50

**London, New York & Paris
 Association of Fashion**

**And Parents can SAVE MONEY on
 Boys' Overcoats, Suits & Pants**

\$4.95 \$7.95 \$9.98
 Right up to \$16.00. Ages 7 to 18 years.
 We devote 12 Racks to Boys' Clothing. We have the largest varieties, greatest assortments at the lowest prices in town.

See Juvenile Suits and Overcoats, ages 2 to 8 years

Student's and College Boys' SUITS and OVERCOATS
 The kind of Suits and Overcoats that have the snap and go that appeal to young men—and we have a splendid line for the young fellow just stepping into his first pair of long pants. All the smart styles in every wanted material and coloring. See these great values—nothing to equal them in town.

**SPECIAL!
 MEN'S WINTER CAPS**
 Values at \$1.50.
 With ear protection; lined with fur
50 cents

the R
 EDITORS IN TRAIN
 BIG BOXING ME
 ting fans and the pub
 are reminded that the
 Big Boxing Meet take
 place at the L.B. Armory on
 November 14th. Over
 number of entries have
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Rich Delicacy and genuine all-round goodness makes Salada the choice of millions and its sales are ever increasing.

Sunday Observance

We have observed a hundred years before and we cannot repeat it... Sunday is far more serious for many people...

otic only in name and to force it down to the level of those countries where men do not live like men, but like brutes.—L'Action Catholique.

DEFINITIONS.

"Pa!" "Well, son, what is it?" "Pa, what does p.m. mean?" "Afternoon, son; post meridian."

Knowing's CROCKERY NEW GOODS JUST IN. FOOTWARMERS 1 1/2 Pint. 2 Pint. 3 Pint Size. BUTTER CROCKS from 1 GALLON to 5 GALLONS. BEAN CROCKS from 1/4 GALLON to 3 GALLONS. TOILET PIECES JUGS, BASINS, CHAMBERS.

G. Knowling, Ltd.

Christmas and New Year Cards

- We are ready with Our Special Packets and Boxes of the latest designs. The Record Packet of 12 Cards... 10c. The Wonder Packet of 12 Cards... 15c. The Ideal Packet of 12 Cards... 20c.

A very fine selection of Christmas and New Year Cards from 2c. to 50c. each. Handsome Single Boxed Cards, from 20c to 1.20 ea.

Special Prices to Retailers We make a Specialty of Printing and Embossing Personal Greetings, Christmas Cards. Samples on application.

Dicks & Co., Ltd. Booksellers & Stationers.

Canada Turns Against Socialism

The definite swing-back of the pendulum from the highest point of Socialism in Canada is marked in many ways, and in no manner more significant than in a statement of Premier W. L. M. King at the Imperial Economic Conference.

Mr. King said: "There are limitations to what government can do. It would be well not to raise undue hopes in any direction as to what may come through government action."

Moreover, I think it well at this time to recall the factors that have made British industry and trade the world over what it is—namely, that it has been individual initiative on the part of labor, merchants, manufacturers, and on the part of the investors of capital.

Speaking in his own view, I cannot but feel that one of the greatest services government can render to-day is, in so far as may be advisable and possible, to clear the channels of trade and communication of obstructions, of whatever character they may be; to make as free as possible, with due regard to existing conditions, the movement of men and money throughout different parts of the Empire.

In connection with the market tendency from 1918 to 1923 to put everything in Western Canada, including farm mortgages and savings banks under governmental control; a Canadian bank man contributes some interesting views.

He states that scarcely a dozen people realize how close the West was to actual Bolshevism in 1920. Many of the politicians then in power had plans to nationalize or rather provincialize, utilities, credit organizations and industries, on plans that would have done credit to the Soviets in Russia.

In the face of this situation, with the plunge into the abyss of Bolshevism a menacing menace, the heads of some of the larger banks became alarmed, and went further in meeting the demands of the West than sound business judgment would have warranted in ordinary times.

My bank considers that its heavy losses in the West have been a small price to pay for the result of having prevented complete nationalization of all lines of endeavor.

It is Eastern Canada, where more conservative views have prevailed as a result of prosperity built into the economic fabric by the income of a longer term of years, there seems to be a tendency to get rid of the evidences of pseudo-socialism.

Conservative views have prevailed as a result of prosperity built into the economic fabric by the income of a longer term of years, there seems to be a tendency to get rid of the evidences of pseudo-socialism.

THE MILLION DOLLAR DIMPLE MAN--STAR MOVIE TO-NIGHT Handsome Bryant Washburn, in a story of love and shame, Entitled "THE AMATEUR DEVIL" IN SIX PARTS. ART ACCORD in Episode Seventeen of "THE OREGON TRAIL" MR. TESORI Sings "BECAUSE," and FAWNETTE Dances BLUE and GREY DOLL DANCE. Teddy Meaney, the Boy Wonder, will recite "Flanders Fields."

Upset Stomach, Gas, Indigestion, Take "Diapepsin" The moment you eat a tablet of "Pape's Diapepsin" your indigestion is gone. No more distress from a sour, acid, upset stomach, no flatulences, heartburn, palpitation, or misery-making gases.

