

## READ THESE BOOKLETS AND YOU'LL BE PLEASED

The Canadian Publications of the Canadian Government Railway This Season Will Delight All.

(Halifax Herald.)

The summer publications of the Canadian Government Railways have just appeared and they are a delight to the eye and a pleasure to the intelligence—beautifully printed and illustrated and full of interesting and informing reading matter—a real credit to the advertising department of the People's Railway.

The books make a collection of seven including the red folder of "Summer Excursion Fares" of the Government Railways system from the newest Musquodoboit branch to far-off Winnipeg, for the government system now stretches from the Sydneys and Musquodoboit in the east to the very centre of the continent at the prairie capital. "Summer Excursion Fares" also has a list of hotels and rates.

Each of the booklets has its own different story. Three are devoted to the Bras d'Or lakes; Prince Edward Island, the euphonious "Aegweit"—"cradled on the waves," according to the happy and picturesque symbolism of the noble red man; La Baie de Chaleur, the name given the beautiful inlet by Jacques Cartier in 1534, when that gallant navigator sailed into the magnificent haven. The loveliness of these waters can never be forgotten by those who have seen them, but those who have not may obtain a fascinating idea of nature's matchless beauty by reading these charming rail-

way brochures.

There are also the twin booklets, "Notes-by-the-Way"—one describing in "Lines Quebec and West" the country from Quebec's ancient capital to Winnipeg. Some of the chief points of interest are noted and illustrated; it would take a big volume to tell anything of them all. The happy are of condensation has been well displayed in this booklet as also in its mate—"Lines Montreal and East."

Each of the "Notes-by-the-Way" booklets comprises about 30 pages. These booklets are well worth reading and if taken along when on a journey over the Canadian Government Railways will add to the delights of a summer trip.

The man or woman who reads them, if he or she has any idea of making a railway excursion somewhere, is almost sure to decide in favor of seeing the panoramas that will unfold on the lines of the people's railway, whether in Cape Breton, through Nova Scotia, up to northern New Brunswick, or along the St. Lawrence to Quebec and Montreal. And the journey need not stop there, for, going by Canadian Government railways the traveller may go through newer Canada and past the Great Lakes to Winnipeg, by the "Western National" and return by the "National Atlantic" express trains.

One booklet more remains, "Out-of-Door," sixty pages of information for

the tourist, the hunter, the fisherman who may purpose a trip in Quebec or the Maritime Provinces. It gives the basis of all information needed as to fish, games, hotels, guides.

There could be nothing more complete or attractive or useful than this series of booklets for the use of travellers on what is the great system of Canadian Government Railways, and all who had anything to do with their preparation are to be congratulated on the success achieved. "The Summer Publications" cannot but have good results.

### WEDDING AT SOUTHAMPTON.

Porter Ingraham.

On Wednesday, June 28th, at high noon, the home of Mr. and Mrs. Geo. S. Ingraham, of Southampton, N.B., was the scene of a happy event, when their daughter, Eliza Anne, was united in marriage to John Miles Porter, of Weston, Carleton county, N. B. As the wedding march was played, the bride and groom entered the room unattended, the bride being given away by her father. The ceremony was performed by Rev. M. H. Manuel, of Florenceville, in the presence of about seventy guests.

Mr. Porter is a successful farmer of Weston, and the bride a popular teacher. Many dainty and useful gifts be-tokened the esteem in which they were held.

After the wedding feast Mr. and Mrs. Porter left amidst varied expressions of good wishes, for their home in Weston.

When a fool is angry he opens his mouth and closes his eyes.

The rich are able, but not liberal; a successful way of keeping secrets.

Women have never been able to find the poor are liberal, but not able.

