

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 well 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)

\$25.00 FOR \$21.50

BUY WAR SAVINGS CERTIFICATES

For every \$21.50 you lend to the Government now, you will get a certificate entitling you to \$25.00 at the end of three years.

Certificates will be registered at Ottawa, in your own name or jointly, or in the name of your child. If you should need your money, you may get it at any time.

Certificates are issued in denominations of \$25, \$50, and \$100, yielding at \$21.50, \$23.00 and \$24.50 respectively. Additional purchases limited to \$1,500.

Absolutely security. Excellent interest return.

ON SALE AT ANY BANK OR MONEY ORDER POST OFFICE

"MAKE YOUR DOLLARS FIGHT AT THE FRONT"

ISSUED BY THE DEPARTMENT OF FINANCE, OTTAWA.

Help Canada Maintain Her Financial Freedom!

Do Your Share towards Financing the War with Canadian Savings Rather than with Outside Capital.

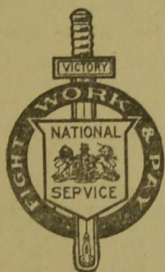
THE problem of meeting the enormous cost of this war is two-fold. Not only must Canada get the money—most of it, of course, as loans—but she must get as much of it as possible here in Canada.

We can carry the war-debt if the bulk of the interest goes to Canadians, and so is used again in the country's development. But it will be a serious matter for us if a large proportion of the interest has to be sent outside the Dominion.

For the sake of our own and our children's future this drain on our resources must be avoided! Canada's financial freedom can and must be maintained! An average saving of 15 cents a day, invested by each man, woman and child in Canada in War Savings Certificates, would enable us to carry the whole cost of the war. To approach this average, hard work, thrift, self-denial and sacrifice are required of every citizen.

For each \$21.50 you lend the Government now, you will receive \$25.00 in three years—or you can get your money back at any time. Certificates are issued in denominations of \$25, \$50 and \$100, and may be purchased at any Bank or Money Order Post Office.

The National Service Board of Canada,
OTTAWA.



WANTS THE MESS CLEANED UP

(St. John Globe.)

Mr. W. B. Tennant's admission that he paid twenty thousand dollars of the large sum he secured from a Valley Railroad contracting firm to Mr. Thos. Bell, chairman of the central campaign committee of the Conservative party, suggests, if it does not actually establish, a connection between the party and the contract.

The revelation makes it imperative that Commissioner Stevens go much deeper and find out all the as yet untold facts. There should be an effort to discover whether or not any members of the late government had any knowledge of Mr. Tennant's connection with the contracting firm, and whether or not any members of the late government knew of the Tennant and Nagle negotiations over the tenders, and of the Tennant and Nagle political contributions of funds secured through their very profitable partnerships. What has been told is clearly not all the story, and now that the furrow has been turned there had better be a gathering of the whole harvest. Probe the mess to the bottom and clean it up so thoroughly that every last cent will be accounted for. Now that the way is open, there will be little difficulty in getting all the facts—and facts are better than speculations.

CONSERVATION

"Oh! vicar, I beg of you not to mention the 'fires of hell' in your sermon today. It would only lead us into temptation during this terrible shortage of coal!"

"My dear lady, I go further than believing in woman suffrage; I maintain that man and woman are equal in every way."

"Oh, professor! Now you're bragging."

ADVERTISEMENT OF SALE

Under and by virtue of the powers conferred on the undersigned executors of the Last Will and Testament of F. J. Seery, M. D., deceased, there will be offered for sale at Public Auction in front of the Post Office, in the City of Fredericton, in the County of York, on TUESDAY, the 28TH day of AUGUST, instant, at the hour of twelve o'clock noon, the following freehold lands and premises:

