Evening
Telegram
Fashion Plate
Fashion Plates.





Are You Drinking Pure Cocoa or Cocoa Mixed with Starch?
Cocoa is made by grinding cocoa beans and pressing out some of their fat or "cocoa butter".
The removal of the excess fat leaves the cocoa more perfectly digestible.
A common way to cheapen cocoa is by adding starch.
A leading English physician says that starch added to cocoa reduces the "nutritious gluten and stimulating theobromine."
cocoa can be made.
It is produced in our spic-and-span factory at Montreal. Lowney's Cocoa conforms with cvc:requirement that goes to make cocoa wholeso:re and appetizing.
be until you have taced Lowney's.
Sold by grocers. In tins- 10 c to 50 c sizes.

## LOWNEY'S Cocos



Sorneyjs phown you how Cocsa ought to taste
The Walter M. Lowney Co., of Canada, Limited, Montreal








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Balance of Fur Stock

Reductions to Cash Purchasers. of from

## 20 p.c. to 50 pract

ich can only come once in a lifetime. Our regular retail prices for Furs are the best obtainable, appreciate the value we are now offering.
We are making these Tremendous Reductions to make
complete clean up in this department more especially of od amplete clean up in this department more especialiy of nd
and ends, of which we find that we have at stock taking. However, all our very smartest and most fashionzble ro
Sets are reduced at least 20 per cent., and the oddments fro

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BARGAINS IN DRESS GOODS. wear. We have
Dress Tweeds, in neat stripes, from ..........26c. yard
Dress Meltons, in Navy, Brown, Grey, Black, from...20c. yard Dress Meltons, in Navy, Brown, Grey, Black, from.... 20c. yard
Amazon Cloths, all colors, from .. . . . ... ...... . 40c. yard Wm FREW

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