Salvaging the Wreck A LINK FROM THE GROSVENOR. According to latest advice, the ingenious attempt of the Grosvenor Bullion Syndicate, Ltd., to recover the treasure chests from the wreck of the East Indianman Grosvenor is still progressing favorably.

Research Fund to Help All Men Work Out Ideas DR. BANTING ANNOUNCES NEW ENCOURAGEMENT TO SCIENTIFIC EFFORT TO RAISE MILLION—AID TO BE AVAILABLE IRRESPECTIVE OF COLLEGE CONNECTION OR DEGREE.

Can Britain Act Alone Manchester Guardian: If, therefore, it is true, as Lord Curzon plainly believes, that we can do nothing without France, it is no less true that France can do nothing without us.

Borden's EAGLE BRAND Condensed Milk Nurse baby if you can, but if mother's milk fails don't experiment with foods. More healthy babies have been raised on Eagle Brand than on all other infant foods combined.

London, Ont. Nov. 1.—(Canadian Press)—Dr. F. C. Banting, discoverer of insulin, announced here yesterday at a luncheon given to his honor by the Canadian Club and Chamber of Commerce that through the efforts of John W. Rogers and Edward L. Farnum, of Toronto, plans were already under way to establish a scientific research fund for the encouragement of young men.

Incidentally he also stated that the money to be thus raised is not to be expended in bricks and mortar, but in the actual research and scientific study necessary to bring a discovery to a successful conclusion.

What Wines to Use and When COMMISSION OPENS STORE WHERE PUBLIC MAY SAMPLE BEVERAGES. QUEBEC—Quebec Province is rapidly acquiring a taste for wines and is consuming a much larger quantity of the less intoxicating beverages.

No Milk Strike DEALERS REFUSED TO PAY EXTRA FOUR CENTS. The threatened farmers milk strike which was to have left Montreal milkless to-day unless the milk dealers paid an increased price which the farmers demanded, did not materialize to-day.

BY BEN BATSFORD. A Matter of Sequence. SO JUST BEFORE HE STRUCK THE MAN HE TURNED TO CALL HIS DOG—THEN? WHAT FOLLOWED? WHY, TH' DOG—OF COURSE!

NOTICE! We would call the attention of the Wholesale Trade to our special circular naming lowest prices for prompt shipment on all grades of Tinned Meats. These quotations can only remain in force so long as present stocks last, and the Trade is urged to act immediately as bookings will be filled strictly in order of precedence. Harvey & Co., Ltd.

NEW STOCK: AXES Shovels, Pickaxes, Handles, Cold Blast Lanterns, Galvanized Buckets, Bar Iron, all sizes; Ingot Tin, Sheet Lead, etc. JOB STORES, Ltd.

BILLY'S UNCLE. SAY! THEY TELL ME THAT YOU WITNESSED THIS ACCIDENT OUTSIDE? SURE—I SAW IT! YOU SAY THAT YOU SAW AN AUTOMOBILE STRIKE A MAN—WAS THE DRIVER LOOKING WHERE HE WAS GOING? HE WAS CALLING HIS DOG! SO JUST BEFORE HE STRUCK THE MAN HE TURNED TO CALL HIS DOG—THEN? WHAT FOLLOWED? WHY, TH' DOG—OF COURSE!

ENTHUSIASTIC

is the feeling of all who availed of our last Sale Days. We are endeavoring, each week, to create a new record in the number of satisfied Customers and so far have been most successful. A visit to our store during FRIDAY, SATURDAY and MONDAY will mean better Bargains for YOU as "IT PAYS TO SHOP AT MARSHALL'S."

Underwear

CHILD'S ..Reg. 60c. Now 52c.
 CHILD'S ..Reg. 65c. Now 57c.
 MISSES' ..Reg. 70c. Now 60c.
 MISSES' ..Reg. 80c. Now 70c.
 Ladies' Stanfield's. Special 1.95



This Week's Special


22 cents

36 inch wide Asstd. Plain Colours

FLANNELETTE

Gent's Tweed Caps

Regular 70c. Sale Price60c.
 Regular 80c. Sale Price70c.
 Regular 90c. Sale Price75c.
 Regular 1.00 Sale Price85c.
 Regular 1.20 Sale Price1.00



WHITE LACE CURTAINS ... Reg. 3.60. Sale Price 3.30 pr.
 WHITE LACE CURTAINS ... Reg. 5.75. Sale Price 5.20 pr.
 WHITE LACE CURTAINS ... Reg. 8.50. Sale Price 7.50 pr.
 WHITE LACE CURTAINS ... Reg. 10.00 Sale Price 9.00 pr.

WHITE LACE CURTAIN NET Reg. 45c. Now 39c.
 WHITE LACE CURTAIN NET Reg. 55c. Now 49c.
 WHITE LACE CURTAIN NET Reg. 66c. Now 60c.
 WHITE LACE CURTAIN NET Reg. 85c. Now 75c.

