## MOOSE HEAD TOBACCO <br> "GIVES SPLENDID SATISFACTION." <br> TESSIER \& CO., Agents, Water St. West.




## $\rightarrow$ LOOK! SHOPKEEPERS LOOK! $\leftarrow$ <br> YOU WLL SEL 10 BARS OF SUNLIGHT SOAP While the Other Fellow is Trying to Sell 1 Bar of Poor Soap.

Selling Sunighir Siopros fhe easiest thing any Shopkeeper has to do.
If you make only 1 ceus a bar on Swalight, you will make 10 cents while your competitor is trying to make 3 cents on the bar of inferior soap:
Don't let anyone lowt you no this Fail with soap you cannot sell. The best soap to buy is the soap which sells best. SUNLIGHT SOAP SELLS ITSELF.

Every sensible woman kiowis swighit Suay is best. Tis for Sunlight they come into your shop. Give them what they want and keep them coming. Your customers are your friends.

## TREAT THEM RIGHT:

Sell them SUNLIGHT, THE WORLD'S BEST SOAP:
Order your Fall's supply of Sunlight Soap now. Delays are dangerous. When you're out of Sunlight Soap, you're out of.luck and you lose customers.

## Buy SUNLIGHT NOW!




## Formal Showing of Our Complete Range of MENS, WOMENS AND CHILDRENS RAGLANS RANCOATS and TwEED TOP COATS

SOMETHING NEW, SOMETHING DIFFERENT
Ladies' Raglans Tweed Top Raincoats
Coals and Coats and ILalit EVERY COAT GUARANTEED WATER PROOF \& WEATHER PROOF or your money cheerfuluy refunded.


Boys' and Girls' Raglans Raincoats

| - | Ages 5 to 12 and 13 to 16 yeers. |  | 1298 |
| :---: | :---: | :---: | :---: |
| Raincoats with | C.98 |  |  |
| Ages 6 to 15 jeem |  |  | 14.98 |

## Men's Weatherproof COATS

Al Coats advertised here are the products of one of England's most re-
putable houses, and are being sold exclusively by this store.


Trent Cots.
$17^{\text {s }}$
Dress Raglans.
Some with plain 200
Tweeds and mix- 300
linings, some w
additional oil and 00

To meet the demands for a separate Fleecy Lining
in Raglans, we offer a full range at $\$ 4.50$ up to $\$ 7.98$
Ladies', Misses' \& Children's
RubberetteCoats
in shades or brick and grey.
For boys and girls 098 Finer Rubberette, For boys and girls
from 6 to 16 years. Wool lining.
For Misses \& Women, check lining; absolutely rainproof. Finer Rubberette
Wool lined, excel
PEPYS BEHIND Authorities Investigating TO-DAY'S MESSAGES "So This is London"


## The Wonderful Assemblage of

 Mew Jull Jashions IS CAUSING UNPRECEDENTED INTERESTIn response to our Fall opening announcement on Monday last, throngs of people have crowded the
ent departments of this big store. Some came to see the new styles, others came to purchase, but all different departments of this big store. Some came to see the new styles, others came to purch
were favorably impressed witr the wonderful assemblage of new Fall and Winter merchandise. At every turn they found goods much lower than they expected-even at this bargain centre. To the
economieal we offer every week, wonderful opportunities of buying their household and personal needs at a

## FRIDAY and SATURDAY <br> Home Needs at Savings

Honecomb Quilts mat tan Madras Muslin





NEW GLOVES
to Complete Fall's Smart Costumes
 Fabric Glopee
 Women's Gauntets

 Kid Gaumtets


## NEW FALL FOOTWEAR

 at Sale Prices> Mers Boots

Men's Boots

Women's.shoos
 Childs sandals

Skuffer Boots


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## ME ${ }^{\circ}$

WOMEN'S UNDERWEAR
Sharply Reduced Tricolete Knickers
 Women's Underskirts
 Women's Yests
 Stanfields Pants




|  |  |  | Choicest of <br> NEW HOSIERY <br> in the Correct Fall Shades Cashmere Hose $\qquad$ <br> heels and toeshioned elastic garter double sizes 9 to 10 ; shades of Light an Dark Grey, Fawn. <br>  <br> Lisle Hose <br> For $\qquad$ sand and. Beige, highiy mercerised fnish Specelator Fritay and Saturday the pair.. Women's Hose $\qquad$ <br>  $\square$ |
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## Stamped Linens

 Lowly Priced Qentres

 HFomen's Nightzoms

Guest Tous.


## New Arrival in <br> Silk Broadcloth

## Pagodat silk or Broadcloth


 Cotton Broadcloth
 Mereerlawn.



