



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.

*"It is better
to be sure
than sorry."*

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 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.

(11)

GREAT CHANCE FOR FARM BOYS AND GIRLS

Prizes for Calves and Pigs Exhibited by Boys and Girls Under Seventeen Years.

Through the action of the Minister of Agriculture, Hon. Martin Burrell, arrangements have been made to have the Canadian Bankers' Association co-operate with the Department of Agriculture in providing a liberal sum of money to be offered in prizes for calves and pigs exhibited by boys or girls under 17 years of age, at county or township fairs.

These competitions are known as the "Canadian Bankers' Competitions" and are linked up with the activities of the Live Stock Branch of the Dominion Department of Agriculture. They represent an effort to increase interest in live stock, and constitute a part of the active campaign for more and better stock inaugurated and carried on by Hon. Mr. Burrell through his department. The generous support accorded to the movement by the Canadian Bankers' Association, affords a practical demonstration of the attitude of the banks toward the live stock industry, and the active participation of the Association in this campaign is bound to strengthen and create general interest in farm live stock.

Canadian Bankers' Competitions will be held at a large number of shows this year, and boys and girls should lose no time in finding out all about them. The calves and pigs must be fed at least six weeks by the boys and girls who exhibit them, so that it is very important to act promptly in securing a copy of the rules and other information.

Full information regarding the competitions can be obtained from the manager of any branch bank in the locality where a fall fair is held.

JOB PRINTING TO COST MORE

The increase in the cost of printing has been so great since the beginning of the war that an average increase in prices of twenty-five per cent. has followed. This has been agreed to by the printing firms in Toronto. The cost of material has jumped all the way from 25 to 300 per cent. in advance of what it was a few years ago, and the 1917 wage schedule has brought up the cost of labor from 24 to 35 per cent.

On the different kinds of book paper increases range from 64 per cent. to 123 per cent. on eggshell book. Manillas have gone up 150 per cent. on Kratt wrapping and coated enamel, from 61 to 69 per cent. Bond papers have increased from 50 to 140 per cent. The greatest increase in the cost of materials has been on ink of all grades, which has gone from 25 to 300 per cent. over former prices.

AMERICAN TOURISTS CAN ENTER CANADA

Ottawa, July 27. — In order that there may be no uncertainty as to the attitude taken by the Canadian Government towards tourist traffic and, further, that the regulations may be clearly understood, Superintendent of Immigration Scott, of the Department of the Interior, has issued the following statement:

Bona fide tourists, being American citizens or citizens or subjects of allies or neutral countries, do not require passports to enter or permits to leave Canada and are assured of courteous treatment and a hearty welcome. Citizens or subjects of countries with which Canada is at war may not enter even as tourists. Persons born in an enemy country claiming to be naturalized in the United States or in some other allied or neutral country, should carry their naturalization papers. Persons of evident enemy origin, who claim to have been born in the United States or in some other allied or neutral country, should carry a birth certificate or some other evidence of their birthplace.

To facilitate departure from Canada, males between 18 and 45 entering Canada for a temporary purpose, may secure on application to the Canadian Immigration Officer when they enter Canada, a card showing that they are not residents of Canada. Women and children do not require any identification card.

On a dollar bill received in trade in a Pittsfield store a few days ago was the following: P. B. Payshall, Co. G., 148th Regt., New York Volt., Aug. 6, 18162 to June 23, 1865.

Bright, Clean Knives
are the sure result of using

Old Dutch

because it quickly removes stains, rust, sticky unyielding substances, and restores the original luster.

Old Dutch Cleanser

A Most Important Room

With every fixture fastened permanently in its position, the Bath room, once completed, becomes a part of the house. It should therefore be carefully planned and equipped with fixtures which will retain their beauty and efficiency for an age.

The fixtures we use are reliable and the work guaranteed.

Ask for an estimate of installing.

D. J. SHEA & SON

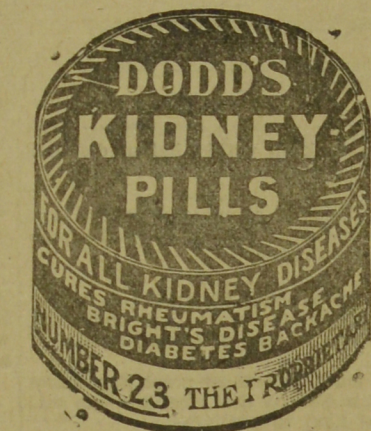
Carleton Street.

'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, strengthen you physically and give you the vivacity that comes with perfect health. IMPERIAL BEEF, IRON AND WINE is a nerve food and a body builder. There is nothing "just as good." Try it.

C. Fred Chestnut - The Quality Drug Store
572 QUEEN STREET.



IMPERIAL LUNCH ROOMS

IS THE BEST PLACE IN THE CITY for Auto Parties to get a good meal or lunch at all hours.

Good Dinner Every Day from 12 to 2. Don't forget the place—
64 CARLETON STREET

G. FRED CROWLEY
PROPRIETOR

Mail Ads Will Bring You Results

Wholesale Dry Goods and

House Furnishings For Spring

Lace Curtains
Scrim Curtains
Curtain Muslin and Draperies of all kinds
Cretonnes and Casement Cloths
White Bed Spreads
Towels, Napkins and Table 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.

Are You Your Country's Partner?

Save and Invest in "Canada Unlimited"

"A great struggle still lies before us."

Sir Robert Borden.

TO defend your freedom—your family—your right to live secure from intolerable Prussian despotism—Canada is paying a heavy price in blood and treasure.

Are you paying your share?

Are you a real and active partner in Canada's tremendous effort? Are you devoting your money as freely as thousands have devoted their lives?

This is no time for careless indulgence, but for earnest thrift and systematic saving. Invest every dollar you can spare in Canadian War Savings Certificates. Take an active interest in Canada's stern struggle now, and thus become a worthy partner in her unlimited future after the victory is won.

War Savings Certificates are issued in denominations of \$25, \$50 and \$100, to be repaid in three years at full face value. They cost \$21.50, \$43 and \$86 respectively, at all Money Order Post Offices and Banks, thus yielding over 5% interest. Should you need it, you can get your money back at any time.

THE NATIONAL SERVICE BOARD OF CANADA,
OTTAWA.

20