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The New Society Brand ULSTER

Here's the right coat for all winter days. A burly coat that will keep you warm in a blizzard. Nothing better looking, either. Broad, roomy shoulders, deep collar, full body, two-piece belt. Very much the style of to-day.

The season's smartest overcoats. None finer made in Canada than these by Society Brand. Outstanding values.

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Charlottetown's Smartest Store for Men and Boys



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Thrilling, Gripping, Alluring!

CECIL B. DEMILLE'S PRODUCTION

The VOLGA BOATMAN

LENORE COPPER... WILLIAM BOYD... ELINOR FAIR... VICTOR VARNON... THEODORE MOSKOFF



He demanded life for life, yet when he faced the lovely woman whom duty compelled him to slay, she fascinated him and his soul rebelled, but—An extraordinary picture story of the love of a plebeian boatman for a Russian Princess, thrilling, appealing—undoubtedly Cecil B. De Mille's screen masterpiece.

Fox News — Fables — Orchestra

STRAND MON.—TUES.

JACKIE COOGAN IN "OLD CLOTHES"

THE VOLGA BOATMAN PICTURES RUSSIA IN ALL ITS GLORY

Tremendous Story of Social Upheaval and Anarchy Relieved by a Romantic Love Theme of Absorbing Heart Appeal.

Russia, in all its glory—Russia, perhaps the most unique love in all its fifth and misery—Russia sequences in pictures are played with its high caste and low aristocratic girl is placed in the hands of the rough human mule of the Volga. The girl is given but five minutes to live. What said to be one of the most original and gripping moments ever included in a motion picture.

Humor aplenty is injected into the picture by scenes showing the reaction of the various classes when announcement is made that the old regime has been overthrown. Mr. De Mille has provided a splendid spectacle, when the Reds interrupted a gorgeous ball of the aristocracy by the shelling and capture of Yurostev.

The popular ball player contest inaugurated by the management of the "Greenwich Village Follies" which begins this month in the Market Building is attracting much interest and enthusiasm. No doubt said contest as it goes along will increase in popular favor and a close and exciting finish is expected.

The "Unafraid" The writer received a letter from a fan the other day, signed, "Enthusiast," asking the question—"Is a good little man as successful in athletics as a good big man?" The writer is by no means an authority on such things, but the question might enlighten "Enthusiast" as far as courage and confidence is concerned.

The Football "Unafraid" Only here last Saturday the prominent stars mentioned in the Dalhousie and St. Dunstan's championship game were Richie MacCoy and his brother Bib, both averaging 140 pounds. Notwithstanding

DOUBLE DOLLAR DAYS

Friday and Saturday 5th and 6th of November

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50 Young Men's Overcoats, Blues and Tweeds. Worth to \$22.00 for \$15

50 Young Men's Suits in Tweeds for \$15

SPECIALS

- Men's Black Rubber raincoats to clear \$4 50
Men's Tweed Raincoats Grey, Brown and Olive special \$6 50
Men's Leatherette Raincoats special \$5 40
Men's white Flannelette night shirts worth \$2.35 for \$1 69
Men's colored Flannelette night shirts to clear \$1 25
Men's grey evening shirts with collar good weight special \$1 35
Big range of Men's fancy Shirts, worth to \$2.00 Dollar Days 99c
Men's heavy weight Khaki breeches, special \$2 37
Few pairs of Men's cottonade pants to clear \$1 40
Men's Merino Shirts and drawers Dollar Days 00c
Men's Merino Combinations suits \$1 69
100 Men's Velour Hats worth to \$5.00 for \$1 00

VERY SPECIAL

HUNDRED BOYS' SUITS TO CLEAR AT COST REMEMBER THIS STORE IS OPEN UNTIL 8 P. M.

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SEE OUR WINDOWS FOR MORE SPECIALS

The Caloric Pipeless Furnace

It guaranteed to heat your house to seventy degrees of heat in the coldest weather.

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PHONE 393-J. 80 GRAFTON STREET Opposite Prince Edward Theatre.

Sporting Comment

By ("Tec") Coming Football Fixtures

Dalhousie "Tigers" they of the yellow and gold stripe, one of the fastest football aggregations in the Maritime Provinces will cross the Strait Friday next to be entertained on the local gridiron by Saint Dunstan's on Saturday and the Abegweits on Monday. Thanks giving day. Both games will start at 3 o'clock, and needless to say record attendances will view the contests.

