

**THE SEMI-READY
WILL HAVE NEW
SERVICE STORE**

Special Thought and Arrangement Given to Prompt and Better Tailoring Facilities for Men.

The new Semi-ready Store at 81 Charlotte street will have features which will make it more attractive for men who like prompt, quick and intelligent service when they go into a shop. Situated in the heart of the city, on the street with an even level, where there is no danger in wet or wintry weather, the new shop is perhaps the best location that could have been selected for a high-class men's tailoring shop. Fixtures and front are under construction, and as soon as possible the alterations and rebuilding of the interior will be rushed to completion.

"With the thought in mind that I may be on the street for a few days in the interim between vacation and occupancy, I am having a great Excuse-

The Beauty of The Lily
can be yours. Its wonderfully pure, soft, pearly white appearance, free from all blemishes, will be comparable to the perfect beauty of your skin and complexion if you use **Gouraud's Oriental Cream**

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tion Sale at the old Semi-ready shop on King street," said George Creery. "It was the gleeful thought of a business rival which started us on the hunt for this ideal location on Charlotte street. The bank wants this old store just as soon as they can get possession, for they purpose rebuilding the whole front. 'My own purpose,' continued Mr. Creery, 'is to get 41 of every garment in the old store so that I can open with new fixtures and new stock—everything in harmony. 'That is why we reduce the price on every suit and overcoat, on every boy's suit, every raincoat and winter overcoat.'"

Mrs. E. Albertson Smith has been selected by the Moncton council of women for vice-president for New Brunswick in the National council of Women to be in session here in June.

**NEW AIR BOARD
APPOINTED BY
GOVERNMENT**

(Canadian Press Dispatch)
Ottawa, April 22.—Two active flying officers appointed to the new air board are Lieut.-Colonel Robert Leckie and Lieut.-Colonel J. Stanley Scott, who were respectively superintendent of flying operations and superintendent of certificates branch, under the retiring board. O. M. Biggar, K. C., is reappointed vice-chairman of the board, and J. A. Wilson, of the navy department, who was a member of the retiring board, is appointed secretary.

With the creation of a Canadian air force and the inauguration of commercial flying in Canada, the appointment of a permanent board to devote all its energies to flying matters became a necessity. This board will be under the chairmanship of Hon. Hugh Guthrie, solicitor-general and minister of militia.

BRITISH ELECTION RESULTS.
London, April 22.—The result of the voting in the by-election in North and South Edinburgh, which was announced today follows:
Edinburgh North—H. J. Ford, Coalition-Unionist, 9,944; W. Finlayson, Liberal, 8,469; Mayor Graham Cole, Labor, 8,868.
Edinburgh South—C. D. Murray, Coalition-Unionist, 11,176; D. T. Holmes, Liberal, 8,177.

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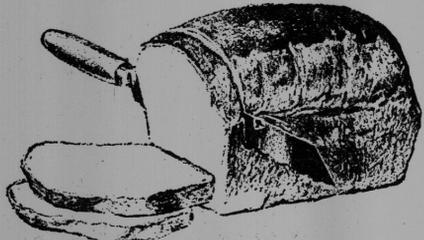
Eastport Sardines.
Four of Eastport's large sardine factories opened on April 15 and four more started up on last Monday after being closed since Dec. 1. Wages are forty cents an hour, which is ten cents more than last year.

**GOD WON THE WAR
AND THE DEVIL PEACE.**
SAYS WM. G. McADOO.

New York, April 23.—William G. McAdoo, former secretary of the treasury, speaking at a meeting in Brooklyn, in

behalf of the Inter-Church World Movement, declared that "God won the war, but the devil seemed to have won the peace." "I believe, however," he continued, "that the people will soon marshal the forces of religion and vindicate their ideals and will show the world that they still have their old ideas. It is not politics, but religion that will save America. The Inter-Church World Movement is an attempt to marshal the forces of religion and such it will succeed."

FIVE ROSES FLOUR
for Breads - Cakes - Puddings - Pastries



CARVE thick, satisfying slices for famished children—cut thin, dainty slices for the "five-o'clock"—all from the same fat FIVE ROSES loaf. A nutritious and economical bread-producer, FIVE ROSES makes a luxury out of a necessity.

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IT'S WHITE
TOILET SOAP



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Tailored-To-Your-Measure
Unequalled Values That Will
Surprise The Most Critical**

WE HAVE no hesitancy in saying that any man, regardless of his position or his income, whether he be a professional man, a banker, merchant, farmer, mechanic or laborer, if he is going to get new clothes this Spring, he would certainly save a great deal of money by ordering English & Scotch Woollen Co. Tailored-to-Measure Garments. Compare our Standardized Prices with what others charge for clothes of equal quality—he will be surprised at the result of any comparison he may make.

We want you to know our prices and our fabrics, because we know them to be the lowest in price at which individually Tailored-to-Measure Garments of Quality can be had anywhere. Regardless of whether we have enjoyed your patronage in the past, we hope you will decide to visit one of our 25 Quality Tailor Shops and investigate.



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Tailored-To-Your-Measure**

\$20
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More Quality Less Money

YOU will never know the real pleasure that clothes give until you have had an English & Scotch Woollen Co. Tailored-to-Measure Suit or Overcoat. Our showing of Spring materials is the finest we have ever shown, there is a color and pattern to suit every taste. We have gathered together this country's finest tailoring talent and offer it to you through our Dominion-wide service. Our service and our system is giving the men of Canada better clothes Tailored-to-Measure, and what you will remember most about our garments, aside from the money you save, will be the exceptional value and the all round satisfaction you will receive.

English & Scotch Woollen Co.

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26-28 Charlotte Street - - - St. John, N. B.

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- Quebec
- Shawinigan Falls
- St. Hyacinthe
- Three Rivers
- Sherbrooke
- Sydney
- Moncton
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- Fredericton
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