

Violet Dulce

A daintier and more delicately refined TALCUM POWDER you cannot imagine than Violet Dulce with its "breath" of the little flower for which 'tis named, and its fluffy softness that makes it grateful to the tenderest skin.

JUST 35c. THE BOX

The Ross Drug Company, Limited
100 King Street - Phone Main 2767

A Box of Our Candies

Will Make an Acceptable Gift

We have a number of dainty inexpensive boxes just right for

"A BIRTHDAY GIFT"

SEE OUR WINDOW

BOND'S

Correct Hats for Present

WEAR

Just What New York is Now Showing

Marr Millinery Co., Ltd.

LADIES

Our new Fall and Winter Coats are ready for inspection.

Call and examine at

The American Cloak Mfg. Co.
32 Dock Street
Phone Main 833

Here is shown one of the latest models in

Ladies' Hudson Seal Coats

We are also showing the same model in Electric Seal. These Coats are all made of French Dyed Skins. Fancy Linings.

Prices, \$75.00 to \$125.00

If you will come in, we will be pleased to show you what is new in Coats and convince you of our Low Prices.

F. S. Thomas
Main Street
Hudson Seal, \$125.00

To Our Friends In Summer Homes

To those of our friends who are spending the summer out of town, we take this opportunity of expressing our keen appreciation of their past favor, asking, at the same time, that they inform us, at the earliest possible moment, as to the time of their return to the city, that they may receive as usual their regular supplies of

PRIMECREST FARM MILK

Our Special Baby Milk, Primecrest Special Butter, or Primecrest Farm Butter, all of which is, and will continue to be produced and cared for with the same untiring pains as to Purity, Cleanliness and Sanitation that are winning growing favor for our products. The latest of which we take great pleasure in announcing is **PRIMECREST COTTAGE CHEESE.**

Thanking you again, believe us to be

Most Sincerely Yours,

Phone W. 374 **Primecrest Farm** SOUTH BAY ST. JOHN

Peaches For Preserving

Small Caskets of Peaches

50 Cts. to 60 Cts. Each.

NOW IS THE TIME TO BUY!

Gilbert's Grocery

BACK TO THE FRONT

Gunner Geo. R27, who left Woodstock with the first contingent, fought at Ypres, Langemarck, and wounded in the hip by a piece of shell at Festubert; declared medically unfit; discharged and reached home on Tuesday, decided that he was as good a man as ever he was.

re-enlisted and left last week to join the 56th Battalion at Valcartier.

TEMPLE BAND WILL PLAY

The Temple Band will play at the recruiting meeting on King square this evening. Band members will meet at the recruiting tent at half-past seven o'clock.

FIRST BIRTHDAY GIFTS UNDER S. C. MATTHEWS' PLAN ARE RECEIVED

Eleven Responses at Hampton Patriotic Fair—Event Expected to Realize \$550

At a patriotic fair in Hampton yesterday, S. C. Matthews launched his scheme for getting continuous contributions for the Patriotic Fund by having each individual on his or her birthday give as many cents as there are years in their lives. He made his appeal to those present whose birthday was yesterday, and eleven persons responded, with sums ranging from eight cents to fifty cents, the total from the eleven being \$2.68.

The first to contribute was Miss H. Barnes, whose brother is a lieutenant in the 6th C. M. R. at Digby Camp, and whose father resigned a captaincy the other day to enlist as a private in the ranks.

This fine method of raising funds has been brought to the attention of Sir Herbert Ames, and if adopted all over Canada would be most effective in keeping up the Patriotic Fund.

It is expected the total receipts from the great fair at Hampton yesterday will be about \$550.

NOW WELL STARTED AFTER THAT \$50,000

Patriotic Auction Offices Opened This Morning—The Auto Owners

With the opening of the executive offices for the direction of the \$50,000 Patriotic Auction this morning, at 181 Prince Wm. street, it may well be said that the big movement in aid of the patriotic fund was set in motion. In charge of H. A. Porter as manager, and with a staff of helpers, with members of the various societies promoting the campaign also aiding, the headquarters were established this morning, and from now until within a short time the dates of the event, October 4 to 9, the development of the auction will be directed from there.

Queries have been made by automobile owners as to what is to be expected of them in connection with the canvassing. They are to be asked to lend their cars for from one to three days for visits to the rural sections, not for the purpose of collecting or delivering donations, but simply to carry the solicitors in quest of contributions. Where desired, the owner can send his own chauffeur in charge of his car. Already several encouraging offers for the use of automobiles to aid in the movement have been received.

