

COWAN'S
PERFECTION
COCOA

START THE DAY RIGHT
with a cup of this delicious
Cocoa for breakfast. It makes a
splendid foundation for the day's
work.

Retains
the
Natural
Flavor
of the
Cocoa
Beans.

Made in Canada
THE COWAN COMPANY Limited
Toronto



Sweet Clear
APPLE CYDER
Pure Reliable

E V A N G E L I N E

Fresh new stock made from choice winter apples now on sale
at all high class stores and restaurants.

INNAPOLIS VALLEY CYDER COMPANY, LIMITED
BRIDGETOWN, NOVA SCOTIA

PARIS PATE

French Chefs
have prepared this
Deliacy for
Your enjoyment

Paris Pate—not a "potted meat." It's something quite
distinct from that—is a dainty cooked meat paste made from
finest meats and spices packed in hermetically sealed tins
and cooked, ready to eat. Everybody likes Paris Pate and
in many homes it is a staple article of diet. It is pure and
wholesome—children love it—and for sandwiches it is ideal.
It's a good plan to keep a few tins on hand. Order some
from your grocer today.

Cool on ice before serving.

SOCIETE S. P. A.
91 Reading Street, Montreal.
Also at Paris, Dijon, Noy, France.

CANADA FOOD BOARD LICENSE NO. 14-330.

STOP COUGHS!

Do not go thru the annoyance
of sleepless nights and days of
misery. Let Gray's Syrup bring
prompt relief to your cough-
racked system. It will ease the
soreness of your throat and
loosen your cough so that you
will enjoy immediate comfort.
You will be surprised how
quickly it will put you back on
your feet again. Take it at once.
In use over 60 years.

Be sure and ask for the
Large Size

GRAY'S SYRUP
of
RED SPRUCE GUM
Montreal D. WATSON & CO. New York

Use The WANT AD. WAY



6 Days More Starting Friday Morning

Were You in The Crowd Yesterday That Took Advantage of Lesser's Alteration and Final Windup Sale?

OF LADIES', MEN'S, BOYS' AND GIRLS' CLOTHING

We are sorry to have had to turn some of the crowds away; but we can handle all now on account of the extra help we have secured for this sale. Come along tomorrow and see what bargains in Clothing you can purchase.

A real sale with full snap and vigor. Our shelves are full and we need room. The Spring Goods are arriving. The carpenters will be at work here in eight days, and our buyer will be on his way to the leading clothing centres of Canada and United States.

Everything the best was our motto and always will be. Reap the benefit. Make your dollars do double action. It will pay you to shop here. Seven days only, remember!

Ladies' Coats—Prices Unheard of—A Coat for Every Pocket—Bargains, Viz:

PLUSH COATS

One only Salts Lapineaux Seal Plush—
Size 36. Coat trimmed with Kolinsky fur,
interlined through and a very select flower-
ed silk poplin lining. Regular price,
\$65.00 Sale Price, \$39.75

One only Salts Plush Coat — Size 38,
black silk lining. Regular price, \$58.00.
Sale Price, \$24.75



LADIES' CLOTH COATS ALMOST GIVEN AWAY

Ten Tweed Coats in grey, brown and
taupe. Regular price, \$17.50. Sizes 36,
38, 40, 42 Sale Price, \$9.50

Fifteen Ladies' Whitney Coats, in blue,
brown and grey, belted, trimmed with plush.
Regular price was \$27.50.
Sale Price, \$17.50

Eleven Coats in blue only, trimmed with
black plush buttons and belted, all wool.
Regularly sold for \$33.00; all sizes.
Sale Price, \$17.50

Eighteen Assorted Mixed Tweed Coats—
All sizes. These are old cloths in the latest
styles and very heavy material.
Regular price, \$35.00 Sale Price, \$17.75
Regular price, \$30.00 Sale Price, \$16.75