WHITE LACE CURTAINS ... Reg. 1.65. Sale Price 1.50 pr.
 WHITE LACE CURTAINS ... Reg. 2.00. Sale Price 1.79 pr.
 WHITE LACE CURTAINS ... Reg. 3.00. Sale Price 2.70 pr.
 WHITE LACE CURTAINS ... Reg. 4.50. Sale Price 3.97 pr.

5c.
 HAIR PINS—Per Box.
 SAFETY PINS—Per Card.
 NEEDLES—Per Pkt.
 FINE TOOTH COMBS—Each.
 COLLAR STUDS—Each.
 SHEET PINS.

LADIES' HOSIERY.
 COLORED CASHMERE. Reg. 90c. Now 79c.
 COLORED CASHMERE. Reg. 1.50 Now 1.30
 BLACK CASHMERE. Reg. 70c. Now 64c.
 BLACK CASHMERE. Reg. 90c. Now 80c.
 BLK. & COL'D. COTTON. Reg. 25c. Now 21c.

15c.
 TOILET PINS—Box.
 HAIR BARRETTE—Each.
 MENDING SILK—Reel.
 DRESSING COMBS—Each.
 SIDE COMBS—Pair.
 GARTER ELASTIC—Yard.

LADIES' GLOVES.
 SUEDE FINISH. Blk & Col'd. Reg. 55c. Now 49c.
 SUEDE FINISH Reg. 70c. Now 60c.
 ALL WOOL GLOVES ... Reg. 55c. Now 50c.
 ALL WOOL GLOVES ... Reg. 70c. Now 60c.
 COL'D. WOOL GAUNTLETS. Reg. 1.40. Now 1.25

10c.
 BOOT LACES—Per Dozen.
 TAPE—3 Pieces.
 FINE TOOTH COMBS—Each.
 NAIL BRUSHES—Each.
 SOFT COLLAR PINS—Each.
 BUTTONS—Per Card.

Shelf Oil Cloth, 12 inch
 Special 12 cents yard

Marshall Bros

Table Oil Cloth Tiled &
 Fancy
 Special 44 cents yards

Canadian Weekly Trade Review

OTTAWA, Canada.—Canada is rapidly becoming her own banker, one of the best evidences of this being that following the marked success of the recent Dominion government loan, to which \$200,000,000 were subscribed within 10 days, the province of Ontario has placed a \$40,000,000 issue of five per cent. 45-year bonds with a home syndicate. It is thought that no trouble will be experienced in placing it.

Reduce U.S. Debt.
 The placing of these large bond issues at home will reduce very materially, borrowings in the United States. Last year these amounted to \$250,000,000, but this year they will hardly go \$100,000,000. It may seem surprising that a country which before the outbreak of the great war, never took up anything larger than a \$5,000,000 federal bond issue, should now do so well in this respect. The explanation is to be found both in the increase of wealth during the last decade, and also in the fact that the financial resources of the country are being mobilized for loan purposes in a way they never were before. Canadians are naturally very thrifty, but not until recent years have they taken much, as a people, to buying bonds.

Lake Ports Suffer.
 American lake ports suffer when anything happens to interrupt the usual flow of grain from Western Canada down the lakes. Owing to their objections to the filing of tariffs with the Canadian Grain Commission, American vessels have not got into the grain carrying traffic this fall to anything like the extent of former years the result being that United States lake ports are not getting their usual volume of Canadian grain. For example, the record of shipments from the head of the lakes for the period of September 22nd to 28th inclusive, shows that the amount that went out to Buffalo and other points on the south side of the lakes was 4,000,000 bushels below that for the same time in 1922.

Mining Industry.
 The mining industry continues to report gratifying activity, and the value of the year's production is now certain to be much in excess of that of 1922. In this connection the recognition in the United States of the growing importance of the mineral resources of Ontario and Quebec is interesting. In a recent issue the Engineering and Mining Journal Press of New York says:

"I Can Now Do My Work. Without Feeling Tired"
 Mrs. A. Moffatt, Roxton Falls, Que., writes:
 "I suffered from a run-down system and nervous debility. I could not sleep or rest at night, and felt so weak I could not walk any distance. I took several tonics, but they only helped me while I was taking them. Mother advised me to take Dr. Chase's Nerve Food, and I felt great benefit from the first box, and continued taking several boxes. Today I feel like a new woman, and am able to do my work without that dreadful tired feeling."
DR. CHASE'S NERVE FOOD



Ontario Rich.
 "Ontario has a right to be self-conscious as to its natural wealth and to feel that it must in the future devote its energies more and more to further development of districts not yet known and mines which produce about 85 per cent. of the world's nickel, the greatest and most promising gold district in the world; and a district, though now in its waning days, which has astonished the world, with the richness and total yield of its unique silver ores."

Business Outlook.
 The business outlook for the Fall is good. After having spent a month touring Western Canada, during which time he covered over 10,000 miles, President Beatty of the Canadian Pacific Railway said: "The year's results cannot but be encouraging to the whole of Canada. In several parts of the country threshing returns have been considerably better than had been hoped, but I cannot offer an estimate of the total yield. That must be left to the statisticians, but there is little doubt that the amount will be well up to the most hopeful estimate." It may be said that yields running as high as 72 bushels of wheat per acre, have been reported from Alberta.

