

# The House that Thought Built

THE achievements of this great Tailoring Service trace back directly to the thoughts of yesterday. Looking back one sees a small Tailor Shop—but even then **Thought Was Well Developed**

Years ago we thought of our business as the leading Tailoring Service for men—and as “the thought is father to the deed”—we set about making it so. Little by little it grew—at first but slowly and gradually—later more rapidly—today enormously, and that growth takes on a greater evidence as the new season begins—for we have stalked ahead in “seven league boots”—and we have now become a part and parcel of every man's existence

Today through our TEN CANADIAN STORES, we have taught a new value in clothes money—we have cut out the wasteful middle profits and put them in the pockets of our Customers and—last but not least—we have given and will always continue to give unexcelled value in quality and service, because we have a very keen regard for strained purses and a full knowledge for evident need for “better than full value.”

The greatest “Mill-to-Man Tailoring Service” in the world launches its new season with a sincere conviction of having done its part well and it awaits your verdict, not breathlessly, but with confidence.

**SUIT OF OVERCOAT**  
TAILORED-TO-MEASURE

**\$15**

English and Scotch Woollen Co.

NO MORE NO LESS

## Don't Let "Argument" Blind You To True Value!

You know as well as we do that a GOOD ARTICLE SELLS ON ITS MERITS! It is only the thing of inferior quality or indifferent style or out-of-date pattern that requires ARGUMENT or CAJOLERY to blind you to its defects. The ordinary brands of \$15 suits and Overcoats now being offered in St. John are only \$15 values—sometimes less—and are manufactured expressly to sell at that price constituting a “bait” to catch the unwary! Beware of them!

Our Mill-to-Man, Made to Measure, Tailoring STANDS SQUARELY ON ITS MERITS. Its absolute superiority in Quality, Style, and Workmanship requires NO DEFENCE. Compare it with any alleged “reduced price” ready-made and you'll readily see that the quality we offer represents the BIGGEST MONEY'S WORTH you can possibly buy—ANYWHERE.

**Frederick Gareau**  
Superintendent of Branches  
Maritime Provinces

If You  
Can't Come  
To Us

Send today for generous assortment of small sizes of travellers' samples, self measuring form, style book, tape and instructions how to take your own measure correctly—FREE OF CHARGE. Fit assured at our one fixed price—\$15, NO MORE, NO LESS.

## "Mill-to-Man Tailoring Service"

No More **\$15** No Less

English & Scotch Woollen Co.

Four Montreal Stores

281 St-Catherine West, 304 Mt-Royal Ave East, 240 Notre-Dame West, 177-Catherine East  
near Bleury, near Parliament, near St-John Depot, near St-Hubert.

107 Charlotte Street, St. John, N. B.

## BAD COLD? TAKE CASCARETS FOR BOWELS TONIGHT

No Headache, Constipation, Bad  
Cold or Sour Stomach  
by Morning

Get a 10-cent box.  
Sick headache, biliousness, coated tongue, head and nose clogged up with a cold—always trace this to torpid liver, delayed, fermenting food in the bowels or sour, gassy stomach.  
Poisonous matter clogged in the intestines, instead of being cast out of the system is re-absorbed into the blood. When this poison reaches the delicate brain tissue it causes congestion and that dull, throbbing, sickening headache.  
Cascarets immediately cleanse the stomach, remove the sour, undigested food and foul gases, take the excess bile from the liver and carry out all the constipated waste matter and poisons in the bowels.  
A Cascaret tonight will surely straighten you out by morning. They work while you sleep—a 10-cent box from your druggist means your head clear, stomach sweet and your liver and bowels regular for months.

## CONSCRIPTS AND COMMANDMENTS

Whatever Teutonic Moses wrote the Ten Commercial Commandments of Germany, he surely knew the German people. The people of Germany are commanded to buy goods made in Germany. Some parts of the dialogue contain reasons why. Most of the commandments are just—commandments. They are orders given to a conscript nation, to buy German goods—wherever possible. The code is as candid as the German ethics of war. The only reason for commanding the Germans to buy German goods is that to do so helps Germany.

Canadians, being free people and citizens of a great liberty-loving Empire, need no commandments to induce them to buy the goods made by their fellow-citizens. All they need is to recognize the situation. If ten commercial commandments were drafted in this country by any Canadian Moses, Canadians would tear them to tatters without being in the least degree rebellious. Canadians know that the war has precipitated an industrial crisis in which it is every nation's business to hang together as strongly as possible. The Empire and therefore Canada is engaged in a struggle that tests out the national character of every country under the British flag. Canada's response to that test is twofold, sending men to fight the battle of empire, and buying goods made by the

## What Thin Folks Should Do To Gain Weight

PHYSICIAN'S ADVICE FOR THIN,  
UNDEVELOPED MEN AND WOMEN

Thousands of people suffer from excessive thinness, weak nerves and feeble stomachs who, having tried advertised flesh-makers, food-fads, physical culture stunts and rub-on creams, resign themselves to life-long skinniness and think nothing will make them fat. Yet their case is not hopeless. A recently discovered regenerative force makes fat grow after years of thinness, and is also unequalled for repairing the waste of sickness or faulty digestion and for strengthening the nerves. This remarkable discovery is called Sargol. Six strengthening, fat-producing elements of acknowledged merit have been combined in this peerless preparation, which is used by prominent people everywhere. It is absolutely harmless, inexpensive and efficient.

