

HOW MEN CAN IMPROVE THEIR APPEARANCE

By Choosing Cloth and
Clothes That Will Give
Their Individuality.

The Chief Designer of Semi-ready clothes is more than a mere student of anatomy and of physical conformation. In a recent newspaper article he said: "In the army you can tell an officer from a private by his clothes. An officer's uniform is well-tailored and fits him, whilst the uniform of a private is frankly ready-made in the cheapest way by careless workmen."

"In our workshops we made thousands of uniforms for officers in the Canadian army, and some few for American officers, but our organization did not permit of cheap construction."

"A man can improve his appearance by wearing well-fitting clothes—not necessarily expensive clothes."

"One can see the difference on any street of the officer type of clothing and that of the private."

"There is class and distinction woven into a suit of clothes—an individuality which expresses the attitude of the wearer. Few men fail to live up to their environment. A cheaply-constructed and ill-fitting suit must of necessity have a mental effect on the wearer—and make him feel cheap and untidy."

"In the semi-ready tailor shops any man who works and who fails to grasp the idea that we want the minutest details of the model garment sewn into each garment—that man is released from our service. Each tailor must combine skill with efficiency."

Expert Work, Yet Price Is Held Down.
"Our wages are the highest paid in any shop in Canada—and yet we keep the price down."

"A finished salesman in a fashion shop could readily get twice the price of a ready-made suit for one that is 'Semi-ready tailored'; but the price label on the pocket, based on the cost of the cloth, keeps the price uniform and fair."

"Any man who buys a Semi-ready suit can look for himself and see the actual value of the suit, placed there by the men who bought the cloth and made the garment."

"The man who sells Semi-ready suits must know more about cloth materials, workmanship and color suitability than the ordinary clever talking salesman. He usually does, for in the Semi-ready store one meets the men who are particular about their dress and appearance."

Complete Tailor Service.
"There is no garment for men which we cannot make—from the scarlet golf coat to the business, professional or wedding suit."

"In our fashion portfolio we often show thirty different styles in a season. We still make frock coats for ministers, and we make clerical garb of all kinds."

"Morning coats have replaced the frock coats for wedding and other ceremonial or social affairs. These are usually made in black or dark grey chevrons, with vests to match."

"This season we made thousands of suits of homespun—both Canadian Donegals and pure Scotch homespun—in style suits for business and play. With each suit of long trousers we tailored a pair of golf knickers. Six times during the season we had to cable repeat orders for the hand-loom homespun—a cloth that looks quite ordinary and plain in the web, but which is quite distinguished and pleasing when tailored into a well-fitting garment."

"In fact, the new outdoor designs in suits are so attractive that the fancy patterns and weaves are not now the whole thing in the tailoring world."

"I know men, big men of affairs, who always prefer the neat and plain cloth, and who depend altogether upon the skill of our tailors for that air of distinction and neatness which is the mark of the well-dressed man."

Many Business Suits.
"It is attention to detail which marks the good tailor. Now, we make twenty different styles in business suits, yet there may be only a trifling difference in some. One may have a shorter lapel, the other a different shaped notch in the collar, or perhaps a different curve in the front of the shirt."

An Overcoat Is Important.
"It was in the making of overcoats that the Semi-ready company achieved their first big triumph."

"Making clothes on the scientific physique type system, the Semi-ready overcoat was found to have perfect shoulder-fitting, combined with graceful draping, and today it is only the older man who lingers in the past who would think it necessary to order an overcoat from the retail tailor. The Semi-ready shops can show so many styles—in both winter

overcoats and fall top coats—that their system is invariably chosen.

Cheaper Than in England.
"One can buy a Crombie overcoat in a Semi-ready shop for \$75, which costs fifteen guineas in England. In other words, the wholesale system of tailoring to measure overcomes both duty and sales tax on the imported overcoats."

"It has been said that Canadian apples can be bought in Liverpool cheaper than in Canada, where they are grown. In our shops we make and sell 'King's Own' Serge—a pure Botany wool yarn and a fast indigo dry cloth of fine, soft texture—at a price less than it can be bought in England, where the cloth is woven."

"It is just as easy for us to tailor clothes on exact English lines, just as we do with our English raglan top coats, but we can, and do, insert in the garments finer lines and more finished tailoring."

