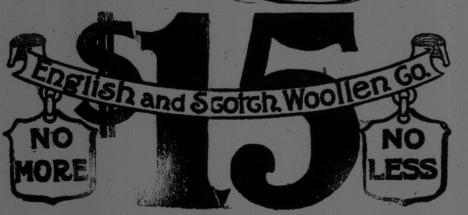
WONDERFUL FINE NEW OVERCOATINGS

YOU never saw anything like it! Wonderful Overcoatings that are away ahead of the procession—patterns and shades wholly exclusive with us—"Mill-to-Man" values that instantly win the approval of every man, and young man, who sees them.





Do oyu have your clothes "Tailored' or "Manufactured?" — there's a difference. The manufactured garment is the "hand-me-down" article — commonly called "ready-made"—they are cut in lays of 30 to 50 suits or overcoats at a time, of one particular size and style, and manufactured wholesale into "ready-mades"—BUT—no two men are built alike and what will fit one fellow won't fit the other, and that's why your "hand-me-down" sags, bags and rags after a few weeks' wear.

The Tailor-made garment is made to fit YOU, and only you, and WE ARE TAILORS—not the ordinary mushroom kind, but big, broad-minded fellows, doing a big business at a small profit per garment—getting our woollens direct from mills in "The Tight Little Island" and putting the profits of the middleman into the pockets of our customers. That's why you should come to us for your Winter Overcoat—come and see us and you'll understand what we mean when we say that we have no competition—anywhere.

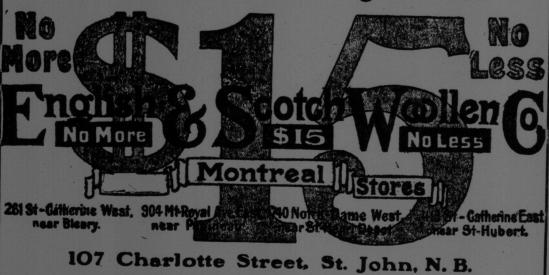
November 6, 1914.

Frederick Gareau Superintendent of Branches Maritime Provinces

Mail

Write us for sample fabric, self-measuring chart, style book and tape FREE. Get your Overcoat for the cold weather made right here-we guarantee absolute satisfaction. Mail Order Orders Dept., 415 St. Catherine St., East, Montreal.

"Mill-to-Man Tailoring Service"



RECENT DEATHS

The death of Mrs. Annie Cochran, widow of Henry Cochran, occurred yesterday afternoon at her home, 299 (this, of this city, Mrs. Cochran widow of Henry Cochran, occurred yesterday afternoon at her home, 299 (this, of this city, Mrs. Cochran widow) (this city) (this city, Mrs. Cochran widow) (this city) (t

Leaders in Religious Matters in England

(London Chronicle.)

In reply to the recent appeal of German war, the Archbishang on the European war, the European war, the Archbishang on the European wa

do so, they put forward no alternative proposal.

Finally, at the very last moment, Sir E. Grey made a new effort for the maintenance of peace:—"I said to German Ambassador this morning (July 31) that if Germany could get any reasonable proposal put forward which made it clear that Germany and Austria were trying to preserve European peace and that Russia and France would be unreasonable if they rejected it. I would support it at St. Petersburg and Paris, and go to the length of saying that if Russia and France would not accept it his Majesty's Government would have nothing more to do with the consequences; but, otherwise, I told German Ambassador that if France became involved we should be drawn in." (No. 111).



MOUTET

says she likes the Victrola "because the children are so fond of it.

"I always play it for them evenings before bedtime, so now I never have any trouble in getting them home.

"Then the Victrola is such a splendid help to the children's education. Through it's teaching, they have become familiar with the best works of all the great composers, as interpreted by the best singers and musicians. One of their favorites is Dvorak's beautiful "Humoresque," played by Mischa Elman.

"Besides, I have a really selfish reason for liking it. Some of the ladies of my aquaintance used to delight in inviting me to teas and receptions where they played their fine Victor Records, but now that we have a Victrola, I can have just as good music as theirs."



With 15 double-sided, ten-inch Victor Records, \$33.50

Other Victrolas from \$32.50 to \$300 (on easy payments, if desired), and ten-inch, double-sided Victor Records at 90c for the two selections at any "His Master's Voice" dealer in any town or city in Canada. Write for free copy of our 300-page Musical Encyclopedia listing over 5000 Victor Records. Ask to hear "It's a Long Way to Tipperary" the famous British Marching Song, on Victor Record No. 17639

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