## 黄 The Incning Timeg. wranm



Great Overcoat Day
 Monster Winter Sale

Better get yours now and have the full benefit of it; the cold keep your legs warm, if the coat's good. Style isn't everything Cloth is important ; tailoring still more so. Style costs nothing--and yet it does. Two coats may be made in same style, but the one that's best tailored will be the most stylish. Get your overcoat where you know what's back of $i t$.

Our Guarantee always makes you safe here.
Good Overcoats for Men at - $\$ 4.69$ to $\$ 18.19$ Good Overcoats for Young Men at 4.29 to 14.49 Good Overcoats for Boys at - $\quad 3.29$ to $\quad \mathbf{2 . 9 0}$ We have the Latest CORDUROY OVERCOATS with
Don't Miss This This Sale It positively ends SATURDAY, Oct. 26, at midnight
Store open-evenings until 9.30 : Sardays until

## Union Clothing Co. <br> 26-28 Charlatte Street, opposite City Market, St. John, N



| What it is | "Brick's tasteless |
| :---: | :---: |
|  |  |
| What it does |  |
| What we do |  |
|  |  |
| Two Sizes - 8 ounce bottle 50c. 20 ounce bottle $\$ 1.00$ |  |








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## Cowan's

 Cake Icing'sare so
minutes.


Maple, Almond, and Cocoanut C'ream.


Cold Days Will Soon Be Here, ROYAL InsURANCE CO.

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HOW AN OLD CONSERVATIVE PAPER VIEWS THE MARKET

PEOPLE OF NOTE


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For Men and Women
$\$ 4.98$ to $\$ 14$ WILCOX BROS.,

Dock St. and Market Square.


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