Team of Horses Exert 2,000 Pull
 Interesting Tests Show the Amount of Power Necessary for Various Jobs.
 That a horse may develop as much as 21 horse-power in an emergency has been demonstrated in a series of experiments conducted by the Horse Association of America with a testing apparatus invented by E. V. Collins, of the engineering department of the Iowa State College of Agriculture and Mechanical Arts, for the purpose of finding out just how much a horse or a mule can pull.
 The test showed a team of good horses can exert a tractive pull of 2,000 pounds, or enough to lift a ton vertically. Such pulls as these are not needed on ordinary roads. It was shown that on a concrete road surface the amount of pull required to start a farm wagon weighing with its loads more than 7,700 pounds, was only 125 pounds.
 The influence of the road surface was demonstrated by additional experiments, which showed that the same load on a good brick road required a pull of 200 pounds, while 300 pounds were required on an asphalt surface and 350 pounds on a good dirt and cinder surface. In other words the same team can pull four times as much on a concrete road as it can on the best surfaced dirt road.
 The new tests emphasized the value of breeding and of training in horses and have opened up new possibilities, their inventor says, in the direction of scientific measurement of performance of differing breeds and individual. While the value of weight in draught animals was again demonstrated, a surprising result of the tests was that gameness counted almost as much. A little broncho team

weighing 455 pounds less than its competitors, pulled larger loads in proportion to weight than any other team entered in the tests in any class. More extended tests will be made next year.
 The apparatus consists essentially of suspended weights attached to a wagon-like vehicle in such a manner that it cannot be started until the weights have been lifted. As soon as the horses exert enough power to raise the weights the wheels are unlocked.

Long or Short Engagements?
 AND SOME LITTLE PROBLEMS OF EARLY MARRIED LIFE.
 (By T. A. J. in Weekly Post Special.)
 There is a prevalent opinion among cautious people that a long courtship inevitably reveals every side of the characters of the two persons concerned. A man and woman meeting frequently during a long period, it is argued, must necessarily see every

phase of each other's temperaments. Situations are bound to arise when the faults and virtues of the woman, the attainments and failings of the man, will be displayed before there is time either to modify or exaggerate them. Thus, it is said, each obtains a knowledge of the natural unforced disposition of the other.
 To a considerable extent this opinion is a sound one. Undoubtedly the case for a fairly long engagement, as against a very short one, is overwhelming. But frequently little characteristics remain quite as unsuspected at the end of a twelve-month's engagement as at the end of twelve days' duration. The reason is not that any conscious duplicity has been practised, but that these traits are only called into play after marriage.

Knowing One Another.
 This conclusion impressed me recently when I called on a friend who was married a few months ago. I had known the young couple during the whole of their courtship, and thought they knew each other through and through. But I was mistaken. Not until they had a home of their

own did they realize that they had yet something to learn concerning one another. I discovered what it was during the evening.
 Following my usual custom at my friend's old home, I dropped into an arm chair and stretched out my legs towards the fire. His wife immediately stooped down and straightened the rug where I had ruffled it. Then my friend pointed out an item of news in the paper to me. I read the paragraph, and while giving my opinion, placed the paper on the carpet at my feet. Immediately his wife picked up the paper and placed it on the table between us.
 I was rather puzzled at these little attentions, and it was not until late in the evening that light came to me. We had been smoking, and my friend, wishing to re-load his pipe, knocked the ashes into the fender. He had hardly resumed his seat before his wife asked a brush and swept the ashes under the grate. My friend smiled faintly at me. Then I understood why his wife was so observant of apparent trifles. She was house-proud!

After a Year's Engagement.
 Since then I have learned that these two young people went through the close association of a year's engagement without once suspecting that on one point their views were totally divergent. For whereas the man places ease and comfort first, his wife is a worshipper of strict order and regularity in the home. The revelation has been delayed until now because previously, during their courtship, the point had never arisen.
 Neither of them is to be blamed for this unforeseen difficulty. They were perfectly right in thinking that they understood each other thoroughly in the circumstances before marriage. But when it came to settling down under new conditions they found that, little though they expected it, they had still something to learn of each other's tastes.
 Such little problems of early married life have to be faced by most young couples. Even if the longest engagement cannot forecast exactly how a man or woman will regard some of the domestic questions that will ultimately arise. But if the period of engagement shows them to be really suited to one another, as in the case of my friend and his wife, no young man or woman need be apprehensive of after-marriage differences. These early questions will invariably find their own solution during the process of "settling down."

Direct from one of New York's leading Art Studios we have just received a small parcel of Hand Decorated Novelties, specially suitable for Gift-giving and Party Prizes.
 Although very inexpensive, the charm of these Novelties will surely appeal to the hostess who is seeking for "Something Different."

T. J. DULEY & CO., Ltd
 The Reliable Jewellers & Opticians.

↓

Bridge Prize Novelties!