### MINARD'S

### "KING OF PAIN" LINIMENT

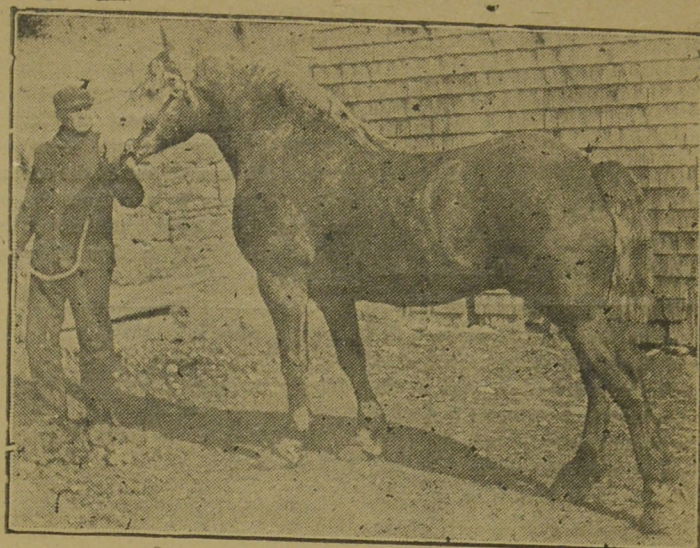
The old reliable remedy for rheumatism, neuralgia, sore throat and sprains.

**Best Liniment Made**

Mr. A. E. LARSEN, JR., of Boston writes: "I fell from a building and received what the doctor called a very bad sprained ankle, and told me I must not walk on it for three weeks. I got MINARD'S LINIMENT and in six days I was out to work again. I think it the best Liniment made."

Minard's Liniment always gives satisfaction. For any ache or pain it gives instant relief.

**Minard's Liniment**  
Co., Limited  
Yarmouth, N.S.



For Season of 1916

Percheron

"GRESHAM" You all know him

Clydesdale

"Baron Mac" you will like him.

Trotter

"Potter Palmer" the best yet.

H. C. JEWETT

# PATRIOTIC FUND Benefit Carnival

AT

Queens Park End St. John St.

WEEK OF

JULY 10th to 15th

Williams Standard Attractions

EVERY AFTERNOON AND EVENING

2 - Sensational Free Acts - 2

Royal Italian Concert Band

\$10,000 Giant Carry Us All

Monster Society Water Circus

Congress Living Freaks and Curiosities

Beautiful Orient-Roman Athletic Stadium

One Gala Week for  
Old and Young

## HOLIDAY Announcement

ALL THE STORES in the city will close at one o'clock EVERY THURSDAY AFTERNOON DURING THE MONTHS OF JULY AND AUGUST.

The stores will be closed on Saturday, July 1st, and keep open on the previous Friday evening.

CANADIAN PACIFIC CANADIAN PACIFIC

Bay of Fundy Steamship Service

NEW SERVICE

"THE EMPRESS"

SAFETY!

SPLendor!

SPEED!

ATLANTIC TIME—Daily Except Sunday.

7.15 a. m. Lv. ST. JOHN Ar. 5.00 p. m.

10.15 a. m. Ar. DIGBY Lv. 2.15 p. m.

Affording every Comfort, with Spacious Saloon accommodation and Promenade Decks, Private Staterooms and Ladies Parlor. Splendid Dining Service, a la carte.

Note—Transfer train operates between Pier and Digby Station, connecting with express trains for Halifax and Yarmouth.  
M. G. MURPHY, D. P. A., C. P. R., St. John, N. B.

## The Printing and Publicity Specialist Talks To His Son

"Say, John, I feel quite sick today," said Mr. Blank. "Please visit the different doctors in town, and find out who will cure me for the least money. Get your quotations tabulated and then let me see them. Of course we will engage the doctor who charges the least."

"Why I never heard of such a thing," said John. "The idea of getting quotations from a doctor; it's the asylum for you."

"Well now, why not? I am a specialist in printing and publicity. I study my business just as carefully as any doctor can do. If I do say it that shouldn't, I have just as much brains as the average doctor. I strive to give my customers the benefit of my knowledge, my artistic skill and judgement and my ideas on publicity. I give service as the term is understood in the Twentieth Century."

"When some people around here have a little printing to be done, they visit all the printing offices, get quotations from each one, and then give the work to the man who gives the lowest figures."

"The ordinary user of printing knows his own business, but he is no more a judge of the work of printing than he is a judge of what sort of medicine a doctor should give him for the cure of his ailment. If people ask me for quotations and pass me by if my price happens to be a little more than the other fellow, why shouldn't I apply the same method to the doctor, lawyer, dentist and painter? Why not? It's a mighty poor rule that won't work more than one way."

The MAIL PRINTING CO.

PHONE 67. FREDERICTON, NEW BRUNSWICK.