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THE STANDARD, ST. JOHN, N. B. SATURDAY, SEPTEMBER $2 \pi$, 1919

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The Dayton Airless Tires cannot blow out, they cannot puncture. Built for $30 \times 3 \quad 1-2$ and $31 \times 4$ nmms also for light trucks

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## Now Big Car Owners

## In it They Find Wanted Large Car Qualities, With Advantages Exclusive to Small Cars.

## Turn to Essex

Consider how many, who formerly bought Consid

only lar
Essex,
E. Essex,
It proves that size was not what they
wit
 These are people with wide motor experience. They prize such light car advantages is economy and nimbleness.
But heretofore, only large, costly cars met
their other requirements of performan riding ease and appearance.

Now They Buy
the Essex
And they are chiief among Essex enthusAnd Ihey are chief among Essex enthuscar. Accustomed to fine car qualities, they
appreciate the way in which Essex matches. appreciate the way in which Essex matches
the best standards of cars in higher price lange.
The E The Essex was designed to embody the
wanted qualities of the finest cars, in a size wanted qualities of the finest cars, in a size
it would be possible to build at a moderate price.

Such Is the Car
You Want
Everywhere you hear how Essex meets
those exactions. Consider just what all this those exactions. Consider just what all this
comment and praise of Essex means. Surely no other car ever excited such unrestrained enthusiasm.
enthusiasm. this fact. Except in size and
MOTOR CAR \& MOIOR CAR \& EQUIPMENT COMPANY, LIMITED PRINCESTIng Agents
ke. Sts.Service Station: 108 to 112 Princess St.
Essex compared to another small car. Men
inevitably seek comparison for Essex qualiinevitably seek comparison for Essex quali-
ties among high-priced cars. There only, do ties among high-priced cars. There only, do
they find parallels by which to describe it. They match its acceleration against certain makes noted for that quailty. Its speed they
compare to the swiftest. Every community compare to the swiftest. Every community has its story of how the Es
some local "bogey" hill.
And now that it has become so well known, men are making it the performance
standard. It is not unusual to hear some say standard. It is not unusual to hear some say
of a high-priced tar they admire: "Why it of a high-priced car they admire: "Why it
climbs like an Essex," or "It gets away at climbssings with the Essex cars."

Examine the Essees
Ride in It
Your first glance will note the distinctive
finish finish, the materials and workmanship. See he care even in the smallest details,
solid, compact assembly, that has boen
ad in every trying test, will satisfy you of cadurance powers.
Then take a ride in the Essex. It will ieveal qualitites that charm yoư as they have nearly a million others.
You will agree that only big production
permits the sale of such a car at the Essez permits the sale of such a car at the Essea
price. Though they are being built at the price. Though they are being built at 20,000 a year, the demand exceed rate of
supply.
You can be sure, of an Essex when you ST. JOHN, N. B

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kind but A suit for every taste, from the young fellow who wants smartness and snap to the older or conservative busi-

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Uitra Fashionable and Elegant Types in

## New Fall Coats":Suits <br> For Women and Misses

## Coats

Fuli, swagger backs, large, comfortable Aleeves, and neat-fitting shoulders characterize the coats for Fall.
The prevailing silhouette for Fall Coats is tight and close-fitting shoulders, large and generous collars and loose ripple ekirts. Here
and there is a belted model and blousy back. Many of the coats are made on yokes from which softly gathered ripples hang gracefully.
The linings are luxurious and elaborate silks, while the materials are truly beautiful and the range of colors diverse.

Materials, Peach Bloom, Bolivia, Velours,
Irish Frieze, Silvertone, Chameleon Cord, Irish Frieze, Silverton
Tinseltone, Plumette.
Colors-Maduro, Tobacco, Beaver, Cop-
fer., Reindeer, Mahogany, Navy.

## Suits

Many new and beautiful fabrics have been developed. These combined with variety of style and huxurious fur rrimmings, have brought this seaso
Suits for every taste from the short boxy coat to the long coat; from fitted tailored styles to loosely hanging coato-cutaway
fronts to full cape backs. The skirts are fronts to full cape backs. The skirts are
long and quite narrow, giving the slim silhouette that women have been so centent with the past season. Here is a partial list of the Autumn colors and materials from which the suits are made. Materials-Velours, Silvertone, Tricotine, Poplin, Poiret Twill, Men's Wear Serge Duvet de Laine, Gabardine, Tweeds. Colors-Navy, Black, Oxford, Burgundy Taupe, Green, Delft Blue, Tan.

Special Sale of Waists-\$1.79 and \$2.29 on a recent buying trip. In the regular way these would sell for $\$ 3.00$ and $\$ 3.75$ repectively.

All Wool Sweaters-\$3.98
ACTUAL COSTS HAVE BEEN FORGOTTEN The only reason for this tremendous sacrifice is that the Sweaters are slightly soiled from handling, but a washing will make them as good as new. The
of these will be fortunate, so it behooves you to shop early today.

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## Clear the Skin






THE STANDARD, ST. JOHN, N. B. SATURDAY, SEPTEMBER 27



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how to build clothes too measure that make the how to build clothes to measure that make the
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