Direct from one of New York's leading Art Studios we have just received a small parcel of Hand Decorated Novelties, specially suitable for Gift-giving and Party Prizes.
 Although very inexpensive, the charm of these Novelties will surely appeal to the hostess who is seeking for "Something Different."

T. J. DULEY & CO., Ltd
 The Reliable Jewellers & Opticians.

MINARD'S LINIMENT FOR BURNS & SCALDS.

For service and economy, use Sam Eddy, The Taxi Man. Phone 1551J.—NOV. 6, '23

MINARD'S LINIMENT FOR BURNS & SCALDS.

MINARD'S LINIMENT FOR BURNS & SCALDS.

MINARD'S LINIMENT FOR BURNS & SCALDS.

MINARD'S LINIMENT FOR BURNS & SCALDS.

NEW ARRIVALS OF

Fall and Winter Suits and Overcoatings

You will find these Goods a specially well selected assortment. If your order has not been placed, see ours before buying.

GET ONE OF MAUNDER'S OVERCOATS and keep up the standard of good tailored clothes. Write for samples and style booklets, with measuring instructions.

John Maunder
 TAILOR & CLOTHIER
 St. JOHN'S, N.F.

Featured by Orchestras and Bands everywhere:

"Oh Harold," Fox Trot,
 and
 "Yes We Have No Bananas,"
 FOX TROT.

On one Banner Record.

Price 65c.

CHARLES HUTTON,
 Home of Music.

2nd. Week

THEY CAME! THEY SAW! THEY WONDERED!

They marvelled at the throngs, gathered within the four walls of this Popular Store. Never was a sale so signally successful.

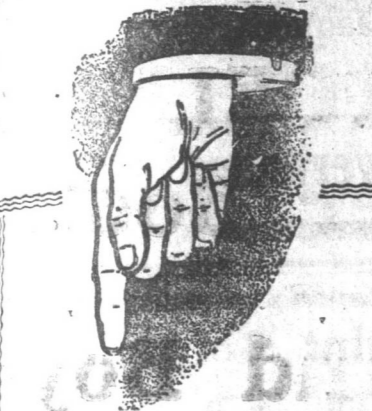
YOU must first realize that all the goods involved in this Sale are of the best quality. That the Season for their use has yet many months to run. That primarily this Sale benefits you at every turn, and to make it a Banner Month here we purpose to make it worth while for people to buy. The magical result of a Dollar spent now—is truly wonderful at BAIRD'S.

WHILE you can get some idea from the following items, as to how low prices have been re-marked yet, only a visit to the Store, can adequately convince you of the many good buying advantages prevailing. Look for the "Red Mark Signs"—they're pointers to sensational price concessions for cash shoppers. Everything exactly as represented—Everything New—Everything wanted.

Don't Miss It

OUR VALUE - GIVING

"RED MARK SALE" Use it to your own advantage

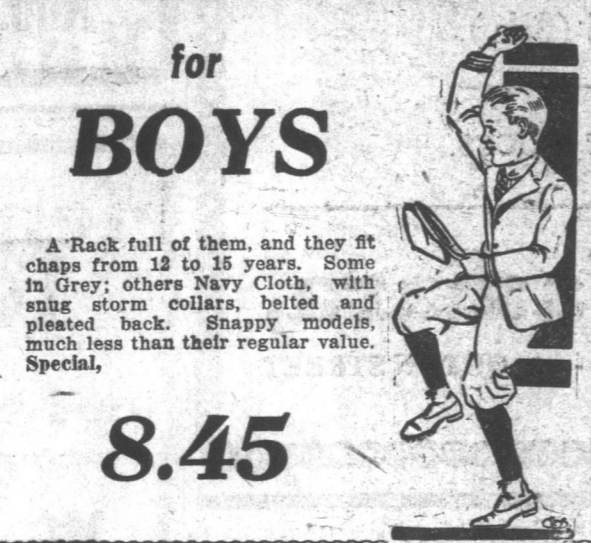


TWO BIG HEARTH RUG VALUES

For this week we have selected two Special Lines of Hearth Rugs—extra large ones, and a generous assortment of patterns to select from; plain and fringed, they are beautiful and now offered to you away under regular price. Regular \$12.50. Special \$10.98. Regular \$10.00. Special \$ 8.98

CHINTZ SPECIAL. This line brings some of the handsomest looking patterns we have seen; beautiful colorings, delightful designs. Rep. like material—the finest. Regular 70c. Special 58c. TUSCANY CHINTZ. In beautiful soft subdued tones, favouring the darker shades; very handsome for Fall and Winter time. Regular 70c. Special 58c. EIDER CLOTHS. 27 inch Reversible Eider Cloths, in mixed shades; Plaid-like and conventional patterns, for Wraps, Dressing Jackets, Bath Robes and such like. Special the yard 75c. MADRAS MUSLINS. In convenient lengths, popular shades, mostly two-tone effects; 36 inches wide. They make exquisite drapes and window hangings 39c. The yard 74c.

