



Pay Your Debt To Your Defenders

Turn Your Luxuries Into Comforts
For Those Who Have Sacrificed Most.

"Self-sacrifice, self-denial and service lie at the basis of the highest personal and national development."

Sir Thomas White,
Minister of Finance.

Is it nothing to you that men from all round you have sacrificed home and salary, safety and life, to defend your home as well as their own?

Is it nothing to you that their wives and families tremblingly scan each casualty list, and pale at the step of the postman or telegraph messenger?

Can you see others giving their dearest, without feeling that you must do something yourself? Do you wonder what to do?

You can at least save—and lend your savings to the nation. Canada needs every dollar her loyal sons and daughters can spare, to meet the growing expenses of the struggle.

Every dollar you invest in Canadian War Savings Certificates helps the nation to deal generously with those who are defending you.

Certificates in denominations of \$25, \$50 and \$100, repayable in three years, may be purchased at any Bank or Money Order Post Office at \$21.50, \$43 and \$86 respectively. This means over 5% interest—making them a profitable as well as a patriotic investment.

The National Service Board of Canada,
OTTAWA.

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REV. FR. MURPHY ON GREAT WAR

Pastor of St. Anthony's Deals
With Question From an
Unusual Point of
View.

Among the addresses in the churches Sunday upon the third anniversary of the war, the Roman Catholic congregation of St. Anthony's church, Devon, heard a noteworthy discourse from their pastor, Rev. Father Murphy, who preached upon the subject at the vespers service. The principal phases of the war were passed in brief review by him in a way to carry their own comment, but in the last analysis the speaker drew wholesome lessons therefrom upon the dependence of man upon the will of his Maker, upon the essential efficacy and force of the divine law in human affairs and upon the weakness of material planning which took no reckoning of the supernatural. This world war had developed the greatest manifestation of human power since the beginning of time, but so far as the designs of Providence were concerned the result down to the present had shown that scientific calculations had been upset and prophecy had failed. Germany, over-confident and finding her neighbors unprepared was, according to the critics, entering upon a world conquest, in which she looked for speedy victory. Yet the third year has now elapsed since she threw down the gauntlet to the great powers in turn. And in our own calculations we in relying upon the sanguine expectations of our leaders, including those who are in high military command and those who have been financing the war, and who have alike been at sea over the immediate outcome upon which we were at different periods calculating. Then again, so many commanding figures in the army and navy of the allied nations have been dethroned, and what we thought was stable has in some of this case proved to be sand. The desolation and calamity that followed in the wake of war, the unspeakable sorrow in the homes everywhere throughout the Empire, now almost disheartened at the endless horrors of the conflict, were featured by the preacher, but out of the changed conditions a new and more democratic spirit had been born, and the world was today more conscious of its dependence upon the Omnipotent power.

Shipbuilding Activity.

There is great activity in the shipbuilding line in Nova Scotia at the present time. Between Yarmouth and Digby there are eight large vessels now on the stocks. Several others have been launched recently and sold to United States parties at enormous prices.

Optim—Oh, well, things might be worse. Pessim—Yes, and I believe they are going to be.

Wholesale Dry Goods and

House Furnishings For Spring

Lace Curtains
Scrim Curtains
Curtain Muslin and Drap-
eries of all kinds
Cretonnes and Casement
Cloths
White Bed Spreads
Towels, Napkins and Ta-
ble Linens
Oilcloths and Linoleums
Carpets, Rugs and Squares

Prices Lowest Possible. Goods sold to the Trade only.

Vassie & Company, Ltd.

WHOLESALE DRY GOODS and WOOLENS
ST. JOHN, N. B.

Our Motto: Promptness, Accuracy, Courtesy, Care.

The High Cost of Coal Kept Down

The Kelsey Warm
Air Generator
Gives Health Heat

Investigate the "Kelsey"—it is different. Not only does it keep down coal consumption but it keeps down the doctors' bills too—both mighty important savings in households today. Let us talk over its advantages together.

D. J. SHEA & SON

Carlton Street.

'Phone 563

Imperial Beef, Iron and Wine

When you are tired, fatigued or over-nervous, IMPERIAL BEEF, IRON AND WINE is the best tonic. It will quiet your nerves, en you physically and give you the vivacity that is perfect health. IMPERIAL BEEF, IRON AND WINE is a nerve food and a body builder. There is nothing "just as good." Price 75c.

C. Fred Chestnut -
572 QUEEN STREET.

The Quality
Drug Store

Mail Ads Will Bring You Results

Cook's Cotton Root Compound.

A safe, reliable, regulating medicine. Sold in three degrees of strength—No. 1, 2, 3. No. 2, \$3; No. 3, \$5 per box. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO. TORONTO, ONT. (Formerly Wicks & Co.)

CONSCRIPTION IN THE SENATE

Ottawa, Aug. 4.—The military service bill received a second reading in the Senate this morning at 1.30 by a majority of 29. The vote stood: For, 54; Against, 25. There were two votes, the first being on the amendment of Senator Bostock, that there should be an election before the enforcement of the measure. This was defeated by a majority of nine.

The majority on the main motion was a great surprise, as it was not anticipated that there would be any Liberal voters. The nine Liberals who voted for conscription were: Senators Bostock, Thompson, McHugh, Watson, Belth, Douglas, Talbot, Gilmour and Deyber.

C. L. Armstrong Wounded.

Word has been received that Christopher Lee Armstrong, son of Christopher J. Armstrong, mechanical superintendent of Fleming's Foundry, St. John, and nephew of Mr. R. E. Armstrong secretary of the St. John board of trade, has been wounded at the front. He is a graduate of U.N.B. in forestry.

