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THE ENGLISH & SCOTCH WOOLLEN CO. is a name to be reckoned with in the suit and overcoat field. Today it stands for all those elements that go to make up Suit and Overcoat value.

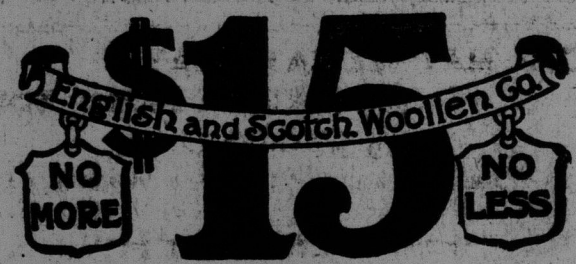
**MATERIALS
STYLE — FIT
WORKMANSHIP
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Our Popular - Priced, Made-to-Measure Garments cost elsewhere up to \$30. That's why you should

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Let no one muddy the water. Let clothes buyers have the truth. Our idea of truth is to give the purchaser all the facts. Here "wool" means all wool—not part wool and part something else. There's no question of the wonderful and satisfying variety of materials that we have ready. And no question of the large economy we offer.

Fred'k Garreau, Supt. of Branches

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Send us a post-card and we will mail you our style book, samples, self-measuring form and tape. We guarantee style, fit and finish on all orders by mail the same as though you called in person. Address: 475 St. Catherine St. East, Montreal



32 Charlotte Street
Opposite Bank of Nova Scotia
ST. JOHN, N. B.

Store Open Every Evening

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GENERAL FRENCH'S WORDS TO TROOPS

Stirring Scene at Inspection by Field Marshall in France—Made Remarkable Impression on Those Who Heard Him

An interesting and picturesque account of an inspection at the front by Sir John French is contained in a letter which Alderman J. Ranson of Battersea, has received from his son, Lance-Corporal J. W. Ranson, of Battersea, with the British Expeditionary Force in France.

Describing the ceremony the writer says: It was raining when we marched into the square, trodden into mud by the passage of men and horses, but, as the hour came when the Field Marshal was expected, the rain ceased and a struggling beam of sunshine broke through the heavy clouds. Then came Sir John French. He stood on the fourth side of the square, with his staff around him—a little, insignificant-looking man, in a brown cap unadorned by badges of rank in the shape of band and a mackintosh, white behind him stood some of the best brains of Britain.

Words of Praise
The ranks stiffened to attention and he began to speak. I have heard many speeches, some by orators whose fame is more than national, but I have never heard a speaker quite like Sir John. He speaks quite slowly, in a voice that carries well, and I suppose no one ever spoke in quite such a way to quite such an audience before.

"You may have thought when you fought so gallantly day after day in the trenches, that you were doing no good. I don't want any man to think that."

So he began and one could see stiffening of backs and a squaring of shoulders as he spoke while over the already quiet ranks there fell a deeper hush. To make charges when one is excited—anyone can do that; but French war-fare—that needs all the qualities of a soldier.

It seemed that the speaker was anxious to do full justice to his hearers. "The battle in which you have been engaged and which you have won... You have enabled the British and French armies to make a successful attack where?" Then it was we realized that these men had made history. Just a few more phrases and the speaker finished and some one called for "Three cheers for the Field Marshal!"

Wondrous of Speech
Ye gods! how the square rang! I doubt not that in this quiet French village some backwaters of history have sometimes rippled, but these women and children who leaned out of the windows

CHARLES E. RANSON, THE FAMOUS OPTICAL EXPERT, will be in his St. John office, Room 26, Robinson Block, Market Square, St. John, for one week, beginning Monday, November 22, and ending Saturday, November 28—9 a.m. until 6 p.m.—where he will examine eyes by the Rand Special System of fitting glasses, without the use of lines and charts hanging on the wall, and without asking questions. Examination free for this visit. Glasses fitted at reasonable rates. Charles E. Ranson, 229 Old South Bldg., Boston, (Mass.); also Robinson Block, Market Square, St. John.

The Easiest Way To End Dandruff
There is one sure way that never fails to remove dandruff completely, and that is to dissolve it. This destroys it entirely. To do this, just get about four ounces of plain, ordinary liquid arvon; apply it at night when retiring; use enough to moisten the scalp and rub it in gently with the finger tips.

You will find, too, that all itching and digging of the scalp will stop instantly, and your hair will be fluffy, lustrous, glossy, silky and soft, and look and feel a hundred times better.

You can get liquid arvon at any drug store. It is inexpensive, and four ounces is all you will need. This simple remedy has never been known to fail.

