



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.

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HEARTRENDING STORY COMES FROM MAINE

Tale of Road Show Which was
Supposed to Break Up in
Fredericton—All Right
But the Facts.

Sad is the tale related by a survivor of the total wreck in New Brunswick of the "Eastern Amusement Co." show that recently made a six day stand in Bangor. The Lewiston Journal says:

Tired, weary hearted, without having slept or eaten for two days, Silvio Bernier of Lewiston, who five weeks ago left Auburn with the Eastern Amusement Co., with the intention of making good, returned home Saturday via freight from Fredericton, N.B., where the shows played last Thursday. Members of the troupe, including the Hula-Hula girls, awoke Friday morning to find, they say, that the promoters had disappeared, owing fifteen members three weeks' pay.

But let Silvio tell the story: "I joined the shows in Auburn five weeks ago," said he. "The first two weeks we played Bath and Augusta, and I received my wages. But after that—well, we played Bangor, Presque Isle, Woodstock and Calais, and although we seemed to draw fair crowds, they refused to pay us on the ground that they did not have any money."

"At Presque Isle I engaged a lawyer, but the promoters told him that they hadn't been making good and were almost 'broke.' However, they promised to pay me 'something' when they played in Fredericton, N.B. That was last Thursday. Friday morning I awoke and found that the three had left the town by automobile, taking part of the scenery but leaving a few tents and several other useless articles. The police were set on their trail, but they made a clean getaway. The police arrested several fellows on the charge of gambling and they were fined \$25."

"Nearly every member of the company was dead broke, and so the only way we could reach home was by freight. Five of the boys, including myself, 'jumped' a freight Friday night, but we hadn't been a mile when the 'breakers' came along. I left the other fellows and hid behind some pipes. When the brakeman spied them he made them jump off at the next bill. He didn't get a peek at me until we had crossed the line, but when he did—'Get off here!' says he. I told him that if he was in my situation he wouldn't want to get kicked off. I was willing to work my way. So he made me shovel coal all night and Saturday night I landed in Augusta where I met some friends who gave me some cash to get home."

"Will you try it again?" asked the writer.

"I'm mad now. I'm going to England Monday on a cattle boat."

(Someone has put something over on the Lewiston Journal or else the reporter's ideas of New Brunswick geography are warped. The only road show playing Fredericton was here the first week in July and did not break up here, going on to Chatham and Moncton. All the Fredericton police had to do with that show was to "chase" some talkers.)

Gruff Bachelor (in restaurant)—I am glad to see your baby has kept still at last, madam. Mother—Yes, sir. You are the only thing that has pleased him since he saw the animals eat at the Zoo.

City Clerk Somes of Gloucester, Mass., began his 45th consecutive term in office the other day.

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WOOD CUTTERS, PUMP OUTFITS, etc. Especially adapted to CUTTING PULPWOOD, THRASHING and all FARM WORK. Sizes 1 1/4 to 10 h. p. Air or water cooled. Gas engine kept in stock.

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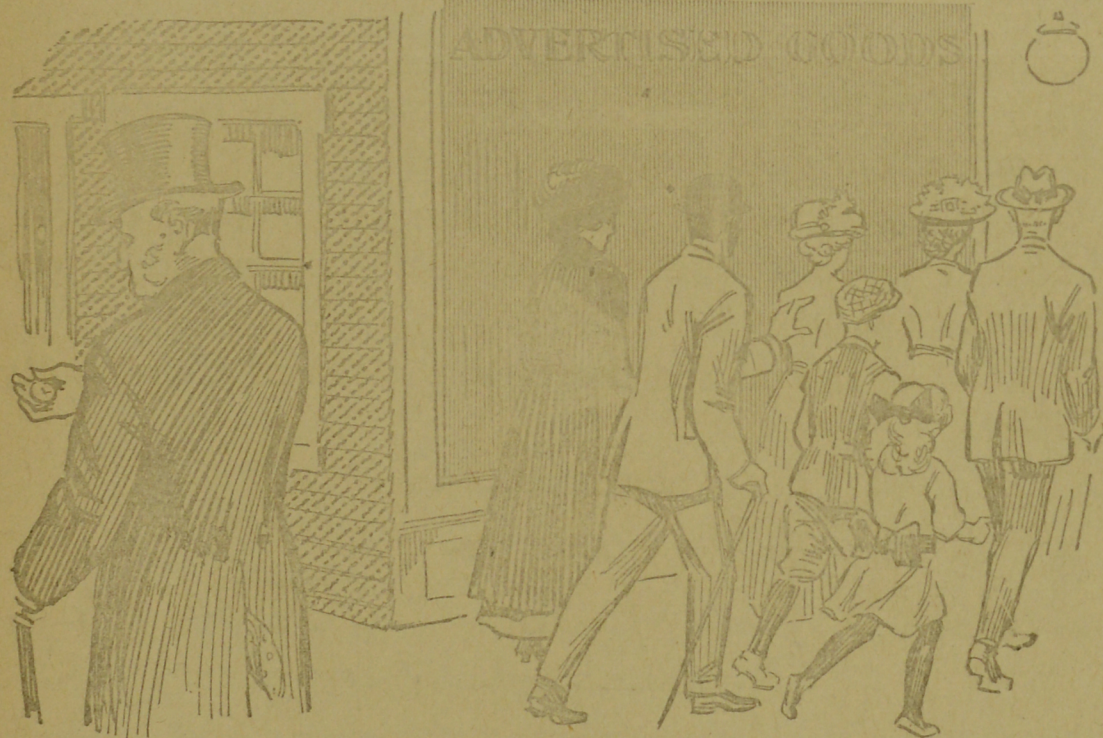
Imperial Beef, Iron and Wine

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 of perfect health. IMPERIAL BEEF, IRON AND WINE is a true food and a body builder. There is nothing just as good as this.

C. Fred Chestnut

The Quality
Drug Store

572 QUEEN STREET.



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 "low 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 plain 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 could 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.

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 elongated 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 & Stationery Co., Ltd.