Riding and Ski Breeches.
"It was an English officer who complimented us on our riding breeches, just as it was an English golfer who said 'Semi-ready' golf coats were a perfect study in athletic tailoring. For both men and women we tailor ski breeches. This winter sport has taken a firm hold in Canada—the land of lakes, lakes and lakes—where we have ten months of perfect weather, and no cyclones, earthquakes or abnormal upheavals."

"We use no man's coat that any man can describe—that is our idea of Semi-ready service—and we aim to make our label a real seal of satisfaction."

"Creary's, in their new store on King street, have an exclusive sale in St. John of Semi-ready tailored clothes for men."

LOCAL NEWS

Best 35c lunch in town at Uptown Tea Room, 29 King Square.

Your own model made. Phone 3416. 9-18

We are the only authorized Studebaker service station in St. John. United Garage Co., 90 Duke street. 9-19

Steamer Oconee leaves Saturday at 3 p. m.
Steamer Hampton for Bellisle, Glenwood and way stops, Saturday, 12:30, local.

Frank White's celebrated hard mixture, absolutely the purest and finest flavor on the market. Good for the kidneys. 9-19

Roast beef 12c. Doly's, 151 Prince Edward, Tel. 4468. 9380-9-18

NOVELTY AT RITZ
Next Wednesday, Sept. 20, prepare to come and bring your friends. Watch paper for further particulars. Don't forget the date.

ACADIA PICTOU COAL
We are now receiving our first shipments of Acadia Pictou, freshly mined since the strike. George Dick, 48 Brit. 9328-9-12

THINK OF THE MONEY YOU SAVE
Ten or fifteen dollars won't make any man rich, but it's no sum to be sneezed at. Most of us consider it worth saving at any time. The only time you can make a saving is when the opportunity presents itself. Here it is. A sacrifice of suits and fall topcoats to make room for suits and fall topcoats that were \$25 to \$40, now \$15, \$20 and \$25. Suits that were \$25 to \$50, now \$17.50, \$22.50 and \$25. Gilmour's, 68 King street. Open this evening; close Saturday at 1. 9-18

CHILLY EVENINGS
Remind one of the hall stove. Is yours ready for duty? Or does your furnace require some repairs? Phone Main 1545 and you will get prompt service. D. J. Barrett, Union St. 9-18

BROAD COVE COAL
Run of mine and screened. Call Gibson & Co., Ltd. Phone 2936 or 594. 9-19

MORE COMFORT
During cool fall evenings the need of a little heat suggests fitting up your hall stove, Phone Barrett's, Union street, and be sure of prompt service. Main 1545. 9-18

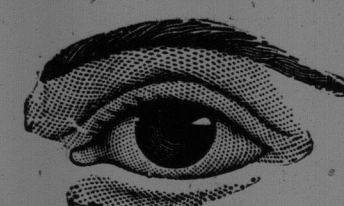
BEFORE THE RUSH.
Now is the time to attend to furnace repairs and see about your heating stove. Why not look after it before Jack Frost makes a visit? Phone Barrett's, Union street, and receive prompt service. 9-18

SUPPLEMENTARY C. P. SUB-URBAN SERVICE
On Friday night, September 15, 22 and 23, suburban will leave Welsford at 6:55 p. m., arriving St. John 8 p. m. Returning, leave St. John 9:10 p. m., arriving Welsford 10:15 p. m. This for the accommodation of suburbanites required to remain in the city on account of shops being open Friday night. The times shown above are Eastern. 9-14

Wedding Gifts

In Rich Cut Glass, China, Silverware and Bronzes. Our display offers an opportunity to select useful and ornamental gifts.

O. H. Warwick Co., Limited
78-82 KING STREET



CORRECT METHODS USED

Having thoroughly examined your eyes to see that no unhealthy condition is indicated we then use every modern instrument for determining the degree of error that exists.

We see that the muscles properly rotate the eyeballs, and lastly prescribe the glasses that most correctly supply the deficiency in your vision.

K. W. EPSTEIN & CO., - Optometrists and Opticians
4 King Square, Dufferin Hotel Block
N. B.—Headaches relieved by our glasses.

