

### Pay Your Debt To Your Defenders

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

self-denial and service lie at the basis of the highest personal and national develop-

Sir Thomas White,

Minister of Finance.

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

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

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.



TOU'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 our-selves to be sold merchandise with an unknown brand or trade mark instead of buying merchadise 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 prob-lems with the Advertising Department of this newspaper.

If you are doing a provincial or national business it would be we 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.

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## NOW IS THE TIME TO PRESERVE EGGS FOR USE NEXT WINTER

be dear next winter, dearer than they tion a temperature of 40 to 45 degrees were last winter so those who want Fah., will no doubt materially assist eggs had better put some down now towards retaining good havor or rathwhile they are compartively cheap, er i narresting that "stale" flavor so Do not use oats, bran, salt or such often characteristic of packed eggs. mediums; moreover, the patent pre-servatives usually advertised as be-must be stated that our experiments ing so simple and effective had better -conducted now throughout fifteen be adopted with caution. Better use sesons—do not show any benefit to be something that has been tried and derived therefrom; indeed, salt fre found satisfactory.

Dominion Chemst, lime water is one change of the fluids within and withfrom his Exhibition Circular No. 42. any salt to the limewater.

The method of preparation is simply to slake one pound good quick lime with a small quantity of water and then stir the milk of lime so formed KILBANE WILL into five gallons of water. After the mixture has been kept well stirred for a few hours it is allowed to settle. The supernatant liquid, which is now "saturated" limewater, is drawn off and poured over the eggs, previous-

As exposure to the air tends to precipitate the lime (as carbonate), and it so. Why should I kick." Other factory evidence that such child has thus to weaken the solution, the ves- champions could not view things in been successfully vaccinated within sel containing the eggs should be kept that light upon the passing of their three years prior to the time of such covered. The air may be excluded by titles. a covering of sweet oil or by sacking upon which a paste of lime is spread.

Kilbane is still the featherweight titleholder and in his future bouts he cellaneous School will also be obtain-If after a time there is any noticeable will stick to his class and, unless he ed at the Secretary's Office. precipitation of the lime, the lime- retires, some day he is going to lose water should be drawn or siphoned of his claim to that honor through deand replaced with a further quantity feat. It is inevitable, but why worry, newly prepared.

Necessary Precautions. It is essential that attention be paid

to the following points: 1. That perfectly fresh eggs only be

2. That the eggs should throughout

the whole period of preservation be completely immersed.

(Minneapolis Journal.

Questions on the war and "little poosts for Britain," marked the annu al gathering of the Wisconsin alumn association. The banquet was turned into a tacticians' asesmbly with Ma jor J. F. Templeton of the British re cruiting mission as chief of staff.

"Can the British and French, helped out by the Americans really drive the Germans out of Flanders?" the question was put.

"Oh, yes," the major answered. "But not until next year?" the Wis onsin man surmised.

"No, nor probably not the year aft-

er," the major continued. The Major spoke for more than an hour and the college men got a Briton's angle on every phase of warfare. Major Templeton "saw it through" at Vimy Ridge and spoke from exper ence of the charges made by tanks and

the tactics of the enemy. Major Templeton insisted that Britain has done her bit in the war.

"'Why don't the British do something?' you hear them say over here. Gentlemen," he declared, "we have never been free before the present offensive to show the strongest front, to gathered for a big offensive to relieve some struggling lines on this front and that. But we are ready now."

(Experimental Farms Note.) Although not necessary to the pres-The indications are that eggs will ervation of the eggs in a sound condi-

quently imparts a limey flavor to the Dominion Chemist, lime water is one egg, probably by, inducing an inter-

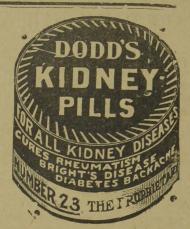
# STICK TO CLASS

Johnny Kilbane took his defeat by Leonard in a philosophical manner, any school are hereby authorized and ly placed in a crock or watertight bar- Immediately after the battle he took empowered to refuse admission to himself in hand, smiled, and said: such school to any child until its par-"The deed is done. The fates willed ents or guardian shall furnish satis-

> Kilbane is still the featherweight sasy Johnny.

# KORONI SMASHES

Monroe, N. Y., Aug. 7. - Koroni won the 2.12 trot heer today, breaking the track record in the third heat, return mail. R. A. Copeman, 2579a Eswhich he trotted in 2.091/2.



### Public Schools

Notice is hereby given that the pubof the best preservatives and we quote out the egg. Our advice is, do not add lic schools of this city wil reopen on Monday, 27 inst., at 9 o'clock, a. m. Permits may be obtained at the office, York street, any day during the week beginning 20th inst. Children must be six years old and produce a physician's certificate of vaccination or furnish satisfactory evidence of recent vaccination

> Extract from law: The Trustees of request for admission, etc.'

CHAS. A. SAMPSON,

August 4th, 1917.

## TRACK RECORD Old Fa'se Teeth

Bought in any condition. \$1.00 per

# TWO YEARS AWAY The High Cost of Coal Kept Down

The Kelsey Warm Air Generator

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 to-Gives Health Heat day. Let us talk over its advantages together.

### D. J. SHEA & SON

Carleton Street.

### 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, gthen you physically and give you the vivacity that perfect health. IMPERIAL BEEF, IRON AND WINE is a nerve food and a body builder. There is nothing "just a goo

do spectacular things. We have always had to disperse whenever we C. Fred Chestnut

The Quality Drug Store

# It Fits the Pocket The New 2c Kodak Jr.

Pictures 2 7-8 by 4 7-8.

A thin, slim camera for pictures of the somewhat elongater post-card size-but just a trifle smaller-it fits the pocket.

Accurate and reliable, simple in operation, it meets every requirement in hand camera photography. Autographic, of course—all the folding Kodaks now are. PRICE \$12.00.

The McMurray Book & Stat'y Co., Ltd.