ORD OF "FLYING NS-CONTINENT ESTING AVIATORS

I Fliers That Will be Hard to San Francisco Today—His Days Has Thrilled Aviation

WILL WEAR YALE BLUE



nidable on the links next year.



Five Acts of High Class Vaudeville Serial Picture and Concert Orchestra

- LYRIC . BEST

UNDERWORLD CAFE'

P

REAT PICTURE

BIRTHDAY SPECIAL

Exciting Derby ONTHS-

MISS THIS

ONDERFUL SHOW!

EATING CHEATERS"

The Biggest Value in Popular Priced Tailored-to-Measure Clethes in the British Empire

English & Scotch Woollen Co. Tailored-To-Measure Clothes

At Known Standardized Prices

High Priced Clothes & Big Profits

THIS establishment has fought the High Cost of Living for over 10 years. It has been a lonesome fight recently, Profiteering, Inflation of the Currency, the High Cost of Living, the High Cost of

Labor, the High Cost of Strikes, or what not-are making it pretty hard for us all this year to pay the grocery bill, buy a pair of shoes and get new fall clothes.

But the Government at Ottawa is coming to our rescue and they are going to start something-

The English & Scotch Woollen Co. have kept prices down for the public, and have proven that there is no need to pay high prices for your New Fall and Winter Suit and Overcoat. We ask you to visit any one of our 25 Quality Tailor Shops; you will get all you desire in fabrics, tailoring, style and fit, at Known Standardized Prices.

Our Tailored-to-Measure Clothes are the biggest values in the clothing world today.

Suits and Overcoats Tailored-To-Your-Measure



Our reputation for making serviceable garments, that give satisfaction, is worth more to us than any amount of clothes we might sell. The quality of English & Scotch Woollen Co. Tailored-to-Measure Garments is guaranteed as well as the serviceable wear. We never allow a yard of cloth to go to the cutting room until it has gone through every test and passed examination; every bit of material must measure up to our high standard of quality before it is accepted, we stand back of the quality of every yard of cloth used in our Made-to-Measure Garments. This policy has built the foundation and made the success of this establishment, which is the biggest Made-to-Measure tailoring estab-lishment of its kind in the British Empire.

Let us take your measure Let us take your measure today for your New Fall

LADIES' WARM WINTER COATS

lish & Scotch Woollen Co.

LINE TO NORWAY Norwegian s ply between

NEW STEAMSHIP

26-28 Charlotte Street, St. John

Head Office Montreal

25 QUALITY TAILOR SHOPS IN CANADA

Out-of-Town Men Write for Free Samples, Fashion Plat Self-Measure Form and Tape Line. Addr. SS1 St. Catherine Street East, Montreal

INDUSTRIAL CONFERE NCE CONSIDERS PROPOSALS DESIGNED TO HELP WORKMEN

WILL MAKE NO INCREASE IN R. R.

"FIDDLE-FIT"

Keep Liver and Bowels Clean and Active



Good as New

IT certainly is exasperating to soil the cuff of a perfectly fresh shirt when attending to the fur-

If you don't change it, you'll feel uncomfortable all day fearing some one will notice the soiled

Unless you are lucky and are wearing a W. G. & R. shirt with Double Wear Cuffs. Then, all you have to do is to turn the cuff and it's as good as new.

These new Double Wear Cuffs are a convenience men have longed for. Now that they have been invented, men are taking to them enthusiastically.

Double Wear Cuffs look equally dressy and lie perfectly flat either side out. A clever new idea in cuff designing makes this possible. Ask your dealer to show you



"the cuff that doubles the life of the shirt"