OVERCOATS for BOYS

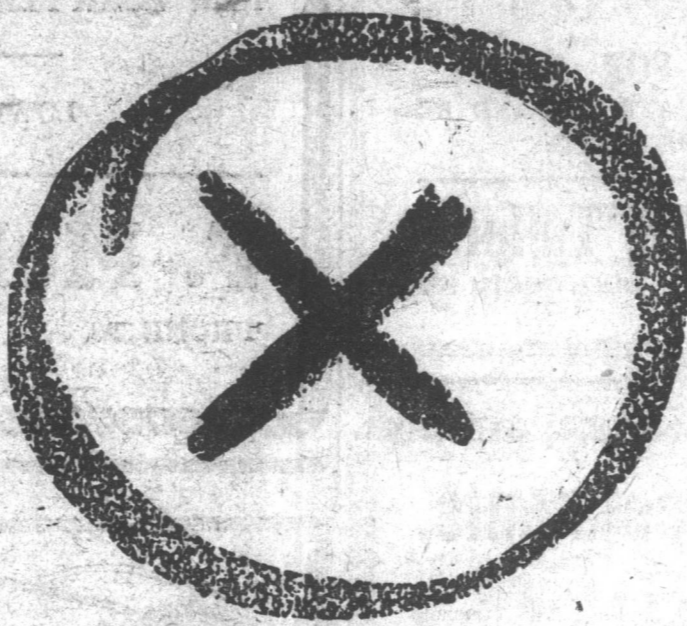


A Rack full of them, and they fit chaps from 12 to 15 years. Some in Grey; others Navy Cloth, with snug storm collars, belted and pleated back. Snappy models, much less than their regular value. Special, 8.45

BOYS' 3-PIECE SUITS

Smart looking School Suits. Coat, Pants and Vest, pants lined, coat with patch pockets and belted back; to fit 7 to 11 years. Special \$4.55. SMALL BOYS' SUITS. Not many of them, 'tis true, that's the reason we have cut them to HALF PRICE. Several styles in good English Tweeds, belted, and large Sailor collar; others round collar mixed shades; up to 5 years. Special \$3.90. TOP SHIRTS. Men's neat texture Percalé Shirts, good looking stripe patterns; double cuffs. Regular \$2.75. Special \$1.98. WOOL GLOVES. Men's English Wool Gloves in Camel and other popular shades. Dome fastened wrist. Special the pair \$1.50. SHEETINGS. 72 inch Unbleached Twill Sheetings. English manufacture; a good value at... 74c.

LOOK FOR THE TICKETS with the "RED MARK" Sign They Mean Value Extraordinary!



APPRECIATION The phenomenal success of last week's sale, the instant response to our announcement, and the hearty co-operation of the thousands who attended it, call for a sincere gratitude on our part, and we tender it freely and cordially, accompanied by a promise of even greater achievements in the very near future. The past week's sale has made many new friends for us and we hope to make many, many more with the following distinctively good values for this week. We Thank You

SNAPPY SUIT VALUE



What strikes you at once in these Suits are their marked style, their distinctive value and particularly pleasing patterns, words can but vaguely express their goodness—their quality and tailoring niceties. See them today—they're just inside the door and making their exit—quickly. Special, 16.75

OVERCOATS for Men, \$17.75

SEE OUR FEATURE OVERCOAT THIS SEASON! It's a Hammer! You would hardly believe it possible to find such a Coat at such a ridiculously low figure, unequalled in price; comes in plain shades and dark plaid effects; storm collar, full belt and box pleat. Our Feature \$17.75 Coat... 90c. BOYS' SLIP-ONS. All the boys are wearing them now. These come in nifty Heather mixtures; sizes 24 to 32; sleeveless; on and off in a jiffy. Special... 90c. PULLMAN CAPS. One-piece Caps, in plain Navy and Striped Saxony Cloth; the cap for frost, storm or sleet. \$1.50 line for \$1.00. PULL-OVER SWEATERS. Ladies' or Gentlemen's all White Wool Sweaters; collared style; full sizes; last for years. Special \$4.35



KITCHENWARE SPECIALS

ENAMEL BASINS. 5 convenient sizes for household purpose. All White: 23c, 25c, 45c, 69c, 89c. ENAMEL BASINS. Bright, Blue, extra full size and a good weight. Special 37c. SKILLETS. A couple of dozen of extra full size Preserving Skillets: Grey \$1.19 shade. Special each \$1.19. GALLON MEASURES. Heavy Grey Enamel Measures. They make very handy water jugs. Special... 54c. SLOP PAILS. Painted Slop Pails, with tight-fitting covers, in Green, \$1.12 Brown & all White. Special Galvanized, same size, enduring quality. Special \$1.19 ALUMINUM ROASTERS. Double Roasters, the housewife's friend, last for years, cooks the dinner just as you like it. Two sizes. Special... \$1.35 \$1.45 DOUBLE BOILERS. Aluminum Double Boilers, handy size for family use. \$1.29 \$1.59 Two Prices... ALUMINUM KETTLES. The Pride of the Kitchen—one of our Aluminum Kettles. They look good—they wear. 3 Prices—\$1.69, \$1.89, \$2.29

OUTSTANDING HOSIERY VALUES

DARN YOUR HOSE! Canned Wool, extremely fine to match up with almost any shades of Hosiery; also Silks in plain and fancy shades. The Wool... 2 for 5c. The Silks... 5c. CHILDREN'S HOSE. Girls' and Boys' Black and Tan Wool Cashmere Hosiery, in assorted rib, assorted sizes; up to 80c. Special... 69c. SILK AND WOOL HOSE. In Ladies' sizes; shades of Champagne, Beaver, Greys and Blues; all fancy ribbed; 85c. value. Special... 69c. BOOTEES and INFANTEES. An assortment of each in mixed shades; others in White. Re-priced to... 25c.