"All that certain piece or lot of land situate, lying and being in the Town of Fredericton, in the County of York, and known and distinguished as part of lot one hundred and forty-six and block nine fronting on Brunswick commencing on the upper corner of land owned and occupied by Jarvis Ring and extending along said Jarvis Ring's land in a northerly direction one hundred feet; thence in a westerly direction forty-four feet; thence in a southerly direction one hundred feet; and thence along said Brunswick Street in an easterly direction forty-four feet to the place of beginning, being the same piece of land conveyed by Thomas R. Robertson and wife to one Michael McClinchy by deed dated July 5th A. D. 1837, and being same land and premises deeded to Frederick A. Donkin by George Botsford by Deed registered in the York County Records in Book X-2, pages 122, 123 and 124, being the same piece of land deeded by Frederick A. Donkin and wife of Athol in the County of Cumberland, in the Province of Nova Scotia to Catherine Seery, by Deed bearing date the fourth day of September, A. D. 1874, reference being had will more fully appear."

Together with the buildings and improvements thereon and the appurtenances to same belonging.

TERMS: 25 per cent. of the purchase money to be paid down at the time of sale, balance to be paid in ten days thereafter.

Dated August 17th, 1917.

R. W. McLELLAN,
Executor Estate F. J. Seery
F. JOSEPHINE SEERY,
Executrix Estate F. J. Seery.

GIRL DROVE A MILE IN 2.05 3-4

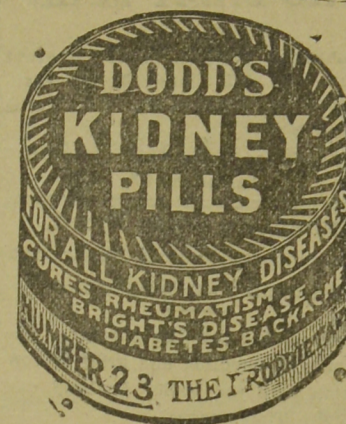
Pittsburg has an unusual prodigy in sport. Little Miss Mary McCune, only 14 years old, recently drove her father's noted trotter Magnolia, a mile in 2.05 3-4, world's record for a girl driver. This remarkable feat was performed at the regular matinee races of the Pittsburg Driving Club, on the Brant's Island track, and the matinee timers held the watches.

The little miss is the daughter of John R. McCune, the well known owner of wagon and trotting horses. Her exploit places her in the class with K. G. Billings, H. K. Devereaux, Frank such noted amateur reinsmen as C. G. Jones, E. E. Smithers and her father.

ANCESTORS

Willie—Pop, what are ancestors?
Father—Well, I'm one of yours—and your granddad is another.

Willie—Oh, but why is it that folks brag about them?



PLANK HAD BUT ONE POOR YEAR

It is a wonderful record that Eddie Plank the great southpaw, cross-fire pitcher, can show for his nearly 17 seasons in major league baseball. He made good from the start, and in only one year up to 1917 did he have a poor year. In that one year he failed to win a majority of his games. In all others he made a creditable record.

GOOD LEADERS AND GUTTER WORK

WILL SAVE THE HOUSE OWNER MUCH DISCOMFORT AND A LOT OF EXPENSE.

If your leaders and gutters are not in good condition, better have us look them over at once. We will either repair or replace them at a moderate cost.

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." Price 75c.

C. Fred Chestnut

The Quality Drug Store

572 QUEEN STREET.

Cook's Cotton Root Compound.

A safe, reliable regulating medicine. Sold in three degrees of strength—No. 1, \$1; No. 2, \$2; No. 3, \$3 per box. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO., TORONTO, ONT. (Formerly Watson-Jones)

Old False Teeth

Bought in any condition. \$1.00 per set or seven cents per tooth. Cash by return mail. R. A. Copeman, 2579a Esplanade Avenue, Montreal, P. Q.

FARM LABORERS

CANADIAN PACIFIC

THE DATE:

Aug. 27

THE RATE:

\$12.00

TO WINNIPEG

N. R. DesBrisay, D. P. A., C. P. R., St. John, N. B.

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 & Stat'y Co., Ltd.