LADIES' WATERPROOFS

Among these will be found a very
nice assortment of Tweeds, Velours and
Paramettas.
Regular Price, \$24.00, Tweed Raincoats,
Sale Price, \$14.95
Regular Price, \$20.00, Raincoats,
Sale Price, \$12.98
Regular Price, \$17.50, Raincoats,
Sale Price, \$11.48
Regular Price, \$13.00, Raincoats,
Sale Price, \$8.48

SPECIALS

50 LADIES' DRESSES

Thirty-five only Silk Poplins — The
newest styles for Spring; but as they are
here and have to go on sale, we are going
to give them away. The regular price
was \$16.50.
Our Sale Price, Only \$10.98
All Sizes, Styles and Colors.

Ladies' Skirts

Regular \$4.00 Sale Price, \$2.75
Serge Skirts—Blue and Black One-Third Off
Also Showing New Spring Silks and Poplins at 20 p. c.
Off Price Marked.

Ladies' Waists

8 Doz. Only, Voile Waists — Regular
\$1.25 Sale Price, 59c.

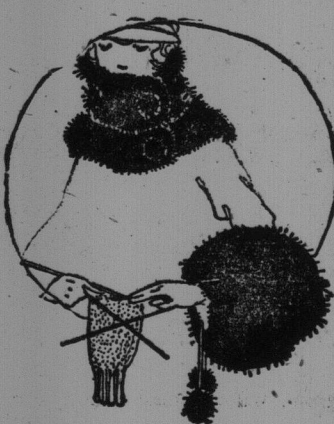
3 Doz. White Silk Waists — Regular
\$1.50 Sale Price, 89c.

30 Assorted Silk Waists, from \$4.00 to
\$10.00 Sale Price, One-Half Price

Ladies' One-Piece Dresses

Among these are the very newest styles
and patterns selected for our Spring trade,
in Serges and Silks, in all colors.
All Reduced 20 Per Cent.

LADIES' SUITS 40% Discount



Furs

20 Odd Muffs One-half Price
30 Scarfs One-half Price
10 Only White Thibet Sets — Regular
\$30.00 Sale Price, \$15.00
1 Red Fox Set—Regular \$85.00,
Now \$45.00

Men's and Boys' Clothing at Prices Unheard of

30 Men's Overcoats, in blue, brown and grey Chinchillas, Trench and
Shawl collar and Ulster styles. Regular price, \$26.50.
Sale Price, \$16.98

20 Men's Overcoats, in brown and mixed Tweeds. Regular price,
up to \$32.00 Now 40 Per Cent. Off

50 Boys' Overcoats—Sizes 27 to 34. Regular price from \$14.00
to \$20.00 Sale Price, \$9.98

Boys' Suits 33 1-3 Per Cent. Off

Men's Suits—Regular price from \$18.00 to \$35.00.
Now 40 Per Cent. Off

20 Spring and Fall Overcoats—Regular price from \$20.00 to \$30.00.
Sale Prices, \$13.75 to \$19.00

Returned Soldiers will find this sale the place to don civies.

Remember These Prices Only Last for Seven Days

No Approvals.

No Exchanges and Mail Orders Filled.

STORE OPEN FRIDAY, SATURDAY AND MONDAY EVENINGS

ALEX. LESSER'S STORE

210 Union Street, Opposite Opera House.
'Phone M. 2909

Great Diamond Found In South Africa

Blue-White Stone Weighing 388 1/2
Carats Yielded by Famous Jaager-
fontein Mine

A soft blue-white diamond weighing
388 1/2 carats, has been found at the
Jaagerfontein mine, Orange River Col-
ony, Africa. This promises to become
one of the diamond fields' historic gems.
Diamond of soft or pale blue-white
lustre have today the highest market
value. The diamond weighing 388 1/2
carats, in the rough state, found at the
Jaagerfontein mine, is the largest stone
unearthed there since the Cullinan di-
amond was discovered in 1905. This in
its rough state weighed 3,025 carats, or
11-3 pounds. It was presented to King
Edward by the Transvaal government.
Amsterdam diamond cutters made nine
large stones and several smaller ones
from it. The largest still weighs 610 1/2
carats and is said to be the most valu-
able and brilliant diamond in human
possession today.