BARGAINS AT ARNOLD'S Department Store

157-159 Prince Edward Street

1/4 lb. Pickling Spice, Allspice, Pastry Spice, Ginger, Pepper, 6c. pkg.; Coleman's Baking Powder, 6c. pkg.; 15c. can; Pearl Buttons, 3c. 5c. doz.; Safety Pins, 4c. doz.; Needles, 5c. pkg.; Wire Hairpins, 5c. box; Clark's Thread, 25c. yds.; Men's Soft Collars, 50c. quality 25c.; Men's Socks, 25c. pair; Men's Flannel Shirts and Drawers, 95c. pair; Ladies' Black Hose, 25c. and 45c. pair; Ribbed Hose, 10c. 15c. and 25c. pair; Men's Dark Shirts, 95c. \$1.20, \$1.50 each; Children's Dresses and Undies, 50c.; Boys' and 95c. to clear; Ladies' Lawn Waists, 45c. 75c. and 95c.; wonderful values in Silk and Crepe de Chine \$2.50 to clear.

Bargains in Remnants of Cloth and Velvetens. Lot of odd Wall Paper, 5c. roll; Border, 3c. and 5c. yard. Dolls, Toys, Books and Novelties.
Store open all day Saturday and evening.

C. P. PRESIDENT ON THE OUTLOOK

Necessity of Economy Not Passed, but Difficult Period Successfully Gone Through

Fort William, Ont., Sept. 15.—E. W. Beatty, R. C. president of the C. P. R. who arrived here yesterday said he anticipated no railway strike in Canada. He did not see why there should be a strike and advised that he told him the situation in the states was clearing up. He anticipated no coal shortage and thought everyone would get coal. The most encouraging indication the present time would appear to be the general interest taken in probably the most vital question today, namely that of increased immigration to Canada. The principle of selected immigration was now admitted and there only remained the adoption of the methods whereby these policies could be given the greatest possible effect.

It is quite idle to assume that we had reached pre-war conditions, as to industry or labor, but there was nothing in the situation which should cause misgivings. It was only to be expected that in the progression towards normal conditions, there should be periods of temporary halt and further definition. We could scarcely anticipate an uninterrupted definition over a period of years. In the hopeful phase of the situation, in the belief that we had a tremendous crop which it was hoped would be marketed readily, and at fair prices. If these anticipations were secured, we should start the next calendar year in a much more favorable position than existed in January of the present year.

The necessity of economy had not passed, but no financial situation was clearer and stronger, and whether he was right or wrong in the time it would take for normal conditions, which of course were relative, to be re-established, the fact was that the most difficult period

Men's Snappy Overcoats

**In Fall and Winter
Weights**

New Tweed Coats, the cloth English. New Gabardine Coats, both cloth and tailoring English. Tweeds in lovat and grey. The style slip-on.
Priced \$25 and \$30.

WINTER OVERCOATS

In olives, lavats, greens and fawn, styles, smart ulsterettes, three-piece belts.
Priced \$30, \$35 and \$40.

HENDERSON THE CLOTHING MAN

104 King Street

had been successfully passed, and confidence in the future should be high.

"It will be the duty of the transportation companies," he said, "to keep pace with this progression, and so far as the Canadian Pacific is concerned, I do not hesitate to say that they will do their full share to provide the necessary extension, and increased facilities, which the trade of the country warrants."

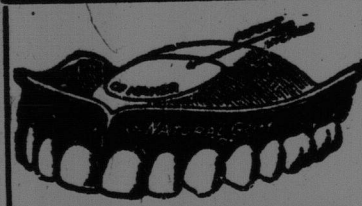
"In this period of expansion the possibilities of increased Canadian business in the Orient, should not be overlooked. Adequate transportation now exists; the reputation of the country is excellent; and the desire to do business with Canada increasing. Our manufacturers and importers should take full advantage of this extensive market the value of which is not to be lost on our competitors in other countries."

NEWS BROKEN TO BENNIE SWIM

"God bless you, sheriff; God bless you," was the retort of Bennie Swim in his death cell yesterday when Sheriff Foster informed him that a reprieve for three weeks had been granted. Swim for a moment brightened when the words "your execution was not take place tomorrow" reached his ears. When the sheriff added "for three weeks," the eyelids of Bennie Swim dropped like a flash and his head lowered towards the ground. He remained in this position for a brief moment, and when he raised his eyes again they were moist with tears. Asked if he was pleased with the decision he replied, "O, yes, it makes life a little longer," but added that he was prepared to go this morning.

