THROUGH our "Mill-to-Man" Plan we sell you a Made-to-Your-Measure Suit or Overcoat for \$15, for which the ordinary custom tailor charges you \$30.

We do it for \$15, No More, No Less.

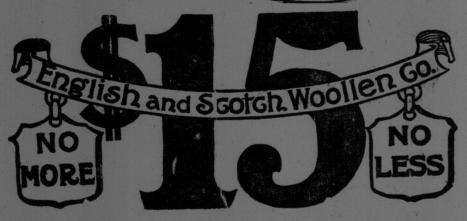
You don't care how WE DO IT for \$15, You don't care why WE DO IT for \$15, as long as

We do it for \$15, No More, No Less.

With our motto "A Square Deal for All"—and our guarantee, "Perfect Satisfaction as to Fit and Finish"-you will understand that when we tell you we make you a \$30 Suit or Overcoat for \$15

WE DO IT





YOU can choose from thousands of wonderful woollens "Direct from the Mills"—you can choose just the style that meets your particular fancy and you won't be charged one cent for any little individuality "Extras." We sell you only all wool fabrics, and when we say we sell all wool

WE DO IT

Let us make you a nice warm "Mannish" Coat for winter Ladies wear. There is nothing that looks nicer than a man-tailored Coat, and we can give you just the cloth you fancy. It will cost you \$15 -

Why not buy your suit length from us for your next costume? Men's cloth makes the real swagger suit—and besides, it has the wearing qualities found only in high-priced suits. Remember, we have thousands of patterns to choose from.

A SAFE MAIL ORDER PLAN

Dealing here by mail is a guaranteed transaction in material, fit and finish. Send for Free outfit-samples, self-measuring chart, tape measure and style book. Suit or Overcoat to measure by mail - \$15 - no extra charges. Address 415 St. Catherine St. East, Montreal.

"Mill-to-Man Tailoring Service"



107 Charlotte Street, St. John, N. B.

RECENT DEATHS

John Keegan, Wytopicklock, and Mrs. son, Summer & Co., director of the Mer-John Watson, of Monroe (Me.) There chants Bank, Victoria Life Insurance and in unbroken succession for 267 are also left two brothers and two sia-

NEWS OF A DAY; HOME AND ABROAD!

No. 4 team won last night in the Vic-ria alleys in the Five-team League king three points from No. 1 team. he scores were 1352 to 1341.

Thistle Curling Club met in their rooms last evening and elected match ind managing committees for the year. Geo. L. Warwick, the president, was in the chair and Dr. F. Sawaya, Mr. Thayer and Dr. F. C. Bonnell were elected members. The names of two members with the first Canadian contingent will be kept on the rolls of the club during their absence.

The Six Day Grind

At 11 o'clock last night there were thirteen teams left in the New York six day grind, ten of them bunched in the lead with 1,884 miles, two laps. Verdi, Kaiser, Drobach, Anderson and Wohlrab, mixed up in a spill about ten o'clock but none were forced to retire. The leaders are still two miles, two laps ahead of the record.

Lightweight Match a Draw

Ritchie and Attell Have Made Up

CANADA IN THE WAR

nd in St. John from Salisbury Pla of an inspection by the King an een and says His Majesty spent son ve minutes or so in conversation with ajor Frank Magee talking about the



Follow Shackleton

Follow Shackleton's example. He is taking Boyril to the Antarctic because his men must get every ounce of nourishment out of their food. You, too, can be sure of being nourished if you take

In a single bottle of Bovril is packed away the nour-ishing value of many pounds of beef, and in addition Bovril has the peculiar property of making other foods more nourishing.

Even a plain meal yields much more strength and nourishment if you are taking Boyril. Shackleton's lead is a good lead-remember his words:-



Great Values in Men's Overcoats Wilcox **November** Clearing Sale

We are short of room and must move our Fall stock at once, for we need the room for Christmas goods and have marked our Overcoats and Suits at prices that should move them quickly.

Men's Overcoats worth \$30.00 for \$22.00

Men's Overcoats worth \$20.00 for \$16.00

Men's Overcoats worth \$13.00 for \$8.98

Men's Overcoats worth \$10.00 for \$6.98

Men's Suits from \$10.00 to \$24.00 less 20 per cent.

> Men's Gloves worth \$2.25 for \$1.79

Men's Gloves worth \$1.75 for \$1.25

Men's Gloves worth \$1.25 for 79 cts.

Good Keavy Winter Caps For Men with fur lining at prices

50c to \$1.75

With every Man's Suit or Over coat purchased this week you get a pair of \$1.2t Gloves FREE.

Charlotte St. Cor. Union

Largely increased dividends

Will be paid in January, 1915, to holders of Canada Life policies eligible to share in them at that date.

The Canada Life can do this

because its earnings of surplus in the past five years have established new records in the history of Canadian Life Insurance.

Herbert C. Cox President and General Manager

J. M. QUEEN, Manager for New Brunswick, St. John