

LITTLE STORIES OF THE WAR

(London Dispatch.)

A cheery German prisoner said to his Canadian guard: "It took many ships to bring you Canadians over, but by the time we have finished with you a canoe will be enough to take you back in."

A dead Tommy and a wounded Hun were the occupants of a shell hole. The latter was seen to be searching the pockets of the fallen Britisher. A Tommy in an adjoining shell hole bore this sight as long as he could; then crawled over to the German and the two struggled until a shell striking near blew them apart.

Told to take a certain trench, a battalion went over in fine style, but for some minutes remained in doubt as to whether it had reached its objective. The trench had been absolutely obliterated and was undistinguishable from No Man's Land.

A Tommy in a famous British regiment told the sympathetic visitors who gathered round his bed that he was fighting from Monday morning till Wednesday evening without seeing a single live German.

THE WONDERFUL FRUIT MEDICINE

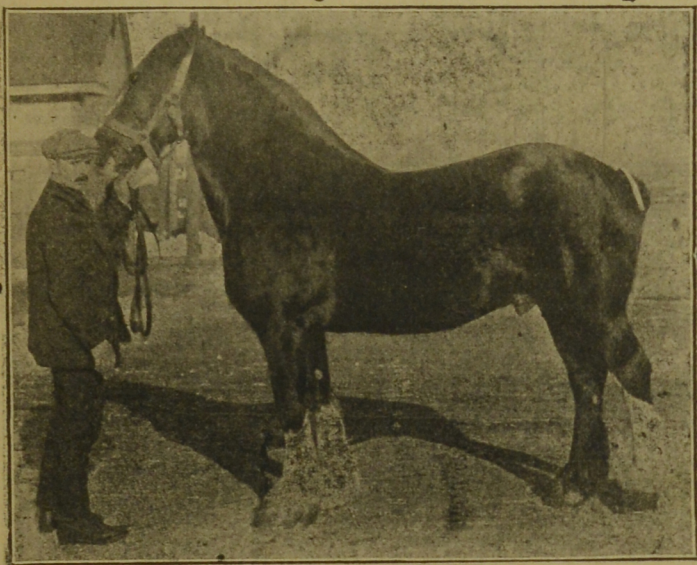
Thousands Owe Health And Strength To "Fruit-a-tives"

"FRUIT-A-TIVES", the marvellous medicine made from fruit juices—has relieved more cases of *Stomach, Liver, Blood, Kidney and Skin Troubles* than any other medicine. In severe cases of Rheumatism, Sciatica, Lumbago, Pain in the Back, Impure Blood, Neuralgia, Chronic Headaches, Chronic Constipation and Indigestion, "Fruit-a-tives" has given unusually effective results. By its cleansing, healing powers on the eliminating organs, "Fruit-a-tives" tones up and invigorates the whole system.

50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-tives Limited, Ottawa.

Asked what was worrying him, a doleful wounded Tommy said: "Well, it's like this, I promised my sweetheart to get her one of the handsome helmets worn by the German officers. I did try, but all I got was an ordinary Fritz, and she is coming to see me tomorrow."

...For Season of 1917....



For a PERCHERON, "HUSSARD," the Biggest and Best Percheron in the Province.

For a CLYDE, "NOBLE MAJESTIC," the greatest 3-year-old Clyde ever brought to New Brunswick.

For a TROTTER, "POTTER PALMER," unbeaten last year at the Exhibitions, 1300 lbs., a trotter, coach horse and worker all in one.

Also a good big 3-year-old Clyde Stallion for service or for sale.

H. C. JEWETT, Fredericton, N. B.

Custom Tailoring

THE NEW IMPORTATIONS for the Coming Season are now on display. An early inspection will assure you of a large and varied selection to choose from.

WE ARE ALSO PREPARED to fill all orders entrusted to us for MILITARY CLOTHING at a reasonable price. We are sole agents for the Crown Tailoring Co. of Toronto, the largest Military Tailoring Co. in Canada.

WALKER BROS. MERCHANT TAILORS
QUEEN STREET, WEST END.

IT WAS ALL SO VERY SIMPLE

Visitor to Laundry Sees Specially Built Machinery for "Mangling" Shirts and Collars.

(Chicago News.)

The visitor was being shown through the laundry by the proprietor.

"This row of machines here," said the proprietor, "is our button department. Notice the shirts going through. If you will observe closely you will see that the buttons are being clipped off four at a time. See—here are the shirts coming out of the machines. And every button is gone. Simple— isn't it?"

"Wonderful!" exclaimed the visitor. "And what are those machines over there that look like drop forgers?"