She Suffered 30 Years

Zam-Buk Cured The Ulcer In a Few Months
Zam-Buk Cured The Ulcer in a Few Months

If Mrs. Jeffrey, of 81 French St., Methuen, had known about Zam-Buk thirty-three years ago, she would have saved herself just thirty-two years and some months of pain! Think of it! She says: "Thirty-three years ago an ulcer appeared on my ankle, which, in spite of treatment, continued to spread almost to my knee. I tried remedy after remedy, and was treated by various doctors for over 30 years, but only got temporary relief!"

The pain I suffered day and night was terrible in fact, as I recall those days, I do not see how I was able to stand it! For years I could hardly walk, and was unable to leave the house. The ulcer extended from my ankle to my knee and was an open sore.

One day I saw an account of a very bad ulcer having been cured by Zam-Buk. While I had become skeptical of all so-called remedies, I determined to give Zam-Buk a trial. I applied Zam-Buk freely every day, and the sore soon showed signs of healing. The inflammation went away, the pain was eased, and I was soon convinced that after thirty years of suffering I was on the road to recovery. I realized that a complete cure could not be effected in a day and persevered with Zam-Buk. Finally the terrible sore was quite healed. I have waited over a year before writing you, but there has been no trace of the ulcer returning."

For ulcers, abscesses, eczema, scalp sores, piles, cold sores, chapped lips, baby's sores, eruptions, cuts, burns, bruises, and all skin injuries and diseases Zam-Buk is without equal. Sold everywhere 50c. box, or post-paid from Zam-Buk Co., Toronto, upon receipt of price. Refuse imitations.

Yesterday have seen something that they may well tell to those who come after, so long as the old market-places drawling in the sun. They have seen the thin band of horses; they have seen something of the spirit of England; but more than that they have seen in their day a little unassuming man, whose army is greater, whose task is harder, but whose success is surer than ever was the case with that other "little man" whom France has idealized.

"The tumult and the shouting dies; The captain and the king depart; And on the market-places a-drawn and deserted again, but the men who have marched out have been converted into keen, zealous soldiers, by the wisdomy of a man's speech."

A Thousand Dollars Won't Buy Eyesight
Many a one is lamenting now for having neglected expert advice. Having the eyes properly tested and correctly fitted with glasses suited to their particular trouble at the right time.

THIS WEEK
We are having a special demonstration and, to encourage you to come now, we allow you one dollar on any pair of glasses if you will take the trouble to cut out this ad. and bring it with you. We Guarantee You Satisfaction

K. W. Epstein & Co.
193 Union Street

CHEYNE'S For Saturday
40c. Orange Pekoe Tea 35c.
1 lb. Canned Apples 25c.
15 lbs. Sugar \$1.00
3 lbs. Evaporated Apples 25c.
1 lb. Raisins 25c.
1 lb. Oatmeal 25c.
1 lb. Flaked Wheat 25c.
6 pkgs. Ammonia Washing Powder 25c.
6 cakes Soap 25c.
Best Potatoes, per sack 25c.
1 tin Peas, Corn or String Beans 25c.
for 25c. bottle Re-Nu-All for 17c.
25c. bottle Re-Nu-All for 35c.
\$1.00 bottle Re-Nu-All for 85c.
Low Brand Soda, per pkg 4c.

CHEYNE & Co.
18 Charlotte St. Phone 803

Ready's Lager

Make This Your Favorite Beverage
Barrels Cases Dozens
EVERYWHERE
Ready's Breweries, Ltd. St. John

The Rexall Stores ARE CANADA'S FAVORITE DRUG STORES

Hot Chocolate Egg and Milk 10 cents at the Fountain

Here's Something Good

Finishing for Amateurs Our Work Will Please You

SPECIAL INTRODUCTORY OFFER ON Liqgett's Chocolates

Our first shipment of Chocolates from the new Liqgett factory in Toronto, reached our store this week, and they certainly are good. Made after the original Liqgett process which allows for nothing but the highest standard of Purity and Quality. The regular price of these Chocolates are: Pounds, 75c.; Half Pounds, 40c. To introduce them we are going to sacrifice the profit and will sell a limited number on Saturday at the following prices—

Pounds 50c. Half Pounds 25c.

500 SAMPLE CAKES PALM-OLIVE SOAP One Free to Each Customer While They Last

100 Cascara Tablets, 27c.
100 Bland's Iron Pills, 16c.
1 lb. Absorbent Cotton 29c.
Quinine Pills, 10c. doz.
Aspirin Tablets, 20c. doz.

