

VISITORS TO THE FAIR SHOULD SEE THESE PRODUCTS

Bid!
 THIS is an earnest, honest bid for your good will. If what we say is true we shall learn it. Otherwise it will cost us heavily. Besides we shall sacrifice the respect of the housekeepers.

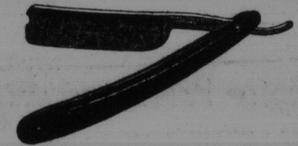
We assert:
 Regal Flour bakes the best quality and the utmost quantity of bread per barrel of any you have ever used. It is economical, little goes far. It makes delightfully light, white loaves. And fine, flaky pastry.

Guarantee:
 Your dealer will return your money if what we have told you here is not true. He loses nothing. For we pay him back. Will you meet our sincerity half way? Please remember—Regal.

THE LATEST ACHIEVEMENT OF THE WALTHAM WATCH CO.

"EQUITY" \$5.50 WATCH
 The Greatest Watch Value Ever Offered
 is a neat model (for Man or Boy). 16s. Open Face. In a screw back and front Nickel case and is guaranteed fine time keeper.
 COME AND GET ONE NOW
FERGUSON & PAGE,
 Diamond Importers and Jewellers
 41 KING ST.

McAvity's Special Razor



by the Best Sheffield Steel, Extra Hollow Ground and guaranteed to Give Satisfaction.
 Made with Square or Round Point.
 Each Razor set ready for use.
 Black Handle, . . . \$1.25 White Handle, . . . \$1.50

McAVITY & SONS, LTD., - 13 KING ST.

Printing, Bookbinding, Manufacturing Stationers, Up-to-date Methods.

Use Leaf work and Binders any size or pattern, made in our OWN factory. First-class work guaranteed.
BARNES & CO. Ltd. 84 Prince William St.

D. K. McLAREN, LIMITED
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BEST ON THE MARKET

Made Endless to Order in Two Days
 Complete Stock of All Sizes
 Prince William St. 'Phone Main 1121. St. John, N. B.



No Better Whisky Ever Sold Over a St. John Counter

Because FOUR CROWN is far above the rest of inferior grades it is gradually becoming the King Whisky in the City of St. John.

Messrs. Foster & Co., agents for New Brunswick report constant sales.

Lovers of good Scotch Whisky are enjoying FOUR CROWN SCOTCH. Are you?
 Sold by all dealers.

Asepto Soaps Brighten the Home

The Name

ASEPTO

On any Soap Product Stands for all that is Purest and Best in Quality and Cleansing Properties.

Asepto Soap

Is unsurpassed for all household and laundry purposes, and is harmless to even the finest fabrics. It is pure, thoroughly seasoned, lasting longest and giving you the Best Value for your money.

Asepto Soap Powder

Cleanses your home as nothing else can, being strictly antiseptic and doing its work quicker and better than any similar preparation. Saves Time, saves Money, saves Patience, saves Hands, will not injure points, nor fine, smooth surfaces. No better value anywhere.

MADE ONLY BY

Asepto Soaps, Ltd., - St. John, N. B.

See Our Exhibit. Ask for Premium Book.

Asepto Premiums Furnish the Home

ESTABLISHED 1822

McMILLAN PRESS



This has been a banner year in our history—never before have we handled such a volume of business of the better kind. Our manufacturing departments have been on the jump, and our slogan is not "how cheap," but, "how good."
 We stock about everything to be found in a first-class stationery establishment and our aim is to give prompt and efficient service.

A FEW OF OUR LEADING LINES

PAPERS--All Grades
OFFICE LABOR SAVING DEVICES
 THE LATEST
REMINGTON TYPEWRITERS
 STANDARD OF THE WORLD
VICTOR GRAMOPHONES
GLOBES MAPS
HYLOPLATE
SLATES, ETC.

J. & A. McMILLAN **McMILLAN'S** **ST. JOHN, N. B.**
 98 & 100 Prince William St.

SOME LEADERS IN MANUFACTURES

"The Motor that Makes the Mark."

THE

"IMPERIAL"

Sums up, in Structural Excellence and Design, the highest and best features of Marine Motor Perfection.

Some of the Models We Make:

IMPERIAL MODEL A

5, 10, 15 and 20 H. P.

The Engine We Sell the Most

An ideal engine for pleasure and fishing craft. Easy to start. Easy to run. Easy on Gasoline. Has all the newest and best features.
 Base 18 in. across, holding down bolts—Keeps the engine steady on its bed.
 Grease Cups on main bearings. No oil cups to fill or bother with.
 Best fittings throughout.
 Hundreds of these particular engines in use today, and everybody likes them.
 Can be run at any speed desired from 150 to 1,000 revolutions per minute.
 Weight, 230 lbs.

IMPERIAL MODEL B

3 H. P.

For the Dory and Row Boat

Light, Neat, Strong—Only 98 lbs. in weight.
 Equipped with plunger pump, raised timer, Schebler carburetor.
 K. W. Coil, Rajah Plug and Thermax odorless exhaust silencer.
 This outfit, placed in your boat, will give you all the pleasure of marine motoring for but a few cents a day.
 Anybody—even a child—can run it. There's nothing to get out of order and it's always ready to go.

IMPERIAL MODEL M

4 H. P.

For the Medium Sized Boat

This engine differs in structural features from the 3 H. P., having a base in two parts, separate exhaust and carburetor manifolds, and the very best fittings throughout.
 Equipment same as 3 H. P.
 Weight, 190 lbs.

IMPERIAL MODEL L

24-30 H. P.

The Heavy Duty Engine

This engine is of the four-cycle type, being designed and built expressly for Cruisers, Schooners, Tugs and Working Boats of every variety. The principal of operation differs from the two-cycle type. Our green catalogue tells all about it.

See Our Exhibit in the Machinery Hall
 In Charge of F. M. Stewart.

BRUCE STEWART & CO., LTD., - Charlottetown, P. E. I.

Perfect Products of a Model Brewery

Red Ball Brand

Ale Porter



Is quite different from any you've ever tasted, possessing a delightfully piquant flavor that tickles the palate, quenching the thirst and whetting the appetite.

At luncheons, dinners, etc., in the home, the hotel, the club, on trains and steamers, for auto jaunts, yachting and motor boat trips, for outings generally, RED BALL ALE is truly an ideal beverage.

RED BALL ALE is a faultless combination of the Finest Malt and Best Selected Hops, with Pure Bubbling Spring Water, brewed 'mid cleanly, sanitary conditions, in Our Own Brewery, then matured by months of storage in cool, dim vaults.



embodies, in the highest degree, those invigorating, appetising properties so essential at this time of year. A glass or two, during the day, fulfills the need of gentle, grateful warmth, rousing the lazy appetite and putting you in the fettle for a long, cold winter.

RED BALL PORTER is an unique, a Perfect Blending of the choicest Imported Dublin Malt with Selected Hand Picked Hops and Pure Spring Water. Its delicate Mellow Flavor results from storage in our specially constructed vaults, till full maturity is attained.

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 In Light, Plain, Clean Boxes
 Express Prepaid

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Simeon Jones, Ltd., - Brewers - St. John, N. B.