

STANDARD FASHION BOOK



Snappy Short Coats
Fitted or Loosely Cut
Princess Frocks in Jumper Style
With Pocket or Cascade Draperies
Bridal Dresses and
Charming Evening Gowns

and an abundance of other
captivating styles in the

Standard Fashion Book
for SPRING 1916

Our Sensational DOLLAR DAY

WHICH SO MANY HAVE BEEN WAITING FOR, AND AT WHICH YOU WILL RECEIVE THE GREATEST VALUES EVER OFFERED IN LADIES' AND CHILDREN'S READY-TO-WEAR WILL BE

Next WEDNESDAY, FEB. 16th.

Last "Dollar Day" you remember the wonderful values you received, but at this Sale we expect to eclipse all previous sales.

Remember, we have no old shop-worn goods; therefore you will get new, stylish and reliable merchandise at less than manufacturers' prices. We have space to mention but few of the hundreds of unheard-of values we are offering in Ladies' and Children's Ready-to-wear, so come and spend the day with us.

HUNDREDS OF WAISTS in silk, Voil, Poplin, etc., which formerly sold up to \$2.50. Many of them have just arrived for spring business.
Your choice Dollar Day for **\$1.00**

A LOT OF NEW WASH SKIRTS, in Repp, Poplin, etc., Just arrived for Spring trade.
Your choice for **\$1.00**

A COLLECTION OF WAISTS in Muslin, Flannelette, etc. Suitable for morning wear, values up to \$1.50. Wednesday, 3 Waists for **\$1.00**

A Lot of LADIES' and CHILDREN'S UNION SWEATERS, in all the leading colors, values up to \$2.
Your choice for **\$1.00**

HUNDREDS OF HOUSE DRESSES, in Gingham, Percale, Flannelette, etc., which cannot be manufactured today for the price **\$1.00**

NIGHTDRESSES in Cotton or Flannelette, Wednesday, 2 for **\$1.00**

UNDERSKIRTS in White Cotton, Repp, Taffetine, etc., Good Values at \$1.00.
Wednesday, 2 Skirts for **\$1.00**

UNDERSKIRTS in Moreen, Taffetine, Messaline, Cotton Emb., etc., values up to \$1.50.
Your choice Dollar Day for **\$1.00**

LADIES' KIMONAS in all Wool or Wrapperette, which formerly sold up to \$4.00 each.
Your choice Wednesday for **\$1.00**

NIGHT DRESSES in White or Pink Flannelette or White Cotton, values up to \$1.50.
Wednesday your choice for **\$1.00**

LADIES' NECKWEAR, 10 fancy cords, 5 of any 25c. Collars, 3 of any 50c. Collars or 2 of any 75c. Collars for **\$1.00**

LADIES' MIDDIES at **\$1.00**

A FEW LADIES' SKIRTS in Serge, Silk, etc., formerly sold up to \$11.00
Wednesday your choice for 2 **\$1.00** bills

EXTRA SPECIALS—Your choice of 5 Winter Undervests, 5 pairs Drawers, 5 Corset Covers, 5 pairs Cotton Drawers or 5 Mufflers for **\$1.00**

ALL WINTER COATS AT HALF PRICE **\$1.00**
Starting at

A LOT OF SILK CREPE DE CHENE WAISTS, in White, Black, Navy, Pink, Maize and Blue, which formerly sold up to \$4.50 each.
Wednesday your choice for 3 **\$1.00** bills

A LOT OF WOOL CAPS, suitable for Boys, Girls or ladies, which formerly sold up to \$1.00.
For this Sale, 5 Caps for **\$1.00**

A LOT OF CHILDREN'S OVERALL GAITERS in many colors, which sold up to \$1.50.
At this Sale, 2 pairs for **\$1.00**

CHILDREN'S CLOTH GAITERS, buttoned up the side, in White and Tan.
Wednesday, 5 pairs for **\$1.00**

A FEW GIRLS' CLOTH SKIRTS, good value at \$1.50 each. For Wednesday 2 Skirts for **\$1.00**

A COLLECTION OF CHILDREN'S SERGE DRESSES, which formerly sold from \$2.00 to \$4.00.
Your choice for **\$1.00**