EXTRA! Saturday Morning Only 6 Packages TOILET PAPER 25 cents

25c. Johnson's Lintiment 17c.
30c. Zam-Buk 37c.
30c. Fruit-tives 37c.
75c. Beef, Iron and Wine 67c.
Wood Alcohol 20c. pint

Symphony Lane Stationery
is the best it is possible to produce in Fine Writing Paper. It's selection is an insurance against criticism.
50c., 60c., 75c. the box

The Ross Drug Co. LIMITED
100 King Street
WE ARE HERE TO SERVE YOU

MRS. E. B. JOHNSON 28 MAIN STREET FOOT OF INDIANTOWN (Formerly Mrs. Sarah F. Ross)

Store Open Until 8 o'clock; Fridays Till 10 o'clock; Saturdays Close at 12 o'clock

BEEF	
Choice Round.....	15c. lb.
Choice Sirloin.....	16c. lb.
Choice Roast.....	12c., 14c., 16c. lb.
Stewing.....	6c. to 10c. lb.
Corned Beef.....	10c. lb.
Fresh Butter, Eggs, Fresh Vegetables of All kinds, Bacon and Ham.	
Patronize the Store Where Prices Are Low All the Time	

CASH PRICES, NOT ONLY for the WEEK-END, BUT ALWAYS UNTIL FURTHER NOTICE

Lots of POULTRY at Prices Within Reach of All Pockets Also Turkeys

FRESH PORK
Roast 16c. lb.
Frying 18c. lb.
All Meats and Vegetables are of the best quality and priced at the lowest. No Delivery to Save Expenses

BOYS CLUB HAS GIVEN SIXTEEN TO EMPIRE
Rooms Reopened For the Winter With Social Evening—An Enjoyable Gathering

There are now sixteen members of the Boy's Club wearing khaki, some overseas others preparing to go. This announcement was made by A. M. Belding last night at the re-opening of the club for the winter, when it was said by C. D. Howard that an honor roll was being prepared. Two of the boys, William Daley and Leslie Callahan were present. The opening last night was well attended and the gathering heard interesting addresses from Mayor Frank Hon. R. J. Ritchie, W. B. Tennant and A. M. Belding, with Supt. Howard presiding. The Bugle Band of the 52nd battalion, eighteen strong, under Band Sergt. Taylor was present and gave several attractive numbers, while others taking party were Miss Pearl Wayne and boys who gave patriotic choruses. A very interesting farewell letter from Walter Brindle, now in khaki was read.

Refreshments were served and the boys enjoyed themselves to the utmost besides making their guests feel at home. R. J. Walsh and W. F. Nobles of the executive were present with J. A. Armstrong, and others, including Harry Scott, the "old reliable" caretaker. The hall was nicely decorated. It will be kept open every evening during the winter so that the boys may avail themselves of the chance to have a cosy attractive place to meet, play games, and generally enjoy themselves. The ladies who assisted with the refreshments last night were members of the executive of the Playgrounds' Association, as follows: Mrs. J. F. Bullock, Mrs. Flings, Mrs. McKeown, Mrs. Holman, Mrs. Corbett, Miss Delnstadt and Miss Goodwin, and other ladies present were Mrs. W. C. Matthews, Mrs. C. D. Howard, Miss Emery, Mrs. W. B. Tennant and Mrs. A. M. Belding.

Argues Her Own Case
In the case of the Ambler Piano Company vs Minnie Adney before the appeal court in Fredericton yesterday Mrs. Adney conducted her own case and moved that the verdict for the plaintiff be set aside and a verdict for the defendant entered. The court considers. The court adjourned until November 19.

SEAMAN-GETCHELL
A pretty wedding took place on Wednesday at 7 o'clock in Trinity church when Miss Georgina Getchell was united in marriage to William John Seaman, son of Capt. W. B. Seaman. The bride was attended by her sister, Mrs. Alexander MacDermott, while Amos Seaman brother of the groom, gave the bride away. Miss Getchell wore a suit of blue

voile with white silk trimmings, and a hat to correspond. She carried a bouquet of white carnations and roses. The groom's present to the bride was a ring set with pearls, to the bridesmaid a gold bracelet, and to the groomsmen a tie pin. Mr. and Mrs. Seaman will have best wishes from many friends for future happiness. They will reside at 48 Egin street. There were many nice wedding presents.

Fit-Reform Suit Suggestion

If you like a Suit to fit easy and comfortable, we recommend this particular Fit-Reform model.

It is only one of the many happy styles we are showing in these faultless tailored garments.

Call and see them all—\$15 to \$35.

FIT-REFORM



Donaldson Hunt, St. John.