In 1893 the same mine gave forth a
stone weighing 973 carats, which was
cut into ten stones, each weighing from
sixty-eight to thirteen carats.

Among authenticated diamonds of
great value is the Orloff, weighing 195
carats and cut in rose form. Its origin
is doubtful. It was purchased from an
Indian traveler in 1772 for \$400,000, a
title and an annuity of \$4,000 for Em-
press Catherine of Russia, and up to
the time of the Russian revolution of
March, 1917, was in the Czar's imperial
treasury.

The Koh-i-noor, weighing 109 1/2 car-
ets, belongs to the British royal family
and originally came from India, where
there is a tradition that it once weighed
794 carats. It had passed down the cen-
turies through a long line of Indian
princes until the British secured it in
Punjab in 1737.

The Regent or Pitt diamond in the
Paris Louvre weighs 186 carats. It is a
blue-white stone valued at \$2,500,000.

The Hope diamond, weighing only
44 1/2 carats, is a blue stone valued at

\$125,000. Other historic or valuable
stones are the Victoria, 180 carats,
owned by the Nizam of Hyderabad; the
De Beers, weighing 225 carats; and the
Tiffany, 123. There is also the Great
Mogul, cut in cone form, of 870 carats.
As with all precious stones diamonds
have two values: the market and the
collector's. The market value of the
stone just found at the Jaagerfontein,

the stone being capable of cutting with-
out great diminution of weight and
out of great favor of hue and bril-
liancy when compared with famous
test stones—the blue stone from the Cul-
linan or the Pitt, for example—would
probably be worth in the market \$225
a carat, possibly more, or upwards of
\$87,000. Still, a much more valuable
stone might be cut from it.

Cremonaphone

Talking Machine
— the machine that plays
all records equally well.

FREE



Come in today and get our special offer to sell you this fine Talking
Machine (or any other model), and supply you absolutely free of all
charge.

WITH RECORDS FOR ONE YEAR

The machine illustrated above can
be secured for as little as \$5.00
down and the balance payable on
easy instalments. It is one of the
best talking machines upon the

GET PARTICULARS OF OUR BIG FREE OFFER
This offer, if taken advantage of right away, enables you to get a year's
supply of new records without a penny of cost. Don't delay. Call in
and get details.

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During
and After
The Old Reliable
Round Package

INFLUENZA
Horlick's
Malted Milk

Very Nutritious, Digestible
The REAL Food-Drink, instantly prepared.
Made by the ORIGINAL Horlick process and
from carefully selected materials.
Used successfully over 1/4 century.
Endorsed by physicians everywhere.

Ask for **Horlick's The Original**
and get
Thus Avoiding Imitations

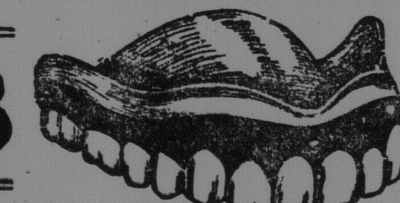
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When in need of Dental Work of any kind, consult one of our
specialists and learn what is really needed in your individual case. No
task is too small or too large, not to receive careful consideration. All
operations performed carefully and quickly.

\$3 PIERLESS VULCO DENTURE \$3.

\$8  **\$8**

PAINLESS EXTRACTION ONLY 25 Cents.
22K Gold Crown and Bridge Work \$4 and \$5.
Porcelain Crown \$4 and \$5.
Gold and Porcelain Fillings \$1 Up.
Silver and Cement Fillings 50c. Up.
BROKEN PLATES REPAIRED IN 3 HOURS.
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Street, St. John, N. B. Hours 9 a. m. to 9 p. m.