The "RED MARK" CONTROLS in Milady's Section

INFANTS' BONNETS. Velvet ones, in Brown, Burgundy, Navy, Saxe, Rose and Black; cord and ribbon trimmings; Dollar Bonnets for... 49c. CORSET COVERS. Fine ribbed Jersey Corset Covers, long sleeves, buttoned front; 36 to 44 sizes. 59c. Reg. 90c. Special... 59c. UNDERWEAR SPECIAL. Special quality White Jersey Vests, high neck, long and short sleeves; Pants to match, ankle length, open; assorted sizes. Reg. \$1.00 garment 82c. GIRLS' FELT HATS. Children's and Misses' Black Felt Hats, with band and streamers; others in rolled brim and tailored bow at side; either style \$2.20. Spe. \$1.49. ORIENTAL FRILLINGS. Suitable for round neck jumpers and dresses, in all the newer shades; 2 inches wide. Reg. 47c. 65c. yard for... CHILDREN'S PYJAMAS. Cream Wincoy Pyjama Suits, roll collar, buttoned front, long sleeves and pockets; to fit 2 to 4 years. Special, the suit... \$1.39. GREY UNDERSKIRTS. Heavily fleece, shaped waistband and scalloped edge; full sizes. Regular \$3.00. Spe. \$1.98. CHILDREN'S BLOOMERS. Jersey Bloomers, elastic at waist and knee; shades of Brown, Navy and Grey; to fit 4 to 12 years. Dollar value. Special... 87c.

Ladies' Coats 40.00 Reg. for 33.75 Girl's Winter Coats Children's Blanket Cloth Winter Coats, a special assortment set apart for this sale; shades of Saxe, Fawn and Nigger Brown; large roll collar, belt and pockets; to fit 5 to 10 years. Our new \$3.79 \$4.50 line for... \$3.79



Select GLOVE Values

LADIES' KID GLOVES. French Kid Gloves of exquisite fineness and shapeliness, 2 tone wrist, shades of Tan, Beaver, Grey and Black; assorted sizes; \$1.50 value. Special \$1.28. SUEDE GLOVES. French Suede Gloves, refined looking and dressy; sizes 6 to 7 1/2, in shades of Beaver, Tan and Grey. Our Special... \$1.18. GAUNTLET GLOVES. Fabric Gauntlet Gloves, showing strap over wrist; child looking in Pastie, Chamols and White. Special... 98c. WOOL GLOVES. You will be needing Gloves like these any day now; a very fine line in all Wool, showing shades of Mole, Lovat, Coating and Beaver. Now at... 78c.

Bedroom Requirements

COTTON BLANKETS. A real good Blanket value—a 44-in from the factory to complete our order and underpriced to meet our requirements; 64 x 78 size; coloured border and worked ends. The pair... \$3.15. CRIB BLANKETS. Blankets with a heavy fluff Napling in warm tones. Large block patterns, most inviting value. Reg. 75c. Special... 57c. WHITE SHEETINGS. 64 inch Plain English Sheetings, stability in every thread of them. Regular \$1.30 yard. Special \$1.18. CIRCULAR PILLOWINGS. 40 inch Circular Pillow Cottons, close, strong, undressed cloth. 58c. Snow White. Special... 58c. WADDLED QUILTS. Extra large ones, two-tone finish, fancy art borders and plain Centre; assorted shades, well quilted and filled. Our Special \$5.25. New Silk Curtainings. 36 inch—beautiful materials with a metallic-like glister, shades of Electric, Gold, Bronze, Navy, V-Rose, Prune, Brown, Cream and White, reversible. Handsome hangings to beautify the Home. Dollar value for... 84c. Velveteens. Several boxes of Velveteens go on Sale, they have a nice shewn value for a Dollar a yard, shades of Bordeaux, Admiral, Dark Navy, Matter Blue, Coral. Special the yard... 79c.

TURKISH CHINTZ Slightly Damaged

36 inches wide, pretty Blue and Pink colour blendings, reversible and therefore doubly serviceable for Curtainings and Hangings of all kinds. 90c. value. Special the yard... 57c.

Job Line FELT SHOES

Ladies', Misses' and Children's Coloured Felt Shoes, quite an assortment of them; some very pretty makes. Special... \$1.23

WOMEN'S BOOTS. Soft Black Kid Laced Boots, pointed toe, Cuban heel, perforated outline. Very natty; all sizes. Special... \$5.19. MEN'S BOOTS. In good grade Dongola. A man's boot through and through, rubber heels; sizes 6 to 9. Special \$4.38. BORDERED CASEMENTS. Plain Cream Casements with extra wide coloured formal border. Nice to tone up with. Reg. 40c. yard 35c. Special... 35c.

