

Daughters of the Empire BENEFIT

Gaiety Theatre

Thursday Evening, August 16th.

Through the kindness of the Management of the Gaiety Theatre and the Canadian Universal Film Company, we will present ELLA HALL as

A JEWEL IN PAWN

The Latest Bluebird Photoplay.

Music by the Ladies' Orchestra. Home-made Candy for sale.

Entire proceeds for the work of the Central Committee, under the I. O. D. E., for our Soldiers in the Field and Hospital.

PARLIAMENT TO PLACE BAN ON LIQUOR ADVERTISEMENTS

Ottawa, Aug. 12. — Ontario and other prohibition provinces get the right, through their Legislatures, to put the ban upon liquor advertising. The mails are denied to circulars and letters soliciting orders for liquors. The publication of liquor advertisements within this province may be made a punishable offense; moreover — which is the most radical provision — any prohibition province may prohibit the entrance of any newspaper, published outside its territory, which contains liquor advertising.

The new "temperance bill" making these provisions went through committee and received its third reading in the House on Saturday. It contains a number of important changes to the "Doherty Act" of last session. "Does this mean that The Montreal

Gazette, The Montreal Star, Le Devoir and other Montreal papers will be prohibited from circulating in the province of Ontario?" asked Hon. Rodolphe Lemieux.

"Yes," replied Hon. C. J. Doherty, Minister of Justice, "if they contain liquor advertisements and the province takes action."

"I think it is a drastic section if it is lived up to," declared Mr. Lemieux. "If Ontario is sincere it will have to prohibit The Star, The Gazette, La Patrie, Le Canada, in fact every daily paper in Montreal, because the only Montreal paper that does not publish liquor advertisements is The Montreal Weekly Witness, which lives up to its professions. That means that the press of Montreal will be suppressed by the government of Ontario."

Merely Suppresses Advertisements. "No," exclaimed Mr. R. B. Bennett of Calgary, "the advertisements will be suppressed, not the papers."

Mr. Lemieux retorted that he would be much surprised if the Ontario government notified the Montreal papers that they must not be circulated in Ontario unless the liquor advertisements were suppressed.

Mr. Bennett said it was done in the United States.

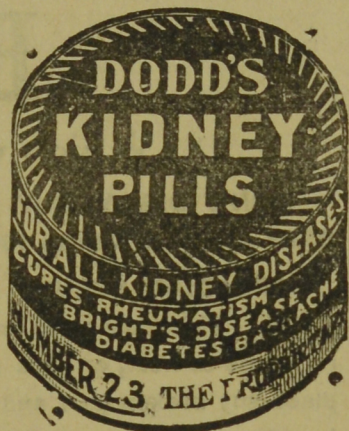
Hon. Charles Marcell wanted to know if the proposals met the approval of the temperance people.

Mr. J. E. Armstrong, East Lambton, maintained that it gave the provincial governments the power to secure complete prohibition. All the provinces now had to do was to make it an offense for a citizen to have liquor in his possession at all, and the operation of the Dominion act would make it an offense to ship liquor into the province, and where a province made it an offense to publish liquor advertisements the operation of the Dominion act would prevent such advertisements entering the province.

The bill goes to the Senate on Tuesday.

HEAVY IMPORTATION.

Britain in twelve months will have to import five months' supplies, according to the statement by Kennedy Jones, director general of food economy, Great Britain. His calculation included the cereals at present on hand, the rate of submarine losses, the new tonnage to be available and the result of the campaign to eliminate food waste. Canada and the United States are looked to for the five months' supplies necessary to be imported.



To Contractors

Re plumbing and heating of St. John County Hospital.

Tenders addressed to the undersigned will be received at the office of the Works Branch, M. H. C. Discharge Depot, Bank of Montreal, St. John, until 5 p. m., 20th inst., for the Plumbing and Heating Works required for the additions to St. John County Hospital, St. John, N. B. Plans and specifications can be seen and forms of tender obtained at the above address. The lowest or any tender not necessarily accepted.

CAPT. W. L. SYMONS, C. E.
i-c Works, M.H.C., Ottawa.

In some of the large New York hotels girls are replacing boys as elevator operators.

NOTICE OF ASSESSMENT.

The Assessment Roll of the City of Fredericton, for the year 1917, is now in the hands of the City Treasurer for collection, and all persons herein assessed are hereby required to pay the amount of their respective taxes forthwith to the City Treasurer, at his office in the City Hall, Fredericton.

A discount of 5 per cent. will be allowed on all taxes paid in on or before Tuesday, August 21st next after which execution may be issued and proceedings had thereon as by law provided.

Interest at the rate of one half of one per cent. per month, will be charged on all taxes unpaid after August 21st, 1917.

G. R. PERKINS,
City Treasurer.



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.

Slants of Humor

TRIMMING THE HEDGE.

Divinity doth hedge a king
And thus protect his crown.
But by and by the folks get wise
And chop the darned hedge down.

ALL AT ONE TIME.

Visitor to wounded Irishman—"Hello, man! So you've been piped! I've just heard that you've got a bullet in you and won't have it taken out. How's that?"

Pat—"Well ye see, it's so unnecessary. I'll be goin' back to the front in two shakes, an' when I come back I thought I'd just have 'em all taken out together."

MANY DEPENDENTS.

Recruiting Officer—How about joining the colors? Have you anyone dependent on you?

Motorist—Have I? There are two garage owners, six mechanics, four tire dealers and every gasoline agent within a radius of 125 miles!

T. H. Molloy, secretary of the Provincial Bureau of Labor, estimates that 20,000 harvesters will be needed for Saskatchewan this season.



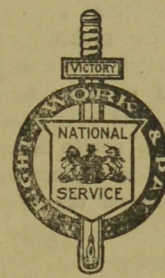
Give each of Your Children a War Savings Certificate.

LET them feel that they are Canada's partners—that they have each a definite share in the stern struggle—the certain victory—and the free and glorious future.

Encourage them to save and buy Certificates themselves! You'll be developing their patriotism, their thrift and their business sense—for Canadian War Savings Certificates offer absolute security and excellent interest return. More important still, you will be guaranteeing their future, for every dollar lent to Canada helps win the war.

For each \$21.50, \$43 or \$86 lent now, the Government issues a Certificate, payable in three years, for \$25, \$50 or \$100. This means that interest is added at over 5% per annum. Certificates may be purchased at any Bank or Money Order Post Office.

For the sake of Canada and your children, save and invest in War Savings Certificates.



The National Service Board of Canada,
OTTAWA.

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, then you physically and give you the vivacity that is 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 -
572 QUEEN STREET.

The Quality
Drug Store

Cook's Cotton Koot Compound.

A safe, reliable regulating medicine. Sold in three degrees of strength—No. 1, \$1; No. 2, \$3; No. 3, \$5 per box. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO., TORONTO, ONT. (Formerly Watson's.)



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.

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.