

Wholesale Dry Goods and Woolens

House Furnishings For Spring

Lace Curtains
Scrim Curtains
Curtain Muslin and Drap-
eries of all kinds
Oretonnes 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.

DON'T NEGLECT THAT COLD!

You never know what a bad cold may develop into. Many a serious illness has resulted from "only a cold." Take Peps at the start and you will have nothing to fear. When a Peps is dissolved in the mouth Pine-vapor is liberated and breathed down the bronchial tubes into the lungs, soothing and healing all the sore and inflamed membranes.

Mr. J. Wall of South Nelson, N.B., writes: "I had a very obstinate cold and sent for a free trial package of Peps, which helped me so much that I immediately secured a box from the druggist. These I took regularly, with the result that my cold soon disappeared."

Peps cannot be equalled for such ailments as bronchitis, asthma, sore throat, laryngitis, catarrh, colds, coughs and all other affections of the throat, bronchial tubes and lungs. All dealers. 50c. box.

PEPS

CONCRETE MOST VALUABLE

(Continued from page 2.)

farm concrete is advancing sanitation, economy and efficiency. Concrete is lightening labor, saving time, and making previously hard conditions easier for the farmer. More and more are Canadian farmers appreciating the value of this constructional material for the purposes of their industry. Canada is above all things an agricultural country. Canadian farmers are growing more prosperous from year to year. Amongst the first things a farmer figures on when he finds prosperity coming his way is improvement of his farm. Here concrete comes in. Farm buildings

Slants of Humor

SWAT THE HOHENZOLLERNS!

Two days a week we eat no meat; Two days besides, cut out the wheat. Hark, the herald angels sing:— "Swat the Hohenzollerns!" Bing! !

IDENTIFIED.

(Ad. in Mattoon Journal-Gazette.)

Lost—On street car Friday night at Peterson Park, ladies' dark blue serge coat suit, lined with light colored satin. Mrs. Otis Moore has worn it so long everybody knows it. Will you please call 'phone 261? Will pay you for your trouble. Mrs. Otis Moore.

ONE MORE APPLE.

Farmer A—How much cider did you make this year?

Farmer B—Fifteen barrels.

Farmer A (taking another sip)—I reckon Si, ef you'd had 'nuther apple you might ha' made another bar'l!

FOLLOWING THE FASHION.

A hasty mistress on going to the kitchen found that the new maid had cleaned her own boots before those of the family, so she snatched them up and threw them into a tub of water that was standing by.

When the girl had cleaned the other boots she threw them also in to the water.

"Whatever possessed you to do that, girl?" inquired the mistress.

The girl simply replied: "Well, ma'am, please ma'am, I thought it was the fashion of the house, ma'am."

In average cases don't get the care that engineering buildings get. Wooden structures on farms get dilapidated and even if kept in repair, require constant attention. Even where metal is used in construction paint is required often. Concrete construction calls for far less upkeep. This is leading many farmers in Canada, now that prosperity is coming their way, to construct improved buildings on their farms of concrete for the protection of their crops, cattle and farm machinery. The first cost is low. The results are lasting.

The Matter of Good Roads.

Concrete comes into its own most manifestly in these days in connection with the good roads movement. Until the arrival of the automobile with its attendant effects of unprecedented wear and tear upon the surface of macadamized roads macadam was a mighty good road-making material. But macadam is merely a rock base road construction bound together with rock dust and water under pressure. The rending effects of fast revolving automobile tires soon work havoc upon macadamized roads. A stronger bond between the rock ribs of the road bed is necessary under modern traffic conditions on city and on country roads. Concrete provides that stronger, more enduring bond. Reinforced concrete roads are gaining in favor with townships and municipalities everywhere. Before 1909 there had been laid in Canada only 72,806 square yards of concrete roads. By 1912 the yardage was 214,000. In 1914 550,000 yards of reinforced concrete roads had been laid, and in 1915 no less than 682,000 square yards of concrete roads existed.

Economy of Concrete Roads.

Construction of reinforced concrete roads with slab surfaces interwoven with strong flexible steel webbing is a "safety first" measure, which ensures that even if a slab cracks, as it might under untoward strain, the edges at the fracture cannot work with wearing effect against one another, and a repair can be quickly and easily effected, rendering the roads as good again as new. In the all-important matter of maintenance the concrete road is infinitely more economical than any other kind of road.

First cost may perhaps loom up large before the tax-dreading farmer or resident of the country district, but if only the future savings in upkeep could be realized by everyone in their striking comparison with other road-making methods and in favor of concrete, the country districts of Canada would soon be widely equipped with concrete roads. As it is, their use is rapidly increasing, most notably in Ontario, which is an outstandingly progressive province, though fortunately enough the road development policy of the province of Quebec is as fine as that of any other province in the Dominion, and it is only a matter of time before the concrete road will be as wide-stretched throughout Quebec as through Ontario. A further point in favor of the concrete roads is that it is passable at all seasons of the year, spring and fall alike, without getting all rutty and washed out or flooded.

Conclusion—King Concrete!

The foregoing facts have been briefly, and but sketchily told to call attention to the main uses of concrete in Canada today, and to indicate just roughly why capital is interested everywhere in the great developments evident in connection with concrete construction. That concrete—reinforced in various ways for various purposes—is coming to be the king of construction materials for this world's purposes is an opinion held by sane and conservative construction men who are watching the steady increase of the use of this material. As previously noted, the effects of the war have been in some measure to retard the progress of King Concrete to his full dominion, but even the war has developed the use of concrete in military doings, and has by raising the cost of steel guided men to discover the merits of concrete construction in civilian business. Six million barrels

NEW YORKERS DOING WELL.

(Halifax Chronicle.)

