New patterns in Young Men's Models in weights for Fall and stormy Winter

For those who prefer the long waterproof we opened yesterday new paramattas at \$20—rather unusual

Gilmour's, 68 King St.

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## TORONTO VICTORY LOAN WORKERS | Fair Vale Outing HEAR INSPIRING ADDRESS

Sir George Foster Informed Gathering That Any Fears Gov't Had as to Success of the Loan Had Been Dis-

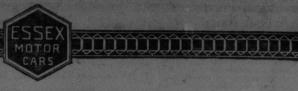
Cov't Had as to Success of the Loan Had Been Dispelled,
Terosas, Ont., Oct. 22.—Five has provided that the Velocity Loan workers, among the West of the Velocity Loan workers, among the West of the Velocity Loan drive which starts on Mondard that the Velocity Loan drive which starts on Mondard that the Velocity Loan drive which starts on Mondard that the Velocity Loan drive which starts on Mondard that the Velocity Loan drive which starts on Mondard that the Velocity Loan drive which starts on Mondard that the Velocity Loan drive which starts on Mondard that the Velocity Loan drive which starts on Mondard that the Velocity Loan drive which starts on Mondard that the Velocity Loan drive which starts the West Loan drive which starts to Mondard that the Velocity as the Velocity Loan drive which starts to Mondard that the West Loan drive which starts the Section of Commandard that the West Loan drive which the West Loan

# Club's Programme

Will Hold Aquatic Sports Next Year - Constitution Adopted and Officers



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# You Already Know

It is the Dainty Enclosed Model of the Car Men Everywhere Praise so Highly

## The Essex Sedan

A legion of friends waited the coming of the Essex Sedan. It came, already known, in a sense. The touring model foretoid its quality and performance. It hinted the dainty boauty to be expected.

So men bought the first Essex Sedans, unseen, solely on what they know of the touring model.

#### Now It Speaks For Itself

More than 1500 Essex Sedans are now in service. Drery day more than 100 new Essex owners are added.

Of these, a large proportion get Sedans. It is becoming the popular all-seasons car.

Just hear what owners say of the way it excels its promise. Their ch'ef joy is in its nimbleness. Abun-dant surplus power handles the extra weight of the

That is why many buy ft, who formerly found en-closed cars too singgish to be desirable.

#### Big Car Performance Small Car Economy

These days everyone is talking about the Essex Sodan. You will hear much that may lead you to regard it as a large high-priced car, because owners in describing it invariably compare it with big costly cars.

Their speech reflects the spaciousness of its inter-tor; its luxury finis; its solidness and quiet riding case. All qualities usually regarded as exclusive to big expen-

Yet the Essex is not a large car. It has the wanted

#### Essex Size No Bar to Supreme Performance

One owner writes: "The Essex proves that size is no more essential to fine performance in a motor car, than in a watch. It is just the best car qualities in a

The Essex was designed as just such a car. How it met our aim is best answered by what thousands who own and know the Essex, say of it. Come and ride in the Sedan. See if you too find the appeal, that won so

Women like its daintiness. The finish and pleasing appointments gratly discriminating taste. It is the sort of car you instinctively expect to see in any gathering of fine motors.

always appeal strongest to men. Power for the hills, speed and endurance to which no distance is a barrier, alertness and prompt pick-up in crowded traffic—these are qualities which will always win the affection of thor-

cially interest those to whom smartness, combined with supreme, performance appeals, is the Essex Roadster.

From the first Essex popularity has been the motor sensation of the year: Because in the Essex mon found qualities they never hoped to obtain except in high-

With two buye s waiting for every Espex we can

### MOTOR CAR & EQUIPMENT COMPANY, LIMITED

Showrooms: Cor. Charlotte and Duke Streets.

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cure an early deliv ery.

# KEEP ST. JOHN

Canada is running a great National Store.

Great Britain and other lands come here to buy our surplus agricultural and industrial products. These are the orders that are keeping Canadians busy and prosperous. That is where the money comes from that is paying our farmers for their surplus products and providing full pay envelopes for our workers.

But Great Britain and our allies are temporarily short of "cash." So Canada must extend them "credit"-just as any storekeeper extends credit to any customer whose financial standing is good.

The success of the Victory Loan 1917 and 1918 made possible the giving of these credits.

A continuation of these credits and the maintenance of our valuable overseas markets-depend upon the success of the Victory Loan 1919.

You will therefore plainly see how closely bound up with the Victory Loan 1919 is the prosperity of everyone in Canada, without exception.

Do not think your individual co-operation "does not matter." It

Unless Canadians to the last man support the Victory Loan it will not be the success that our continuous prosperity demands.

Let St. John do its share to keep things humming.

"Every Dollar Spent in Canada"

This space contributed by Major General Hugh H McLean