A month's systematic use of Sargol should produce flesh and strength by correcting faults of digestion and by supplying highly concentrated fats to the blood. Increased nourishment is obtained from the food eaten, and the additional fats that thin people need are provided. Leading druggists supply Sargol and say there is a large demand for it. While this new preparation has given splendid results as a nerve-tonic and Vitalizer, it should not be used by nervous people unless they wish to gain at least ten pounds of flesh.

factories of the Empire. Every dollar spent on Canadian-made goods now is as good as two before or after the war. Canada needs the co-operation of Canadian citizens—now. One volunteer dollar spent to help along a great movement is worth ten conscript dollars based on commercial commandments.

## THINKS FARMERS SHOULD HELP FEED SOLDIERS AT FRONT

Saskatchewan Man Makes a Novel Suggestion in Letter to General Hughes.

Ottawa, Oct. 31.—The suggestion by a western farmer, born in the United States, that every Canadian farmer be required to help feed the soldiers and horses of the Canadian expeditionary force has been received by the Minister of Militia.

S. B. Whitney, of Bruno, Sask., has addressed a communication to General Sam Hughes, in which he advocates such a course. The letter is as follows: "Let me make a suggestion. Could you not make a draft on every resident farmer in all the provinces that they must help feed our soldiers and horses that have gone to the front to defend this land of sunshine?  
"I think that no farmer is too poor to give, say, one sack of wheat of good grade and one sack of oats. I am a poor farmer with a large family, born in the United States, and have been in Canada five years. I would like to see my proposition in effect at an early date. Let every farmer deliver to the elevator a sack of each on a specified day. Take receipt for same from agent to the government. Make a demand that nothing less than third Northern be accepted, this grain to feed men and horses."

Does more cooking with less fuel because it's built with a coal-saving firebox.

# McClary's Pandora Range firebox is extra wide but not too deep. Ask the McClary dealer to demonstrate this point for you.

J. E. Wilson, Ltd., City Agent. Quinn & Co., North End Agent.  
R. Chestnut & Sons, Fredericton. Sumner Co., Moncton.

## A HEALTHOGRAM.

We often forget that air is a real substance, just as real as water. When a can is full of water, no more can be put in. When a room is full of air, no more can enter. If there is any chance for a stream of water to run out, it can be replaced by fresh. Just so with air. Therefore, some means must be devised to cause a constant current of air. Many persons try to keep warm by keeping out the fresh air. This is

wrong. More fuel is required to make stale air feel warm than to make fresh air feel warm.

## PILES

Do not suffer another day with itching, bleeding, protruding Piles. Surgical operation requires and as certainly cure you. See a proctologist, or Dr. Chas. E. Johnson, 100, St. James St., Toronto. Sample box free if you mention this paper and enclose the stamp to pay postage.

## Sensible Economies

are getting more than usual consideration in these troubled times, even from those who have hitherto spent freely. The steady toll of the barber shop is noticed now—and stopped—and more men every day are shaving themselves at home with the

# GILLETTE SAFETY RAZOR

To their surprise they find, in the Gillette Safety Razor habit, other things even more important than economy.

It saves many valuable minutes a day—sends them to business clean and refreshed, with toilets completed—and enables them to enjoy anytime, anywhere, a shave as smooth and comfortable as the best barber could give them.

The Gillette Safety Razor eliminates honing, stropping and fussing, as well as the need of skill or practice. You just pick it up and shave with solid comfort the first time you try.

Cut out the waste of time and money! Get a Gillette and enjoy economizing! Standard Sets cost \$5.00—Pocket Editions \$5.00 to \$6.00—Combination Sets \$6.50 up. At Drug, Hardware and Jewelry Stores.

GILLETTE SAFETY RAZOR COMPANY OF CANADA, LIMITED  
Office and Factory:—THE NEW GILLETTE BUILDING, MONTREAL.



## Never misses the once-in-a-life-time opportunity

Never loses the rare chance, for Dominion ammunition is as quick as lightning. It strikes hard and stops what it hits.

Put it through the efficiency test. Try it out on either big game or wild fowl shooting. Learn why it is the choice of professional guides and experienced hunters.

## Dominion is the perfect ammunition

You will find the primers sensitive and sure fire, the loads uniform, accurate and powerful. These are characteristics of all Dominion cartridges and are the result of efficient materials, precise loading and careful inspection.

Back of all this is the skill of specially trained men and one of the best equipped ammunition factories on the continent.

There's a Dominion dealer in your town and he's worth looking for. Send 10 cents postage for set of colored game pictures.

**Dominion Cartridge Company,  
Limited**  
803 Transportation Building  
MONTREAL

"The only  
ammunition  
entirely made  
in Canada."