The New York Liberty Loan committee have announced that there were 2,182,018 individual subscribers to the second Liberty loan in the New York Federal Reserve Banking District. Of this number 2,173,884 purchased bonds in amounts of from \$50 to \$10,000 each, 5,869 from \$10,050 to \$50,000; 1,097 from \$50,050 to \$100,000; 413 from \$100,050 to \$200,000, and 755 subscribers bought more than \$200,000.

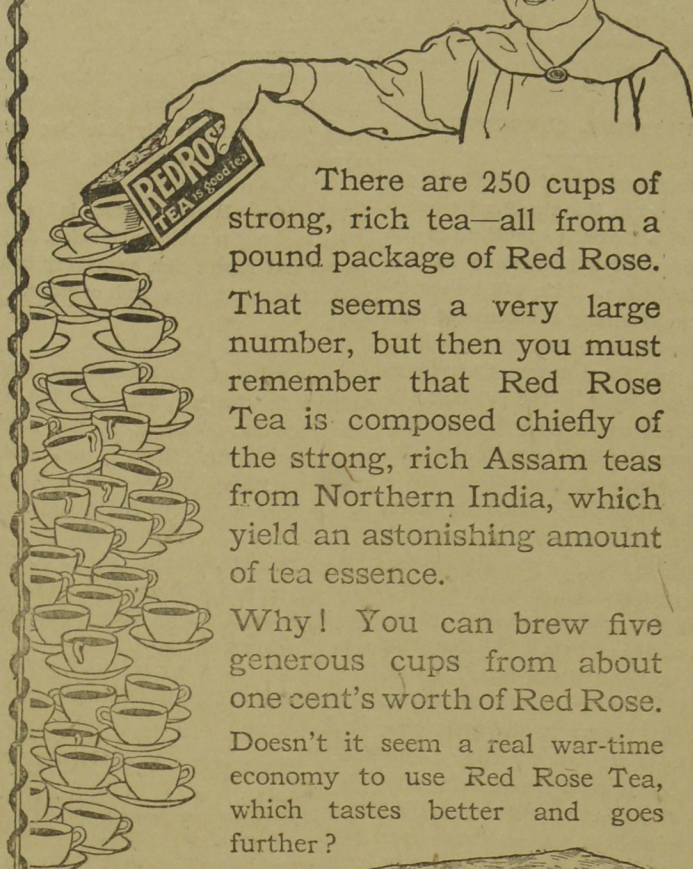
Our neighbors to the South know how to do a thing well when they set their hands to it.

FOOD SALE

The ANNUAL FOOD SALE of the S. P. C. will be held in the Edgecombe Building, York St.,

Saturday, November 17th,
Commencing at 11 a.m.

Don't Stop To Count Them



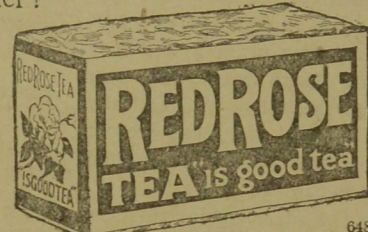
There are 250 cups of strong, rich tea—all from a pound package of Red Rose.

That seems a very large number, but then you must remember that Red Rose Tea is composed chiefly of the strong, rich Assam teas from Northern India, which yield an astonishing amount of tea essence.

Why! You can brew five generous cups from about one cent's worth of Red Rose.

Doesn't it seem a real war-time economy to use Red Rose Tea, which tastes better and goes further?

Kept Good
by the
Sealed
Package



T. H. Estabrooks Co., Limited
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Red Rose Coffee is as
generously good as Red Rose Tea

We Sell the Famous Sherlock-Manning Player Piano

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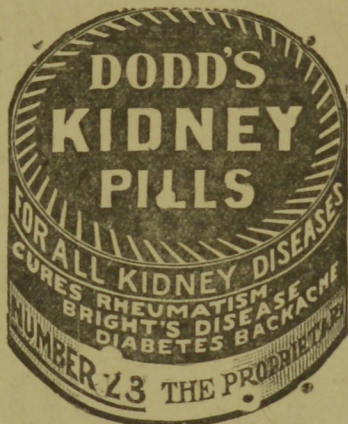
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THE CHALMERS now holds the WORLD'S RECORD for Speed, Power and Stability. Let us book you for your spring delivery in case the price advances. We also carry OVERLAND CARS.

Fredericton Motor Sales Co.

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625 QUEEN STREET.



Enlist Your Kitchen in the War!

"The kitchen must help as well as the workshop and the trenches"

Mr. Lloyd George has said it!

What does he mean?

He means you must know and practice real thrift—make every dollar you spend on food serve your family and your country. Banish those things which are wasteful and substitute real foods. Lovers of tea and coffee must realize that these beverages are in no sense of the word food, but merely pleasant, slightly stimulating drinks, which, by the way, are soaring in price!

Thrift Suggests Serving Cocoa

It is a scientific fact that a cup of Cowan's Perfection Brand Cocoa contains more actual food value than a cup of beef extract, bouillon, or chicken soup.

Economies like Cowan's Cocoa render the diet more delightful, while saving money. And the saving effected in household expenses will enable you to help win the war another way—by Purchasing War Certificates!

For \$21.50 you can buy at your nearest bank or

Post office a War Savings Certificate for which in 3 years' time the Government will refund \$25.00. Remember every food economy you practice helps to defend the brave boys at the front.

Cowan's Perfection Brand Cocoa can be purchased from all good dealers throughout Canada. Economy also suggests your choice of Cowan's Maple Buds, Queen's Dessert, or Milk Chocolate Bars as the ever welcome confections.

Ask for Cowan's ACTIVE SERVICE Chocolate; just what our soldiers in the trenches appreciate. Specially manufactured to meet their needs.

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"Perfection Brand"

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