DIED IN CAMBRIDGE

Frank Townsend was Well Known Milford and Fairville Resident

Word was received this morning by relatives in Fairville today of the death of Frank Townsend in Cambridge, Mass., after quite a long illness. Mr. Townsend lived for years in Milford, and later moved to Fairville, which place he left for the States.

Besides his immediate family residing in Cambridge, he is survived by three sisters, Mrs. Wm. Armstrong, Mrs. Chas. Armstrong of Butte, Montana, and Mrs. Walter Cooper, Fairville; also two brothers, Sumner Townsend, Milford, and Chester of Maine.

The sympathy of the community is extended to the bereaved family, which is so well known in Lancaster. A son, Kenneth, died only a couple of months ago, which makes the circumstance all the more sad.

Mrs. Arthur Long, niece of Mr. Townsend, will leave on this evening's train to be present at the funeral.

LETTER FROM CHAPLAIN KUHNING, WHO IS NOW WITH MEDITERRANEAN FORCE

J. E. Secord has just received a letter from Chaplain Kuhning, who is now with No. 3 Canadian Stationary Hospital, Mediterranean Expedition, being one of eight chaplains chosen to go to the Mediterranean fighting zone. The censor does not permit him to say exactly where he is. He visited Alexandria, Egypt, and describes it as an interesting place to visit, but a better one to get away from, as one smells goats for days after.

Chaplain Kuhning asks to be remembered to his congregation and friends, and adds that newspapers are a great boon. His address is, Gustav A. Kuhning, Chaplain, No. 3 Canadian Stationary Hospital, Mediterranean Expedition, care of War Office, London, England.

DR. TRAVERS AT IMPORTANT POST IN DR. MACLAREN'S HOSPITAL

Capt. H. P. Travers has been appointed head of the dental clinic in Dr. MacLaren's Hospital, No. 1 General, at Ripples, replacing a British officer in the vacated home.

CONFIRMATION TOUR

His Lordship Bishop LeBlanc left last night for Peterborough and Oranocote on a confirmation tour. He was accompanied by Rev. A. J. O'Neill of Silver Falls.

Substitution

Substitution is the mortal enemy of the "square deal."

In the long run it profits no one. When you ask for a brand by name don't take something "just as good."

Go to the dealer who plays fair. The dealer who trades unfairly on a manufacturer's reputation is not the kind of dealer you want to give your confidence to, or your money.

FOUR DAYS AND NIGHTS ROUTE MARCH FOR 26TH

Sergt. Cooper Sends Interesting Letter—Soldiers' Ball League in France, St. John Men Playing

Writing from East Sandling Camp H. B. Cooper of the 26th Battalion says:—"I read about the field kitchen which James F. Robertson has so kindly donated and we surely need them, as we are the only battalion without them."

"I wish you could have seen the ball game between the 26th and 26th battalions this afternoon. It was good; we won 11 to 0. Some class to the 26th in baseball and in drill and discipline no other battalion has shown us. The 26th team has trimmed every battalion in the 6th brigade and they play the champions up to the present, losing only one in Folkestone."

"Next week we go out for four days and nights on a route march, which I am sure you will be glad to hear of. We are going to France, and we are sure to see some of the things you would do in St. John if you saw fourteen of them at once."

"I have not been to London yet. George Saul and I are going the last of this month. R. Smith has just got back; his father is over here now, and he was up to see him. I have seen J. Knight; he is going to France pretty soon."

Soldiers' Ball League.

Charles Humphrey, 1st Canadian Division Signalling Corps, telling of how they observed the anniversary of the declaration of war, writes:

"On August 4, the anniversary of the European war, the first Canadian contingent opened a baseball league consisting of five teams, 1st Field Ambulance, 1st and 2nd field company engineers, the divisional headquarters, the team in which I play myself. We have played four games up to the present, losing only one. I had the honor of pitching two of the games. But the worst is yet to come. Sunday we play the team that defeated us before; they have yet to lose their first game. If we win on Sunday we have a good chance for first place. I am looked to pitch Sunday's game, worse luck. Our manager gave us a banquet last night to show his appreciation of the team."

"Captain Pilsen, our manager, is about to leave us, as he is wanted at the hospital. We have elected another manager, Captain Gault, who promises to be a worthy man. He appreciated being elected manager as much as he would be proud to promote to major."

