

Do Your Bit—

ECONOMIZE
SENSIBLY!

REAL FOOD VALUE in this Delicious Confection

Four ounces of Cowan's Maple Buds contain sufficient nourishment for a lunch for those not doing heavy manual labour. Doesn't this suggest a happy variation for lunch time, besides emphasizing the confection worth while.

COWAN'S

MAPLE BUDS

A dainty Solid Chocolate

Wholesale Dry Goods and Woolen

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.

It's Your Duty!

 A DUTY TO YOURSELF...TO YOUR
WIFE...TO YOUR CHILDREN...

To Provide a Healthful and Pleasant Home

 A Life of Pleasure is Assured when you have your
home Heated and Plumbed throughout.

IF WE DO IT - ITS GUARANTEED AND RIGHT

D. J. SHEA & SON
Carleton Street

Why?

 Why are Davis cigars
never raw, harsh,
bitter or
peppery?

Why?



tobacco.

PITCHER SEATON SOLD BY CHICAGO

Chicago, July 17.—Announcement was made today that Tom Seaton, veteran pitcher of the Chicago Nationals, had been sold outright to the Los Angeles club of the Pacific Coast League.

TO BE ACTING PRESIDENT

London, July 19.—According to the Morning Post's Tien Tsin correspondent, Feng Kwo Chang has yielded to Li Yuan Hung's urgent request that he accept the post of acting President of China.

MONCTON BOY DESCRIBES RECENT RAID ON LONDON

(Continued from page 2.)

cons to fittingly picture to you the scenes that are vitriol-bitten on my memory, scenes that I saw after that twenty minutes of Hell on Earth at Shoreditch and Whitechapel and other sections, particularly in the poorer districts. The crowded children's and women's wards in the hospitals, little coffins and mourners, crying out for reprisals, in half-crazed protest against this Thing, were but the pathetic aftermaths of the Thing itself. Think for yourself of bombs, charged with concentrated destruction, dropping and bursting before your eyes in crowded streets and on school buildings that were erected to shelter little children. Then think of hundreds of these terrific missiles being literally rained down in and on such places! Think of the effects of one of these bombs, that can crumple stone buildings like children's sand castles, that mangle and maim and blow to atoms everything and everybody within a radius of hundreds of yards!

"And what I most want to drive home is a shifted scene. Assume that the Prussian had come to Moncton on that day of black horror. Assume yourself to be startled at your work in the Transcript office with the knowledge that one of these, only one each, had burst in Main street, in a Saturday afternoon crowd, or on Aberdeen or Victoria school — with the children at their desks. Assume this, I say — and then picture Moncton as a City of the Dead.

"I am not meaning to imply that this could, or will, happen in Moncton. But it has happened, and is happening, in this country almost every day. If it isn't London, it's Folkestone; if it isn't Ramsgate or Margate, it's Hartlepool or Dover.

"And don't you see that these people are our people! If a baby of a Moncton family dies, a wave of sympathy spreads over the city as a pall. It was the baby of a neighbor. You knew its father; he worked in the New Shops — you knew its mother; she was a member of this church or that, St. John's or St. Bernard's, the Central Methodist or the First Baptist. The parents were God-fearing, hard-working people.

"Are we then to suppose that the parents and husbands and wives and brothers and sisters of the mangled and mutilated victims of these fiendish Prussian slaughter-holidays are not one in life and hopes and joys and sorrows with Canadians?

"I will not be divulging military secrets to say that we can deal with the Zeppelins. They offer a fair target for our gunners and air pilots and observers. But we have not yet shown that can deal effectively with the wasp of the air, the heavier-than-air machine. That is to say, we have not instituted an adequate defense against them when they are engaged in the work I have sought to described. The best and surest method of putting a stop to these slaughter incursions, is to put a stop to the military activity of the devil-inspired Berlin-Potsdam machine responsible. Remove the cause, that is the Allies' watchword today. It is taking men — real men — and it is going to take a lot more of the same fibre to do it."

 Perfection
"Perfection"
Actual Size
as illustrated
3-for-25c.

 Perfection "Straights"
3-for-25c.

