## MC 2035 POOR DOCUMENT



## Any Way You Take It

T's a wonderful combination of figures—but not as wonder-I ful as the combination of "Mill-to-Man" as exemplified by the English & Scotch Woollen Co. This linking of the Mill and the Man, through our Tailoring Service and Stores, makes the \$15 Suit or Overcoat, Made-to-Measure, a possibility and an actuality. It does more-it gives you a tremendous range of materials to choose from of the very finest texture "Direct from

Selling Theory

There are two ways of selling poods. One is to wine and dine the prospect and then add the cost in-lirectly to the bill of goods—this is to salesmanship, it's alcoholic per-

The other way—the right way, and our way—is to sell you goods solely on their merits, using only the witchcraft of fair words and square

Remember our clothes are all made-to-order—we mould them to fit you and finish them in any way you desire. For any extras, we do not charge you over the advertised price=\$15.00 No More, No Less—for the suit or overcoat. Our cutters will give you either the English or American styles.

English & Scotch Woollen Co.

Fred'k Gareau

Supt. of Branch Maritime Provinc

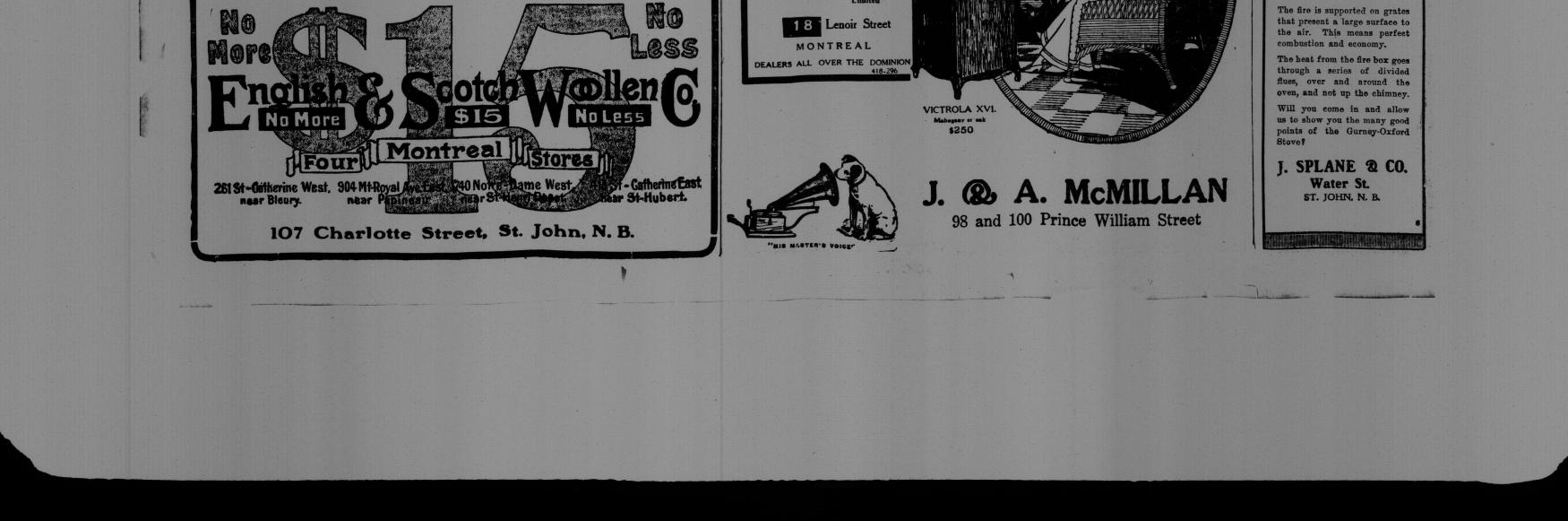
the Mills"-and it makes your \$15 worth \$25 to \$35 because the "Mill-to-Man" combination enables you to pocket the Middlemen's protits—you pay just

**One Price and One Profit** 

## Out-of-Town Men

We send samples of our wonderful made-to-order Suits and Overcoats to any address, with self-measuring chart and style book. We positively guarantee satisfaction in style, fit and finish. Write today to Mail Order Department, 415 St. Catherine Street East, Montreal

"Mill-to-Man Tailoring Service"



nans to such good purpose that the latter are constructing batteries pre-tory for long siege operations. So long as these forts hold out, this part of se remains closed to the Germans.

Canadian Artiflery. Ottawa, Aug. 13—The detail of the artillery division of Canada's expedi-tionary force was announced tonight by Col. Morrison, director of artillery. It will consist of three brigades of eighteen-pounder guns each, making a total of

Outdoors as well as In-

doors, the Victrola is

because

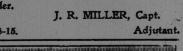
SALT

the Ideal Entertainer. On your porch or lawn, you can enjoy your favorite music at any time.

There are Victors and Victrolas in great variety of styles at prices from \$20 to \$300 (on easy payments, as low as \$1 a week, if desired). Ten-inch double-sided Victor Records are 90c for the two selections. Go to any "His Master's Voice" dealer in any town or city in Canada and let him play your favorite music for you. Ask for free copy of our booklet "Three Modern Dances" with five pictures of Mr. and Mrs. Vernon Castle and 288 moving picture photographs teaching all the steps of the new dances and our 300-page Musical Encyclopedia listing over 5000 Victor Records.

Berliner Gram-o-phone Co.

ing, 14th. inst., at 8 o'clock, every member must be on parade. Dress-dril







The Gurney-Oxford

is a Remarkable Stove BUYING a stove is not something to be decided

off-hand. Cheapness is not the con-sideration. Quality is.

If a stove is extravagant in fuel it should not have a place in your house.

The Gurney-Oxford is a truly remarkable stove.

The Economizer, fitted to the stovepipe, gives you complete control of the fire always. One turn of the handle dampens the fire down to a spark that consumes practi-cally no coal at night and between meals.