Re Rats



CHILD's boots FOR
$\$ 1.50$
$\$ 10$
$\$ 1.60$
$\$ 1.70$
$\$ 1.70$
$\$ 1.80$
$\$ 1.90$
$\$ 2.00$
$\$ 2.20$
$\$ 2.30$
and
10 Off .
MEN'S AND BOYS FOOTWEAR!


POLICEMENS BOOTS
10 OFF оотball boots SECURE YOUR CHOICE TO-DAY.

# T0 ENCOURAGE EARLY THE NEW FALL MODES We Offer Our Entire Stock of New Coats, Millinery, Sweaters and Raglans at Specially Reduced Prices <br>  

 newest styles at the beginning of the season, at prices ou would only-expect when the season has greatly advanced.
Buy vour Fall needs during this sale and save considerale money.
THESE PRICES WILL BE IN FORCE For 10 Days Only


## Velour Coats

9 HuTVIN

> Buy Your Sweater During This Sale


Sale of the New Fall Millinery

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Sale of New Fall \& Winter Coatings
 color.
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 Velour Coating.
 Fancy Velour Coating.



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 Raglans at Reduced Prices
 Women's Tweed Raglans.

 Reg. 225.00 ea. sale Price


 Women's Waterproofs.

 Black Rubber Coats. Black Rubber Coats.
For women. mises and chi
tere

## The Royal Stores,

Limited

Bowring's Grocery Dept.

Just arrived
New Shipment MOIRS'
Plain, Fruit and Cherry CAKES

SPECIAL. For Friday and Saturday CHOCE TABIE BUTTER (Sunflower Brand) $\$ 1.10$ CHOICE SILVERPEEL ONIONS 10 lbs. for 40c.

CERTO SUREJELL

 40 c . a Bottle
Just arrived, another fresh supply
LIVERPOOL RAT VIRUS.
 80c. Glass Tube.
CHIVERS HIGH CLASS ENGLISH JAMS STRAWBERRY, in 2 H.E. Tins-70e. tin.


Bowring's Drapery Dept.


FALL
OPENING
OPENING
Men's Tweed Suits
and finely tailored and and will stand hard wear. weas. We have a price to so suite every pell curse. Prices: $\$ 15.00, \$ 16.00, \$ 18.00, \$ 19.80, \$ 21.50, \$ 23.75, \$ 24.50, \$ 25.00, \$ 30.00$.
Men's Navy and Fawn RAGLANS
These are cut and made by experts and stand for all that is best in Style, Quality and
Durabilty Durabilyty Fall showers need have no terrors for the man who invests in one, at this
tore. Thoose who demand the best should waste no time in getting acquainted with

Men's Fawn Raglans
$\$ 13.00, \$ 18.00, \$ 19.80, \$ 27.00, \$ 29.50$
Hen's Navy Raglans (with belt).
Hen's Light Grey Tweed Skowerproof Coats:

$\$ 18.50$ and $\$ 225.00$

CHAUFFEURS' HOLLAND COATS-Coloured Cuff
NEW BLOUSES
SHIRT WAISTS
TRICOLETE
and SILK-NIT OVERBLOUSES. CREAM Rroancloth
 SHANTUNG SHRT.
 tricoletre blous. ${ }_{5}^{58.85}$ and 84.00 each. sLLk-NIT ${ }_{\text {OVERbLoesses }}$



Bowring's Hardware Dept.

## Shaving Ouffits

FOR YOUNG AND OLD SHAVERS. Auto Strop Safety
Razor Set. $\$ 1.25$ and $\$ 5.00$ ea. Auto Strop Blades. Auto Surop
Packet of 10 ,
$\$ 1.10$ Star Safety Razor Safety Razors
Gillette style $\$ 100 /$ ahd $\$ 2.00$ set.
Sheffield Safety Razor Blades Marathon Safety Razor Blades Enders Automatic Stropper, for Safety Razor
X-N-TRIK Stropper
Clemak Razor Sharpener . . . . . . . . . $\$ 1.60$ ea.
Kemoline Razor Paste . . . .. .. .. . 25 c . tube Kemoline Razor Paste
Perfection Razor paste

## Blade Razors

Genuine 50c. 60c. 75c. $\$ 1.10$ eac Genuine Bengal Razor
$\$ 2.00$ each King Cutter Razors .. . . . . . . . . . . . $\$ 2.50$ each
Genco Razors . . . . . . . $\$ 1.50, \$ 2.00, \$ 2.50$ each Genco Razors ......... $\$ 1.50, \$ 2.00, \$ 2.50$ each
 Safety :
Razor Hones . . . . . . . 35c. 75c. $\$ 1,00$, $\$ 1.40$ each Duplex Automatic Hair Cutter .. .. . $\$ 1.25$ each Hair Clippers. Shaving Brushes, Nail Scissors, Nail Files,
Tweezers, etc.
BOWVRING BROTHERS, LTD.