It has been two years since the "Bengals" performed here and to this day local football fans have not forgotten the fast and scintillating work of the visitors. True enough the Saints and Abegweits were both defeated but not before giving the Dalhousians the games of their lives, especially the game with the red and black who tackled and plunged so hard that Dalhousie was wonderfully impressed, so much so that the entire squad was unanimous in the opinion that they had never been tackled so frequent or so hard in their football careers.

Abbies and Saints It is not known definitely on what date the Abegweits and Saint Dunstan's will again clash in the Prince Edward Island series, but it is sincerely hoped that the game or games will soon be played. The season is getting pretty well on and no time should be lost in bringing the schedule to a satisfactory conclusion.

Montague's New Rink Montague's new hockey and skating rink is fast taking on the semblance of an up-to-date arena. A squad of carpenters are employed and are working like beavers in order to have everything shipshape when the first ice making frost arrives.

Judging by the above it looks as if this progressive little town to the east is looking forward to a prominent place in the Maritime hockey firmament in the near future. In fact it won't be surprising to see the Montague lads affiliated with the M. P. B. this winter and as a consequence aspirants for honors in the Prince Edward Island Hockey League. It surely would occasion much

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Hickey & Nicholson's Black Twist

A little observation will reveal the overwhelming preference for this tobacco, a popularity that has never been equalled in all the history of chewing tobacco.

Hickey & Nicholson Tobacco Co., Ltd. Manufacturers Charlottetown



NOMINATION BLANK

I Herely Nominate Mr. ... as a candidate in the MOST POPULAR BASEBALL PLAYERS CONTEST RUN IN CONJUNCTION WITH GREENWICH VILLAGE BAZAAR. Enclosed please find One dollar for which credit my Candidate with 1000 votes.

Fill out above blank and mail with One dollar which will start your Candidate off with 1000 votes. The Winners of this Contest will receive \$100.00 in Gold. Voters share in the free distribution of \$25.00 in Gold. Address all Communications to

CONTEST MANAGER Market Building, Charlottetown, P. E. I. Phone 1000.

Table with 2 columns of stock prices and company names including Am. Smet. and Refng. Co., Chile Copper Co., N.Y. Cen. and Hud. Riv. R.R., etc.

Mrs. Charles Gay, of El Monte, Cal., who is one of the foremost animal trainers, declares that baby lions will some day replace dogs as pets for she raises scores of them on her famous Gay Lion Farm and says they are every bit as tractable as pet dogs.

Everywhere! BRIER SMOKED BY MORE MEN THAN ANY OTHER BRAND IN CANADA

The Tobacco with a heart

ing their apparent slightness these mighty atoms played havoc with the "Tiger" crew throughout the game—their scintillating work was in no small way responsible for the Wanderer victory and championship. Here in our midst we have another mighty atom in the person of "Wiackey" McEachern who has shown brilliantly on field and track number of years. McEachern in past condition does not exceed 140 pounds, and even then he thinks he is too heavy. The gridiron is no place for weaklings anyway, and the field bristles with such examples, not forgetting to mention the mighty "Red" Grange who it is claimed beat entire teams almost single-handed.

Bob Fitzsimmons, old Bob, he was unafraid, holding the heavyweight and light heavyweight title at one time, he often disposed of men 60 pounds heavier. Gotch the wrestler was unafraid of the mighty Hackenschmidt and went after the Russian Lion so hard that the latter quit.

Young Outmet the Boston amateur golfer stood his ground against the two greatest golfers in the world—Vardon and Hay—on two successive days and won, and so it goes—Molly Mallory didn't will before the illustrious Suzanne at Forest Hills; Jay Gould was never afraid to risk his court tennis title with the professionals; Young Corbett, supposedly a set-up, imported from Denver, was so unaffected by Terrible Terry's reputation that he knocked at McGowan's dressing room door on the way to the ring and called, "Come on Terry and get your licking."

Stock Quotations HALIFAX, Nov. 3.—Quotations furnished by Johnston and Ward, Members of the Montreal Stock Exchange:

Table with 2 columns of stock prices and company names including Al. Top and Santa Fe Ry., American Can Co., Am. Car and Fry, etc.