Fisheries Case.

Fisheries Inspector H. E. Harrison was in Woodstock on Tuesday last and entered a complaint against two well known residents of Northampton for illegal fishing on the St. John river. They were before Police Magistrate Holyoke on Tuesday afternoon and each fined \$50.

AUCTION SALE

I am instructed by the executors of the estate of the late Mrs. J. C. Vavasour, to sell at her late residence, corner Needham and York streets, on Thursday next, August 9th inst., beginning at ten o'clock, a. m., all the (wood or coal), 1 cook stove, 8 tons hard coal, 3 tons chestnut coal, hard and soft wood. At 12 o'clock, noon, house and land, freehold property, will be sold. Terms cash.

ARCHIE McDIARMID,
Sat & Tues Auctioneer.

Evening Schools

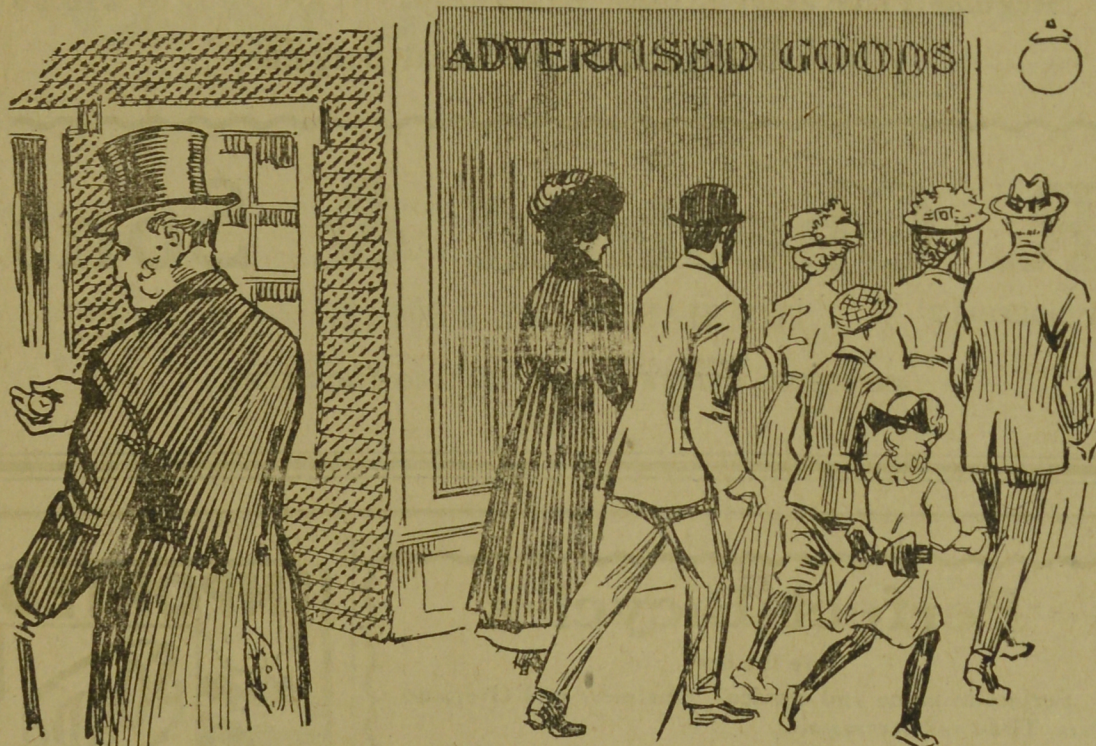
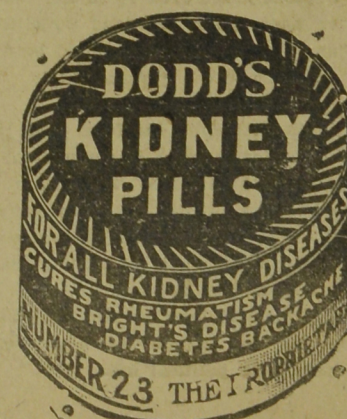
Applications will be received at the Office of the Board of School Trustees until the 11th inst., for one Male Teacher to conduct two Evening Commercial Courses of ten weeks each, work to begin 24th September next.

Second Course of ten weeks to begin 14th January, 1918.

Also Female Teacher to conduct two Evening Courses in Household Science, dates as above.

Classes in mechanical drawing and woodwork, etc., will be conducted on same dates.

CHAS. A. SAMPSON,
Sins Secretary.



THE ROAD TO THE RIGHT.

YOU'VE met at least one of those few good old souls, who are constantly getting the worst of it when shopping, who don't believe in advertising. A hundred disappointing and instructive experiences have failed to teach him their plain lesson.

When he bought his first watch he was beguiled into buying one without a known name or a trustworthy guarantee. That watch—a poor timekeeper—cost him dearly by reason of missed appointments and missed trains, and for frequent repairs. Yet he paid the price of a good watch.

It is the same story with regard to his underwear, his shoes, and his fountain pen.

This good old soul's case is not unique. Many of us, if the truth be confessed, resemble him; we allow ourselves to be sold merchandise with an unknown brand or trade mark instead of buying merchandise which is well known to us through the medium of advertising. In slang language, we get "stung" pretty often.

In most of these cases we have ourselves to blame, for "the road to the right" thing to buy has been made plain by advertising.

There is no good reason for passing by the known thing, soundly guaranteed, to buy a dubious article, which, quality for quality, cannot be cheaper than the known, branded article.

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper.

If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation by the Secretary of Canadian Press Association, Room 50 Lumsden Building, Toronto.

"It is better
to be sure
than sorry."