CHILDREN'S MIDDIES, ages 6 to 14 years, made of good Jean and Duck and sold up to \$1.25.
Wednesday 2 Middies for **\$1.00**

MOTOR HOODS up to \$1.00. Wednesday any two for **\$1.00**

A LOT OF CHILDREN'S SPRING AND SUMMER COATS that sold up to \$6.50 each.
Your choice for **\$1.00**

BOUDOIR CAPS, 2 for **\$1.00**

LADIES' KID GLOVES in whits or tan.
Per pair **\$1.00**

CORSETS, 2 pairs for **\$1.00**

LADIES' COTTON HOSE in Tan and Black, 8 pairs for **\$1.00**

LADIES' SERGE DRESSES, in Tan, Copen, Navy, Wine and Black.
Your choice for 5 **\$1.00** bills

LADIES' VELVET DRESSES in many colors and sizes.
Your choice for 9 **\$1.00** bills

LADIES' SILK DRESSES, which formerly sold up to \$15.00. Wednesday your choice for 9 **\$1.00** bills

SERGT. BERRINGER

DEAD AT HALIFAX

Deceased Was For Many Years a
Member of the R. C. R.
In This City.

Charles A. Berringer, for many years a member of the Infantry School in this city, died suddenly in Halifax Wednesday night. The deceased was well known in Fredericton.

The Halifax Chronicle of Thursday had the following:
The death occurred suddenly yesterday at the Military Hospital of Band Sergeant C. A. Berringer of the 63rd Regiment, Halifax Rifles. Sergt. Berringer was a native of Halifax and had a wide circle of friends who will be grieved to hear of his sudden death. He was taken suddenly ill at McNab's Island, the headquarters of his regiment, and was immediately sent to the Military Hospital, where every care and attention were given him. His condition rapidly became worse, however, and he finally expired.

Sergt. Berringer had been in the Canadian permanent military service for twenty-seven years, a splendid record. He was for six years band sergeant in the Royal Canadian Regiment, stationed at Halifax. Four years ago he joined the 63rd Halifax Rifles, of which regiment he had been a valued member ever since.

He was a son of Mr. and Mrs. Wm. C. Berringer of Halifax, both living. His widow survives him and there is one son, Thomas Berringer, of the Halifax post office staff. R. L. Berringer, also of the Halifax post office staff, is a brother, and Mrs. J. A. Massey is a sister.

CINCINNATI REDS BUY

FOUR FEDERAL PLAYERS

New York, Feb. 9.—Pat Powers, representing Harry Sinclair, announced yesterday that he has sold four players held by Sinclair. Cincinnati obtained Catcher Emil Huhn, a hard-hitting player with the Newark Federals last season; Infielder Jimmy Esmond from the same club and Heinie Schulz, last year with the Buffalo Federals. Outfielder Grover Giltmore of the Kansas City Federals has been purchased by St. Paul.

STORMY WEATHER

HARD ON THE BABY

The stormy, blustery weather that we have during February and March is extremely hard on the children. Conditions make it necessary for the mother to keep them in the house. They are often confined to overheated, badly ventilated rooms and catch colds which racks their whole system. To guard against this a box of Baby's Own Tablets should be kept in the house and an occasional dose given the baby to keep his stomach and bowels working regularly. This will not fail to break up colds and keep the health of the baby in good condition till the brighter days come along. The Tablets are sold by medicine dealers or by mail at 15 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

YES, LET'S HAVE IT.

Tiresome Young Man (Sop)—I was quite carried away by a song I hear the other day.
Girl (eagerly)—And what was the song?—Medicine Man.

FOREWARNED.

Mother—Young m'n, don't ever let me catch you kissing my daughter.
Young Man—No, ma'am, I won't.—Gargoyle.

How to Save
Your Eyes

Try This Free Prescription.

