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Please send me your new season's Style Book and 72 pattern pieces of cloth. I am thinking of buying a suit—overcoat.*

Name

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*If you only want overcoat patterns, cross out the word "suit." If you only want suitings, cross out "overcoat."
 London Farmer's Advocate. Coupon No. 1.

We Want Every Reader of the London Farmer's Advocate to Sign and Mail This Coupon

Mail it and get a free set of Catesbys' suit or overcoat patterns, and be convinced that it is possible to buy a better suit in London, England, for \$12.50 than could be bought in Canada for \$25.00.

You've heard that clothing is much cheaper and better in England—you know that English fabrics are the finest in the world.

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Isn't it worth while, then, to get our patterns and see what there is in this offer? You can't lose anything by it, but you may save a whole lot.

All you need do is to fill in the coupon and mail it to our Toronto office. By return we'll send our latest Style Book, 72 pattern pieces of fine English suitings, a letter explaining our system of doing business, and a self-measurement chart that is so simple you can't go wrong in taking your own measure.

We will also send you 100 testimonials from Canadians who at first were as sceptical as you are, but who are now satisfied and regular patrons.



Write now. If you don't want to cut this paper, send a post card or letter. We'll mail book and patterns anyway. But to get them you must mention London Farmer's Advocate.

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 (Of Tottenham Court Road, London, England)
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The Beaver Circle

Our Senior Beavers.

[For all pupils from Senior Third to Continuation Classes, inclusive.]

Tommy Gough in English

When first the new boy came to school,
 His name was not announced.
 The children knew how it was spelled,
 But not how 't was pronounced.

"'T is easy to decide," quoth one;
 "'Of course it rhymes with rough.
 I'm positive, in my own mind,
 That that boy's name is Gough."

"You may be right," a second said,
 "'T is possible, although
 I rather think, if he was asked,
 He 'd say his name was Gough."

"'Pooh, pooh!" a loud voice called in scorn,
 "While swinging on a bough.
 That I am right, you must allow;
 We 'll call the new boy Gough."

"That 's as you please," replied a fourth,
 "While swinging on a bough;
 "And yet I see no reason why
 His name should not be Gough."

But here the boy himself appeared,
 And said, with bashful cough:
 "Say, fellows, can I play with you?
 My name is Tommy Gough."
 —St. Nicholas.

The Twenty-first of October.

(A contribution by C. H. S.)

The month of October has come once more, and with it the memorable twenty-first, the anniversary of the battle of Trafalgar. It seems so long ago that some of us are very apt to forget all about it, but if we could only realize, to a certain extent at least, the impor-

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In the bags of St. Lawrence "Medium Grain"—blue tags—every grain is choicest granulated sugar, about size of a seed pearl, every one pure cane sugar.

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Many people prefer the coarser grain. The St. Lawrence Green Tag assures every grain a distinct crystal, each about the size of a small diamond, and almost as bright, but quickly melted into pure sweetness.

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