Tailors to His Majesty :- "The Man"

# "The Measure of a Man" (Shakespeare)

FIRST impressions are the best—the first impression that you get when you take "the Measure of a Man" is from his appearance—the well-dressed, wellgroomed man "gets there" ahead of the slovenly fellow every time.

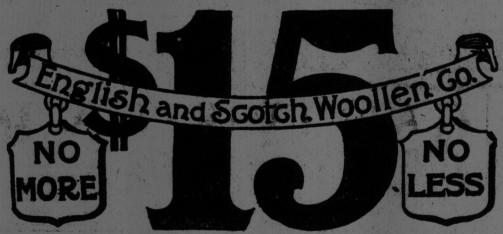
#### The Moral Is Plain

Let us take your measure and make you a suit from All-Wool British Fabrics. You have the choice from hundreds of the most stylish shades and patterns, and our "Mill-to-Man" plan gives you \$25 to \$35 value for \$15. No More, No Less.

If you've been paying over \$15 for your clothes

If you've been buying "Ready-Made" garments, at any price—TRY US.

### Suit or Overcoat



### To the Measure of a Man

Great, Big Ideas are developed by large institutions — not by small ones with limited output and meagre resources. As a matter of fact small organizations do not not possess the creative ability of positive

The "Great, Big Idea" in the clothing business is to cut excessive costs by selling direct from Mill and Maker to Consumer—and WE DO

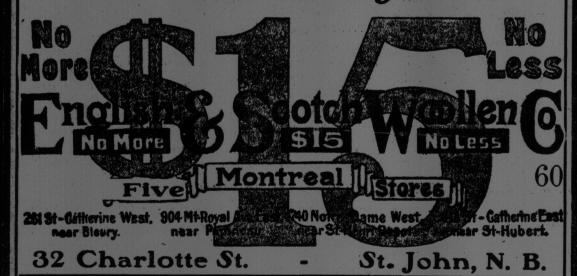
IT. All that is necessary for you to be convinced is to compare one of our suits with that of any other Tailor or ready-made dealer in Canada.

\*\*Tree Consumer Consum

Mail Orders

If you can't come to our Store let us come to you. Send for samples, self-measuring chart and style book, all FREE. We absolutely guarantee fit and finish, so you run no chances. Address:—\$415 St. Catherine Street East, Montreal.

"Mill-to-Man Tailoring Service"



TWELVE CANADIAN STORES

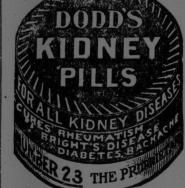
CANADA IN THE WAR

MORNING NOTES OF THE WAR fragrant. A fertilizer of rotted potato parings was responsible for the mamonth blossom.

Capt. J. D. K. MacNaughton has come from Halifax where he has been since de by mobs concentrating against German residents, subsided yesterday when Premier Asquith announced that all aliens of the enemy countries in the United Kingdom were to be interned. King George has stricken off several names from the front said that the Canadians had been in action for the last week and the fighting had been the nottest of the whole campaign.

The rioting which took place in different parts of England this week caused by mobs concentrating against German residents, subsided yesterday when Premier Asquith announced that all aliens of the enemy countries in the United Kingdom were to be interned. King George has stricken off several names from the roll of members of the Waiser.

In the House of Lords yesterday, Lord Haldane foreshadowed a new system of recruiting in England when the present congestion is relieved, as the heavy loss-



LOCAL MINSTRELS A GREAT SUCCESS The Watermell

The "Ebony Swells" Give Thor-

PEOPLE OFTEN SAY How Are We To Know When The

Kidneys Are Out Of Order?"

## TRUE STORY

Of How E. L. Marshall of Shreveport, La., Was Cured of a Stomach Trouble That Kept Him Out of Work for Months.

Shreveport, La.—"I had a bad stomach trouble for years and became so weak I could hardly walk or do any work. My appetite was very poor, then my food would not digest, I bloated and was very weak and nervous, and it seemed impossible to get any relief. I was so bad I could not work for months at a time. I tried too many remedies to name, but without help. I saw Vinol advertised and tried it, and soon noticed an improvement. I continued its use and now my stomach trouble is completely cured. I am a well man enjoying perfect health and have gained in weight."—E. L. MARSHALL, Shreveport, La.

The Ross Drug Company, Limited, and Wasson's Drug Store. St. John, N. B.

Jack Frost.
The Jingle of de Bell on de Cow...
Tilly Tinkle.
Come Where My Love Lies Dreaming

oughly Enjoyable Performance Quartette—Dona You Cry My Honey in Opera House — Lady Min-Miss L. Knight, Miss J. Knight, C. Brown, J. C. Salmon.

SOLDIER FROM CAPITAL WRITES

Private Robert Phillips Describes it - Lieut. Leo Lynch Recom-Royal Field Artillery

OF HILL 60 FIGHT

EASIEST THING IN THE WORLD!

The "last" word in shoes Invictus—the best good shoe

A last for every purpose and every foot, fashioned of fine leathers with care-



RECENT DEATHS

#### CANADIAN PACIFIC

DIRECT SHORT ROUTE MARITIME PROVINCES MONTREAL AND WEST Lv, Halifax - - 8.00 a.m.

Lv. St. John - 5.45 p.m. FAST EXPRESS TRAINS MONTREAL - TORONTO DETROIT - CHICAGO

W. B. HOWARD D.PA., C.P.R., ST. JOHN, N.B.

A Remedy

For All Pain

**Wise Precaution** 

**BEECHAM'S** 



Donaldson Hunt, St. John.