"Picture yourself playing ball with aeroplanes all around you and the artillery counting the runs. Seems unreasonable, doesn't it, but it is true. We have another St. John man on our team, George Y. Curran. He acts as shortstop and knows his position to perfection."

St. John Boys Champions.

Sergeant D. K. Graham of the 26th Battalion, writing to the Sporting Editor of the Times, wishes to let his friends know that the St. John boys are a name for themselves as baseball players. They have defeated every baseball organization in the 6th brigade and are looked upon as the champions about Sandling Camp, England. The line-up of the team follows: K. Keman, catcher; J. Butler, pitcher; H. Baker, 1st base; F. Maher, 2nd base; K. Garnett, 3rd base; "Daisy" Lee, shortstop; W. Campbell, centre field; C. Hartin, left field; F. Belyea, right field.

Macaulay Bros. & Co., King Street, St. John, N. B.

Commencing Saturday, Sept. 4, our stores will be open until 10 p.m.; open at 8 p.m.; close 6 p.m., excepting Sat.

WE HAVE NOW READY FOR SALE

A Fine Assortment of Velours

For Dressing Gowns and Bath Robes

Only a few months ago it was thought that only Germany could make this range, as they had been furnishing them to England for years. No German goods now. England is producing as fine a collection of patterns and a better finish of these double width Velours, which we can and will sell at

48c a yard

Blue and white, rose and white, pink and white, navy and white, grey and white, fawn mixtures, blue mixtures, grey mixtures, etc., 4 1/2 to 5 yards a gown length. Cost only \$2.16 or \$2.40.

Heavy Cord and Tassel Gown Girdles to Match Velours, 25c. each.

MACAULAY BROS. & CO.

See Our Line of Modern Heating Stoves

We sell the latest and most up-to-date line of Heaters in the city, including Burrell-Johnson New Silver Moons, Glenwood Oaks, Winner Hot Blasts, Daisy Oaks, Fairy Oaks, Standard Ideals, Glenwood Wood Stoves.

From this variety you will have no trouble making your selection. We will take your old heater in exchange.

Glenwood Ranges
Kitchen Furnishings
Furnace Repair Work

D. J. Barrett

155 Union Street
Phone BE 1545
St. John, N. B.

Sept. 7, 1915.

New Ideas, New Colors, New Patterns in Men's New Autumn Suits

There is certainly a greater variety of color than in other years, and with a deal more color in each.

They are not louder, but richer.

Incidentally it does seem stranger than man has become such a colorless person in the matter of clothes as compared with the "female of the species."

It was not always so, and this year, at least, it is less so than it has been.

No man, least of all a man actually "getting on in years," likes to look old.

These new Oak Hall Suits will make him look as youthful as a healthy man wants to feel.

When a young fellow puts on one of the young men's suits he is still in appearance the youth that he wants to be in appearance and in fact. He is not the manikin that he would hate to be in either sense.

Every day brings new variety, new richness, new styles, and no day finds the old-time dependability missing.

Prices unaffected by prevailing adverse conditions.

MEN'S FALL SUITS.....\$6.00 to \$30.00
MEN'S FALL OVERCOATS.....10.00 to 30.00

KING STREET COR. GERMAIN
GREATER OAK HALL
SCOVIL BROS., LIMITED, St. John, N. B.

When You Return From the Country

And open up your town house, your rugs and carpets will need a thorough cleaning. It takes many hours of extremely hard work to do this in the old fashioned way, with a broom, but with our "SOVEREIGN" COMBINATION VACUUM CLEANER and SWEEPER it will be easy, and you will be surprised at the results. With its triple bellows it extracts every bit of dust from all through the rug (not merely the surface dirt as when a broom or ordinary sweeper is used), while the sweeper brush gathers up all the loose threads, lint, etc., leaving the carpet cleaner than if taken up and beaten.

We will be glad to send you one on trial, and you need not purchase it until convinced that it is the best cleaner you have ever used.

A. Ernest Everett

91 CHARLOTTE STREET

CAPS!

OUR FIRST FALL SHOWING

These Caps are the Best manufactured in Canada, and that means something. They consist of heavy tweed materials (unlined) and medium weight tweeds (silk lined) in Greys, Browns and Mixtures. As usual the Styles are the LATEST and the Quality, the BEST.

STAPLE PRICES - - - \$1.00, \$1.25 and \$1.50

D. MAGEE'S SONS, LIMITED
63 KING STREET