HICKY ROAD CASE

The case in which George Hicks is charged with shooting Thomas Marshall in the Hickey road on August 22 came



PAINLESS EXTRACTION Only 25c

We make the BEST TEETH in Canada at the Most Reasonable Rates

Boston Dental Parlors

Head Office: 527 Main St. Branch Office: 35 Charlotte St.
Phone 863 Phone 38
DR. J. D. MAHER, Prop.
Open 9 a. m. - - - Until 9 p. m.

DYKEMAN'S

34 Simonds St. - - Phone 1109

151 City Road - - Phone 4261

276 Pr. Edward St. Phone 2914

14 lbs Lantic Sugar, with orders \$1.00
9 lbs New Onions 25c
2 11-oz. pkgs. Seedless Raisins 25c
Cucumbers, per doz 15c
Finest Apples, per bushel 69c
7 rolls Toilet Paper 25c

LARD and SHORTENING

1 lb block Pure Lard 18c
3 lb pail Pure Lard 50c
5 lb pail Pure Lard 85c
20 lb pail Pure Lard \$3.45
1 lb block Shortening 16c
3 lb pail Shortening 50c
5 lb pail Shortening 80c
20 lb pail Shortening \$3.30
Finest Dairy Butter, 1b. 34c
Finest Dairy Butter, by the tub, lb. 32c

2 qts. Finest White Beans 23c
Yelloweye Beans, qt. 20c
Clear Fat Pork 18c
2 tins Blueberries 33c
2 tins Corn 25c
2 tins Tomatoes (large) 35c
2 tins Peas 29c
2 lb tin Corn Syrup 42c
5 lb tin Corn Syrup 19c
2 lbs Mixed Starch 19c
2 lbs Corn Starch 19c
3 bags Table Salt 23c
4 lbs Farina 25c
4 lbs Rice 25c

98 lb bag of Royal Household \$3.70
98 lb bag Robin Hood or Cream of the West \$3.80
98 lb bag Our Chief \$3.75
24 lb bag of Royal Household \$1.00
24 lb bag Robin Hood or Cream of the West \$1.06
24 lb bag Victory or Our Chief \$1.02
20 lb bag Oatmeal 90c
3 bushel bag Oats \$2.25
Middlings, per bag \$1.65
Bran per bag \$1.60
Cornmeal per bag \$2.10
Cracked Corn per bag \$2.10

Daily deliveries to Carleton, Fairville, Milford, Glen Falls, East St. John, etc.

Try it Once—Use it Always
Yarmouth Creamery Butter
FRED. BRYDON, City Market

The Bees have been busy all summer making this extra fine

Clover Honey

Jars, 25c. and 45c.

It took a prize at the fair.

WASSONS 2 STORES

CLOTHING

100 Suits
40 Topcoats
being cleared to
make room for Fall stock.

Prices:
\$15, \$17.50, \$20,
\$22.50, \$25.

GILMOUR'S
68 King Street

TAILORING

FURNISHINGS

paying off the indemnity imposed by Germany. Had Germany won the great war her armies would still be in occupation of France, unless an indemnity fixed by the Prussians had been paid.

Quart Size PERFECT SEAL JARS \$1.60 doz.
14 lbs GRAN. SUGAR with orders \$1.00
3 cans CHOCOLATTA 25c
24 lb. bag BEST MAIZE COBA FLOUR \$1.00
Best PICKLING VINEGAR 32c gal.
3 pkgs. RINSO 25c
2 qts. WHITE BEANS 25c
2 large pkgs. QUAKER MACARONI 25c
2 cans CARNATION MILK, large 55c
3 cans CARNATION MILK, small 25c
3 pkgs. SNOWFLAKE AMMONIA 25c
NEW BRAZIL NUTS 20c lb.
CHOICE ORANGE PEKOE TEA 42c lb.
In 5-lb. lots 40c lb.

M. A. MALONE
516 Main St. Phone M. 2913

SAVE MONEY
Let us inspect your car regularly and make any minor repair or adjustment necessary.
CLIFF ST. GARAGE
Green & Davidson, Props.
M. 4383. 9-19 Cliff St.