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 the Public-The Evening Telegrami

## Bear Constantly in Mind HAT IT PAYS TO <br> Shop At MARSHAL!S

Friday, Saturday \& Monday

## MENS ENGLISH TWEED SUITS

All English Wool Tweeds. Tailored in the latest styles; fit and workmanship guaranteed. Just the right quality for Fall and Winter wear. See them and
you'll agree with us that they are the best Suit Values ever offered in the you'll agree with us that they are the best Suit Values ever off
city. Look at the prices, then give us a call and be convinced.

## $\$ 23.00$ \$23.50 \$24.50 \$26.00 \$28.70

| MEN'S SHIRTS $\$ 1.32$ | MEN'S <br> SOCKS <br> In Tan, Black and Navy. 2 PAIRS FOR <br> $25^{\text {c. }}$ |
| :---: | :---: |
| CHILD'S CORSETS | CHILD'S PINK BLOOMERS |
| $22_{\text {PAIR }}$ | $18 \mathrm{c}$ |


| $\begin{gathered} \text { CHILD'S } \\ \text { FLETTE } \\ \text { BLOOMERS. } \end{gathered}$ | BOYS' <br> FLANNELETTE <br> SHIRT WAISTS |  |
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| CHILD'S BLACK HOSE <br> 19c. and 24c. Paif. | One Inch Width Embroidery. 10 yards for 19 c . |
| :---: | :---: |


| SPECIAL SHIRT REGATTAS Plain and striped Pated 39c. yard. | BOYS <br> flannelette ROMPERS Fancy trimmed cuffs and Collars for 98c. each. | SPECIAL STRIPED woolen FLANNELS 53c. yard. |
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|  | RA SPECI <br> n, Pea Green,Red, Fawn, Gr |  |



## Of interest to EVERY BABY'S MOTHER

will be our Special Display

## infants' wear

RIGHT NOW is the time to outfit
your little one for the coming season.



ABSORBENT waterproof bibs Terry Cloth, Rubber lined.
In Pink, White or Blue In Pink, White or Blue
as cut . . . . . . . .

absorbent WATERPROOF BIBS Terry Cloth, Rubber lined. In Pink, White or Blue as cut.

## PRETTY WOOLLEN GOODS ensuring comfort for out-door

WHite wool overallsWHITE WOOL SACQUESSizes 2 , to
and Blue.
immed in Pink
2.10 and 2.50 Wool JACKETTES, with Hoods-
In White or White and Sky. WHITE wooL GATTERS. (St. Margaret's)Pretty Fancy Stitch
wHite wool bonnets -
wool bootes
White Wool, 4ec. White Silk and Wool, 50 ch
White Wool with Blue or Pink silk stripe 6
CHILDRENS BRUSHED WOOL SUITS
With Cap and Mitts, in shades of Buft
With Cap and Mitts, in shades of Buff
Powder Blue, White, Peacock and Chocolate
Sizes 24 to 28 .............. 720 Sizes 24 to 28 .
CHILDREN'S WOOL SUIT (with Cap)$\begin{array}{lllll} & 9.90 & 11.00 & 11.50 & 13.50\end{array}$

| Just what you want isthe newRUBBER |  |
| :---: | :---: |
| SLEEVE BIBS |  |
| Keets the youngster's |  |
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| ${ }_{\text {timet }}^{\text {tioth. }}$ Absorbent Terry |  |
| Rubber interlined, 855 c. pr. |  |
| Plain Rubber .. ${ }^{\text {a }}$. 90 c . pr. |  |

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DOUBLE-FACED SANITARY RUBBER SHEETS
$36 \times 36$ inches
$.54 \times 54$ inches
Wes.
INFANTS' DIAPERS
Made of good quality Bird's Eye Diaper, Sani-
tary, Absorbent and Durable, hemmed ends, double sewed.
.25c. each




## ANTHRACITE COAL.

BEST AMERICAN ANTHRACITE COAL
nut, stove, ege and furnace. SENT HOME AT LOWEST RATES.
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Presents a Bountilul Grap of Goldon Opportunities in Merchandise far Persen and Homen THE PIOK OF THE NEWEST AND THE EEST is specially sef apara fop FRIDAY, SAT. and MONDAY

FALLTIME-A Season Rieh in Golaurm
$F^{\text {NNDS }}$ folll expression in our store to.day, with hright hued merchandige gath-




## Just the Loveliest Kinds of Hosiery

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Just Arrived and Selling at a Low Price 200 Cases E. J. PEAS ${ }^{2 ' s}$ "Lord Delaware" Brand.

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We have just closed contract for our first shipGRRVENSTEN APPLES for the season, and are booking orders for them
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THE TASTE wIL TELI
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