"Ah, that is the latest invention. Come here and I'll show you. Notice the operator passes the cuff into the machine. The cuff is folded automatically back upon itself—so! Now observe the hammer weighing eight tons. There—it has dropped upon the cuff! Now see the result—the cuff, you will observe, has been cracked straight across where it bends on your wrist. Ever see neater work? These machines have saved us thousands of dollars. Formerly we had to crack all our cuffs by hand. Very often with a new shirt of extra good quality it would take even our best operators half an hour to crack them with a small mallet.

"You certainly have a modern plant," observed the visitor. "Now I should like to see how you handle the collars if you don't mind."

"Certainly. Right this way. This little apparatus we call our collar slitter. Invented by the Germans, of course. Watch the operator closely.

The collars, you will see are being shoved in by the ton. They come out all neatly notched or slitted at the bend in front. The work of the machine is very clever. The collar does not show the slit until after have put your tie in it and buttoned the collar to your shirt band. When you draw your tie into place the collar tears back exactly half an inch on either side. Perfectly simple!" declared the proprietor with pride.

The visitor began to weep. "Why, what is the matter?" exclaimed the proprietor in alarm.

"Nothing—nothing," replied the man between sobs. "I—I just saw some of my own collars coming out of that machine."

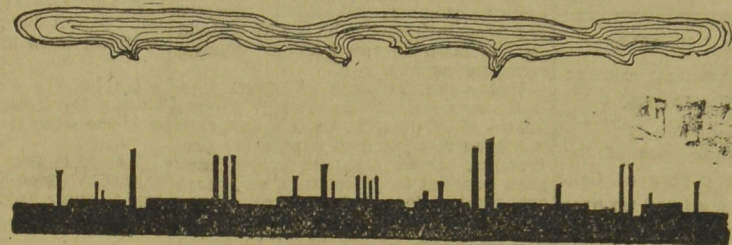
WILL STAND BY THE CHANCELLOR

Copenhagen, July 9.—A sharply censored Berlin despatch says that the Emperor at yesterday's audience expressed confidence in the Imperial chancellor and approved Dr. Von Bethmann-Hollweg's course in opposing the Reichstag demand to commit Germany to peace without annexations or indemnities.

The Berlin Tageblatt says that the all-day conferences of the Reichstag middle parties and moderate Socialists brought the parties nearer to an agreement regarding the questions of peace terms and internal reforms.



Wood's Phosphorine,
The Great English Remedy.
Tones and invigorates the whole nervous system, makes new blood in old veins, cures Nervous Debility, Mental and Brain Worry, Despondency, Loss of Energy, Palpitation of the Heart, Failing Memory. Price \$1 per box, six for \$5. One will please six will cure. Sold by all druggists or mailed in plain pkg. on receipt of price. Nine pamphlets mailed free. THE WOOD MEDICINE CO., TORONTO, ONT. (Formerly Windsor.)



THE PRICE OF HOMAGE

ONCE when King Edward VII. paid a visit to Sheffield, all the fires in factories and plants were allowed to die out. Not a wheel in Sheffield turned for twenty-four hours. The primary object of this was to lift the pall of smoke that hovers over that wonderful steel-producing city, and to ensure, as far as man was able, a bright day and a blue sky for an auspicious occasion. It was Sheffield's expression of respect.

BUT the action was unique—it was unprecedented—it was unthought of that those hundreds of mighty furnaces, raging night and day, and those seething boilers, with quivering valves, should ever be allowed to cool. This extinguishing of fires cost Sheffield hundreds of thousands of dollars—the price of the effort to get back again to high-power efficiency.

SOME business men in Canada pay an unwitting homage, not to a king, but to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop Advertising in the Summer months. By paying homage to tradition, custom, superstition, they have allowed Summer to become their "dull" season. You know how dull it can be when you don't advertise. Do you know how brisk it can be made by Advertising? Do you realize how much momentum you now lose in the Summer that must be regained in the Fall?

DON'T LET YOUR ADVERTISING FIRES DIE OUT THIS SUMMER.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.



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?

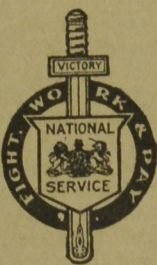
Can you see others giving their dearest, without feeling that you must do something yourself? Do you wonder what to do?

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.



PALMER'S Summer Packs or Plough Shoes

"Moose Head Brand"

(Established 1877)

Our Skowhegan Packs, Larrigans and Sporting Boots are the leaders on the market today in this line.

The satisfaction the wearer gets from our famous "Moose Head Brand" footwear is so well known that leading dealers invariably handle them—and them only. They are roomy, durable, waterproof and comfortable.

No. 101 IS IN GREAT DEMAND FOR SPRING, SUMMER AND FALL WEAR. Be prepared to supply this demand!

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