ALL THE LATEST NEWS FROM THE ATHLETIC WORLD

ONE OF THE BIG REASONS WHY CONNIE MACK SUCCEEDS

He Believes in Taking His Men into His Confidence and Advocates Harmony among His Players, and Realizes that a word of Encouragement does Twice as Much Good as Biting CCriticism



The Mark that Stands for Quality and Square Dealing in Men's Furnishings

"It's Right in Writing"

OR over forty years this name has been identified with the one firm throughout the length and breadth of Canada - Tooke Brothers, Limited of Montreal.

You will find this distinctive lettering in the finest of silk shirts, in the famous Tookina shirts, in moderate priced shirts, in a wide range of grades carried by twenty-five haberdashers in St. John, and a good many thousand other reputable and progressive dealers from Coast to Coast.

You find this mark in collars that lead the van of fashion and remain unmatched in quality of goods and skill in manufacture. You find this same familiar lettering of the name Fooks in the finest products of the tie maker.

You find this name in goods carried by twenty-five men's wear stores in St. John -- for it is the unswerving policy of this house never to confine our lines to one dealer. We recognise merit wherever we find it -- and are glad to have our goods on sale by every responsible and square dealing merchant in a city.

Remember - to genuinely represent the firm of Tooke Brothers Limited -- the only mannfacturers of shirts, collars and ties in Canada with whom any Tooke is associated, the name must appear in this distinctive script



Shirts, Collars, Ties and Furnishings

For Spring wear you will find nothing superior to the genuine Sooks Mushroom Pleated Crossbar Shirt -- approved by New York and London as the last word in finished shirting.

In color and design you will find our Shirts the leaders of the new styles; in workmanship and finish you will find they are splendid examples of painstaking manufacture.

Knickerbocker Collar



Is an exclusive Sooke product, manufactured of a specially woven moire madras. What the Madras collar is to the plain white collar the moire madras is to the ordinary

Ask to see the new printed crepes, bengalines and other novelties and new ideas in ties at all the best dealers.

BROTHERS, Limited

Head Office: MONTREAL

for "It's right in writing," not otherwise.

Branch Warehouses: Toronto, Winnipeg

Factories: St. Henri, Lachine, Que.

Genuine FOORE Goods are for sale by all the best dealers in nearly every city and town in Canada. Twenty-five in the City of St. John

WORK ON YACHT DEFIANCE BEING RAPIDLY PERFORMED

Ford

As many Fords were sold in Canada last season as all other makes combined - eloquent proof of our slogan "The Universal Car"—and it's your car - made in your

Country.

Any Man Who Knows Whisky

Will Enjoy Whyte & Mackay's

> ANY MAN WHO KNOWS WHISKY

Will Enjoy the Flavor of WHYTE & MACKAY'S

but only a connoisseur can duly appreciate its rare quality.

The choice of gentlemen, and good judges of whisky, for half a century.

dyear tires.

Century

Agent.

why the legion of ian motorists has to them. Goodyear