



Your New Coat

*is waiting here for you.
Among the hundreds of
handsome, stylish Coats,
we've the one you want.
It was made in Berlin—
it is cut and finished just
right — and it will fit.
Come in and try it on.*

....Moore & McLeod

**Which Would You Sooner Do Without,
YOUR SWEETHEART OR YOUR SMOKE ?**



The answer to the above query depends upon the kind of Tobacco.

If it's RILEY'S Tobacco, the answer is: "Do without the Sweetheart."

If it's NOT Riley's the answer is: "Do without the Smoke."



T. B. RILEY

Queen Street, Charlottetown,

MANUFACTURER OF

Smoking and Chewing Tobacco

Popular Brands. Old and Tried Favorites.