## The St. John Standard. <br> NEW BRUNSWICK. CANADA.


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## Makes the Hit of the Season

Every Woman Wants it 160 NEW DESIGNS

Booklet of Instructions and All Metal Hoop all presented to you AT ONCE for $6^{\text {coumpons }} 70 \mathrm{c}$



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3 DAYS



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SALE NOW ON.

| Evenvoory chamemo and amazzo wтt new Theatrei |
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| Imperial Had Great Opening Saturday |






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 "THE CALL"-2 Reels With Real Train Wreck. The Pied Piper of Hamelin
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 A Theatre in Which the Ladies will be Glad to Remove their Hata.

Have You Seen Our WINDOW DISPLAY Odd Pieces in Solid Mahogany?


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Solves the Dress Problem This is the age of dress. Nothing can ever take the

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Everything necessary for the iris and the baby is in-
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Every Girl Oan Beoome An Expert The Outfit indudes a Booklet of Instructions, with illus-
trations and complete directions for making all kinds of stitches-Outline stitch, chain stitch, seeding, cat stitch, buttonhole stitch, couching, satin stitch, eyelet, stitch, wallachain embroidery, cross stitch, French knots, Fag-
oting stitch, Solid Kensington, Roman cut work, Bulgaran, etc. Netc. Self-Adjusting, All-Metal Embroidery Hoop also included in the Outrit.
Clip Six Coupons, bring them to this offlce together with 70 C, and you will be presented with your complete outfit now.
The 70 c. The 70 c. Is onty intended to cover the importation duty ${ }_{1}$
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Out of Town Readers Send 10c Extra for Postage

PARTIAL LIST OF PATTERNS GIVEN Each Worth 10 cents Stert Clipping Coupons NOW or You Will Bé Too Late

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Whole Carload of Patterns Just Received -but they won't last long-all our women readers are taking from on tofive ouffits. GET YOURS NOW

SATISFACTION GUARANTEED OR MONEY REFUNDED

URIVE $\operatorname{MTT}$



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## The Si. Tolhn Standard



$\frac{\text { ST. JOHN, N. B., MONDAY, SEPTEMBER } 22, \text {, 1913. }}{\text { ST. JOHN AND AQUATIC SPORTS. (cites so larze that the consumers are }}$

THE STANDARD. ST. JOHN, N. B. MONDAY. SEPTEMBER 22. 1913

DIARY OF EVENTS


## For the INDUSTRIOUS NEEDLEWOMAN By AdELAIDE BYRd

## A. .

 A CHILD'S KIMONO DPESS YOKETHE OLD WHITE DRESS



MARKE
DAY'S SALES ON MONTREAL MARKET

## (9.) B. Mecurdx $\&$ (0.)

$\qquad$ $-2$
 Autumn and School, and
Foot Ball, are here. Spalding stores are ready for
the season.


 If you cannot call, ask us to
send the new Spalding Catalogue.
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Foot Ball Ball - Hockey - Skates hises - Toboggans - Snow-tioes-Sweaters and Jerseys-
everything for Fall and Winter FA:CESPALDING: EBROS

BASEBALL IN THE BIG leagues Anenciav Leave and






THE IRISHAMERICANS

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## SPALDING

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## VARDON AND RAY DEFEATED BY OUIMET




## Agoore

Shirts, Collars and Cravats bear this \%ook Trade Mark in script on
the neckband. It's a mark of quality, well the neckband. It's a mark of quality, well worth looking for when you buy. The new gooter CHURCHILL above is a decided novelty-a smart wing model in the popular Satin Stripe Madras. It is shown with a \%ooke, Bias Stripe Cravat of rich, heavy silk.
tooke rros. LMmitel
montreal. ${ }^{16}$ $\frac{\text { THE NEWEST DANCE NOVELTY, THE "LAME DUCK" }}{}$

 LENA B. AND BARONMORE RACE TODAY

The Brea that Tempts

 GROCERS SEL IT

## DRINK HABIT

Dr. Richardson, Leading Alcohol Expert of the World, says

## Can Be Cured in THREE DAYS

Dr. Richardoon in his Treatise on the Liquor Habit says;


 Not oliy tiv to pobionous aloshol taten trom the syitem; ind aien


THE GATINN INSTITUTE CO., Limited 46 Crown Street, Corner King Street, St John ,

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## For Two Days Only Great Reduction Sale of Handsome Lace Curtains

At this time of the year there is hardly a house that doesn't require new curtains in
some of the rooms and if this offer is heeded, they may be furnished economically with attractive hangings. Patrons are aware that our curtain sales are noted for exceptional values, but
the reductions afforded now are the most liberal yet and all because the goods must be disposed of immediately. The curtains are mostly all perfectly fresh and range from two to ten pairs to a pattern.

Commencing This Morning Irish Point Curtains in white and ivory shades. Sale prices, pair $\quad \$ \mathbf{6 . 2 5}$ to $\$ 10.50$ | Scotch and Nottingham Lace Curtains, in white and ivory shades. | Sale prices, pair |
| :--- | :--- |
| $\$ 1.50$ to $\$ 4.75$ |  |

Marie Antoinette Lace Curtains, white and Arabian shades. Sale prices, pair

Japanese Hiand-Made Lace Curtains, Arabian shade. Sale price, pair Colored Irish Point Lace Curtains. Sale prlce, pair Battenburg Lace Curtains. Sale price, pair crim Curtains, funished with lace insertion. Sale prices, pair $\quad \$ 1.50$ to $\$ 10.00$ Also Odd Pairs of Curtains of almost every description, slightly soiled $\$ 2.50$ to $\$ 4.50$

NO EXCHANGE

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