Do your eyes give you trouble? Do you already wear eyeglasses or spectacles? Thousands of people wear these "windows" who might easily dispense with them. You may be one of these, and it is your duty to save your eyes before it is too late. The eyes are neglected more than any other organ of the entire body. After you finish your day's work you sit down and rest your muscles, but how about your eyes? Do you rest them? You know you do not. You read or do something else that keeps your eyes busy; you work your eyes until you are likely to be blind. That is why so many have strained eyes and finally other eye troubles that threaten partial or total blindness. Eyeglasses are merely crutches; they never cure. This free prescription, which has benefited the eyes of so many, may work equal wonders for you. Use it a short time. Would you like your eye troubles to disappear as if by magic? Try this prescription. Go to the nearest wideawake drug store and get a bottle of Bon-Opto tablets. Drop one tablet in 2 glasses of water and allow it to thoroughly dissolve. With this liquid bathe the eyes two to four times daily. Just note how quickly your eyes clear up and how soon the inflammation will disappear. Don't be afraid to use it; it is absolutely harmless. Many who are now blind might have saved their eyes had they started to care for them before time. This is a simple treatment, but marvelously effective in multitudes of cases. Now that you have been warned, don't delay a day, but do what you can to save your eyes and you are likely to thank us as long as you live for publishing this prescription. The Valspar Drug Co., of Toronto, will fill the above prescription by mail, if your druggist cannot.

A prominent City Physician to whom the above article was submitted, said: "Bon-Opto is a very remarkable remedy. Its constituent ingredients are well known to eminent eye specialists and widely prescribed by them. It can be obtained from any good druggist and is one of the very few preparations, I feel should be kept on hand for regular use in almost every family."

ALL SUPPLIES DO
REACH THE BELGIANS

February 9, 1916.

To the Editor of The Mail:

Fredericton, N.B.
Dear Sir:—Reports have been circulated from time to time that the aid sent from Canada to the Belgians did not always reach its proper destination. I have taken the matter up with the Belgian consul at Montreal and here is what he states:

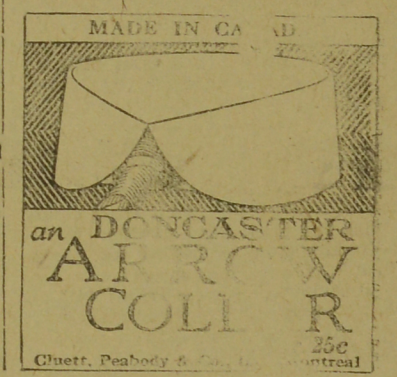
"I can assure you that the reports which state that aid sent from here to the Belgians did not reach its proper destination are untrue. Everything that has been forwarded through the Belgian Relief Committee has gone through the intermediary of the American ambassador and the Germans dare not touch anything under his control."

(Sgd.) Clarence I. de Sola,
Belgian Consul at Montreal.
Will it be asking too much to publish the same in your paper.

Yours truly, T. G. LOGGIE.

SCRATCH!

Tommy and Freddie were arguing hotly.
"I tell you," vociferated Tommy, "he is my pa, he is!"
Freddie laughed scornfully.
"He ain't either your paw."
"He is—he is! My maw says he is, too."
"And my maw says he is a cat's paw!"—Judge.



Dollar Day Bargains.

We have started our Dollar Sale by offering you up to date Velvet Hats from 75c to \$1.00. Everything in Felt hats are moving out at 50 and 25 cents.

On our remnants of Silk table you will be quite sure to find the piece of Silk you have been looking for either for trimming or the Silk Jackets which are so very popular.

Sweeping Reductions in wings, feathers, flowers etc. Be wise and secure these Bargains Early.

MISS MORGAN 476 Queen St.

NOTE CHANGE OF ADDRESS.

IMPERIAL COLD CURE

Will check a cold in a few hours. Does not cause ringing in the head. Price 25 cents. Sent by mail to any address on receipt of price.

C. Fred. Chestnut The Quality
Drug Store
572 QUEEN STREET.

The above list will assist you in making your selections, but if there is anything else you are looking for in Ladies' and Children's Ready-to-Wear, please make your wishes known and we will quote you prices to satisfy you. Remember the Place—

THE LADIES' AND CHILDREN'S STORE

R. L. BLACK - York St.

Agent for Standard Patterns, one of the most reliable in America.

MAILADS GET YOU MORE TRADE