Because

for over 70 years the house
of Davis has been making good
cigars. In that time it has
discovered and acquired many trade
secrets of blending, curing and maturing
tobacco.

 "Perfection" Cigars are made by Davis' SOLD AT
3-for-25c.

The Crisis!

Untold sacrifices are being made in defence of the world's liberty, assailed by the Hun, who declares he fights for "existence." Let us not forget that other crisis in which the fate of the dread Liquor Traffic, subdued just now by the necessities of war, is also fighting for existence.

Prohibition must be impregnably fortified *now* by means of proper enforcement in readiness for the struggle to come when Prohibition must be finally ratified or lost by the votes of the people in many provinces, including New Brunswick.

Alberta, Saskatchewan, Manitoba, Ontario, Nova Scotia and New Brunswick have adopted Prohibition during the war. Prince Edward Island has enjoyed its benefits since 1901. The great majority of districts in Quebec are "dry." That is the situation to-day, but remember, the crisis comes after the war.



SIR VICTOR HORSELEY AND HEREDITY

"That alcohol affects disastrously the minds and bodies of innocent, unborn children must be the undoubted conclusion of those who weigh the Evidence."

The total value of foodstuffs destroyed by the liquor traffic in 1916 was approximately \$4,244,090.22. Add to this the immense waste of transportation facilities, clogged and hindered by carrying the grain to destruction, and again conveying the product of the breweries and distilleries to make precious men less efficient in this solemn hour!

Ontario's Splendid Record

Since September 16, 1916, Ontario has enjoyed good enforcement of Prohibition in all but a few districts. Not the most daring anti-prohibitionist hopes for a return of the curse of the traffic in Ontario. Here are some figures showing results in Ontario's largest cities for the last three months of 1915 and 1916:

ARRESTS FOR DRUNKENNESS

	Under License 1915	Under Prohibition 1916
Toronto	2,908	953
Ottawa	286	234
Hamilton	498	61
London	367	144
Brantford	152	16

Note.—"It will be noted that Ottawa has not much reduction in arrests for drunkenness. It is perhaps strange that it should show any reduction in the drunkenness record, inasmuch as it is separated only by the river from the license city of Hull."—PIONEER, Toronto.

Whether your district be under the new Provincial Prohibitory Law, or under the Canada Temperance Act, help us to arouse the full force of public opinion for vigilant enforcement of province-wide Prohibition.

Dominion Temperance Alliance

NEW BRUNSWICK BRANCH

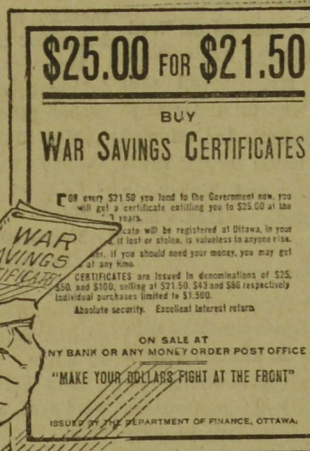
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Help Canada Maintain Her Financial Freedom!

 Do Your Share towards Financing the War with
Canadian Savings Rather than with Outside Capital.

THE problem of meeting the enormous cost of this war is two-fold. Not only must Canada get the money—most of it, of course, as loans—but she must get as much of it as possible here in Canada.

We can carry the war-debt if the bulk of the interest goes to Canadians, and so is used again in the country's development. But it will be a serious matter for us if a large proportion of the interest has to be sent outside the Dominion.

For the sake of our own and our children's future this drain on our resources must be avoided! Canada's financial freedom can and must be maintained! An average saving of 15 cents a day, invested by each man, woman and child in Canada in War Savings Certificates, would enable us to carry the whole cost of the war. To approach this average, hard work, thrift, self-denial and sacrifice are required of every citizen.

For each \$21.50 you lend the Government now, you will receive \$25.00 in three years—or you can get your money back at any time. Certificates are issued in denominations of \$25, \$50 and \$100, and may be purchased at any Bank or Money Order Post Office.

 The National Service Board of Canada,
OTTAWA.