White Pitchers
AND
Basins
in Royal Ironstone Ware,
Special Price,
\$2.75

Duval's
"YOU PAY LESS HERE"
15-17 Waterloo St.
Open evenings. Phone 1407

SPECIALS

**ROBERTSON'S
POTATOES**
22c. Peck, 85c. Bushel

Finest Orange Pekoe Tea 40c lb
5 lb. lots 38c.

8 lbs Finest Onions 25c
98 lb bag Robin Hood, Cream of West or Five Roses Flour \$3.85
24 lb bag \$1.05
24 lb bag Special \$1.00
5 lbs Oatmeal 25c
5 lbs Graham Flour 25c
5 lbs Pastry Flour 25c
4 lbs Rice 25c

2 qts. Finest Small White Beans 25c
2 qts Red Eye Beans 35c
Carnation Salmon, 1/2 17c
Carnation Milk, large, 2 tins for 30c
3 doz. Rubber Rings for 25c
2 lb pkgs Sunsweet Prunes 40c
7 lbs Finest Cornmeal 25c
2 pkgs Raisins, 11 oz. for 25c
2 pkgs Master Mason Tobacco for 35c
2 pkgs Derby for 25c
2 pkgs Rosebud for 25c
4 pkgs Amonia Powder for 25c
6 cakes Laundry Soap 25c
Finest Shredded Coconut 25c lb

THE 2 BARKERS, LTD.
100 Princess St. - - Phone M. 641
65 Prince Edward St., Phone M. 1630
538 Main St. - - - Phone M. 5641

Satisfaction Guaranteed or Money
Cheerfully Refunded.

14 lbs. Finest Granulated Sugar \$1.00
3 lbs. Cut Leaf Sugar 25c
9 lbs. New Onions 25c
Cucumbers, per dozen 15c
Choice Apples, per bushel 70c
Choice Apples, per barrel \$1.75

LARD and SHORTENING
1 lb block Pure Lard 18c
3 lb pail Pure Lard 50c
5 lb pail Pure Lard 85c
20 lb pail Pure Lard \$3.50
1 lb block Shortening 16c
3 lb pail Shortening 50c
5 lb pail Shortening 80c
20 lb pail Shortening \$3.30
Finest Dairy Butter, per lb. 34c
Choice Cooking Butter, per lb. 25c
Bean Pork, per lb. 17c

FLOUR and FEED
24 lb bag Best Pastry Flour 90c
98 lb bag Best Pastry Flour \$3.50
24 lb bag Royal Household Flour \$1.00
98 lb bag Royal Household Flour \$3.70
20 lb bag Oatmeal 90c
2 bush. bag Oats \$2.20
Middlings, per bag \$1.60
Bran per bag \$1.55
Cornmeal per bag \$2.05
Cracked Corn per bag \$2.05

Orders delivered promptly in City,
West Side, Fairville, Milford and East
St. John.

Robertson's
11-15 DOUGLAS AVENUE
Phones M. 3461 and 3462
Cor. Waterloo and Golding Streets.
Phones M. 3457, M. 3458

Wasn't it Your Own Fault?

When you had read about some article of attire being "cheap," you sought it, and bought it, and used it and found it was cheap and therefore it didn't suit you? There's nothing "cheap" here! There hasn't been once—not once—in sixty-three years. Everything's wholly dependable; even to the prices.


HERE'S A DRESS-UP IDEA
with a decidedly practical turn.
A Soft Hat \$5.00 to \$7.50
A Genuine Velour Hat \$7 to \$9
An Autumn All-Wool Cap \$1.50 to \$3.00
In true Sand Shades. See the window!

**YOUR AUTUMN
TOPCOAT**
can be sent subject to
your approval.
\$18.00 to \$37.50

ALL CAPS
should express the
distinguished appearance
Mages Caps
have. They don't.

**YOUR STREET
GLOVES**
Shall we make a selection
for you? Many
men shop this way.
\$1.50 to \$4.00

D. Magee's Sons, Limited
Since 1859.
St. John, N. B.



Record Bread Success

Not since the city swung over to Butternut Bread years ago has there been such a rush for something new from Robinson Kitchens as with Eatmor, the new bread with the creamy, wheatey color and flavor.

A lighter balance of milk, sugar and shortening than Butternut. Eatmor Bread was invented here for finicky folks who like a flavor dominated by fine flours.

Wheat kernel, butter crust—that's Eatmor, the bread you've waited for. Try it today.

From Robinson's Kitchens