Ladies' Coats 40.00 Reg. for 33.75 Girl's Winter Coats

Children's Blanket Cloth Winter Coats, a special assortment set apart for this sale; shades of Saxe, Fawn and Nigger Brown; large roll collar, belt and pockets; to fit 5 to 10 years. Our new \$3.79 \$4.50 line for... \$3.79

Cheese & Butter.

In Stock:
Finest Canadian Cheese.
Choice Canadian Creamery.
Cheese—Large and Twins.
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 'Phone for Prices.

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 Is the OLDEST and PIONEER COMPANY of its kind in the world. Founded in 1849, its experience inspired and furnished data for all other such Companies in the Old World and in America.

CLAIMS PAID, OVER . . . \$36,000,000
 INSURANCE against ACCIDENT and ILLNESS, EMPLOYERS LIABILITY, PUBLIC or THIRD PARTY LIABILITY, ELEVATOR and TEAMS' LIABILITY, AUTOMOBILE "ALL RISKS," PLATE GLASS, BURGLARY, FIDELITY GUARANTEE and BONDING OF ALL KINDS.
 Are you fully protected? If not, let me write you a Policy. It is better to have Insurance and not need it than to need it and be without it.

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OUR MATERIALS For Fall and Winter

are now ready for your inspection. They consist of Worsted and Woollens of the finest sort. Especially interesting values for early orders. We are offering a Genuine ENGLISH SUITING in Grey color, made to your measure, for

\$37.00 a SUIT.

Also a Genuine ENGLISH COATING in Grey color, made to your measure, for

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FIT AND FINISH GUARANTEED.

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 THE AMERICAN TAILOR

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The Paint of Quality
 There are cheaper and more expensive Paints on the Market, but
None as Good Value

12,000 SIDES AMERICAN SOLE LEATHER.
 1,200 FEET BLACK UPPER LEATHER.
 Large Quantity of CHAINS & ANCHORS.
 NEW IRON & LUBRICATING OIL, at Rock Bottom Prices.
 Also, AMERICAN PLYMOUTH STEAM TARED MANILLA ROPE—all sizes.
 And all kinds of Ships' Supplies.
North Am. Fur, Hide and Metal Co'y.
 Water Street West (Next Door Reid Electric Store).
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GRAVENSTEIN APPLES
 NOW IN STOCK.
 ONE'S, TWO'S, DOMESTICS and THREE'S.
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 ONIONS, VALENCIAS—Fives.
 CALIFORNIA ORANGES—176's, 216's.
 PRICES RIGHT.
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STOP! Think of the DANGER we are all exposed to!

No one is immune to accident. The most frivolous matters frequently cause most serious disability.
 THEREFORE, everyone needs protection. Our \$25.00 per week DOUBLE benefit policy with \$7,500 for death, only costs \$25.00 per year.
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 J. J. LACEY, FIELD GENERAL AGENT.

\$40 English Worsted \$40 Suit to Order.

We have been fortunate in securing a few pieces of Goods in beautiful Greys, and for strict Cash orders we will make in our well-known good style, with best trimming and workmanship a

SUIT TO ORDER FOR \$40.00
 COME IN AND SEE THE PATTERNS AND BE CONVINCED OF THE VALUE.

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We offer investors high-class security in Real Estate. Conservative valuation. Interest payable semi-annually. Amounts of \$100.00 and up can be invested. The best and safest way to loan money known. Your interests expertly looked after. Titles properly searched, and property insured in a first-class Company. Mortgage retired annually if desired. Absolutely free advice.

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ORANGE PEKOE BLEND.
 The favorite of Tea Drinkers. Never
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 (Winter-keeping Stock).
CALIFORNIA ORANGES—Asst'd. Sizes.
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LOWEST PRICES.

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BEST LUMP COAL
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 NO STONE.
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 ANTHRACITE COAL—All Sizes.
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Wholesome Delicious

**THE PERFECT
 SODA BISCUITS**

Such Flavour
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TIP TOPS lavishly
 provide never
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**SODA
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Just
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Enticing Irresistible

TIP TOP SUGGESTION: Before serving at table place the TIP TOPS in the oven for about five minutes and then allow to cool, then note the result.
A. HARVEY & CO., LIMITED,
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South West Coast Service.

Passengers leaving St. John's on 8.45 a. m. train, Monday, November 12th, will connect with S. S. Glencoe, at Argentia, for usual ports of call between Argentia and Port aux Basques.

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Red Paint!
\$2.50 gal.
HARDWARE
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HEAVY MESS PORK,

25 BARRELS IN STOCK.
 25 Cases FRESH EGGS.
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 25 Cases CATELLIS MACARONI.
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 5 Gross BIRD'S CUSTARD POWDER, pkgs.
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 20 Cases ROSES LIME JUICE & LIME JUICE CORDIAL.
 A Good Assortment of
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