



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 \$25.00 you lend to the Government now, you will get a certificate entitling you to \$25.00 at the rate of 100%.

Certificates will be registered at Ottawa, to your credit, and will be sold at 100% to you. If you should want your money, you may get it at any time.

Certificates are issued in denominations of \$25, \$50, and \$100, selling at \$21.50, \$43.00 and \$86.00 respectively. (Individual purchases limited to \$1,000.)

Absolute security. Excellent interest return.

ON SALE AT
ANY BANK OR ANY 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.



THOSE DEAR DEAD DAYS OF CHIVALRY!

Even a Matter of Fact 1917 Girl Wants a Lover Who Will Rave About the Moon and Stars.

(Chicago News.)

"It must have been grand to live in the days of chivalry," remarked Mrs. Katon as she steered the tea wagon around the dining room table.

"Why?" asked Katon, as he endeavored to improve the ventilation in his pipe. "I'd rather live now. There were no really modern apartments in those days. Every woman had to do her own washing. There was too much metal in the suits people wore and not enough in the plumbing. There was no plumbing, as a matter of fact, and many inconveniences. Even the people are a lot nicer these days, if I may judge by the little I have read of the old timers."

"Then you haven't read much about them," said Mrs. Katon. "What do you know about knights?"

"I saw ten of them in a barroom once," said Katon cheerfully. "Or were they the other kind of knight? And when it comes right down to brass tacks what do you know about 'em, Mrs. Katon?"

"Well, I picked up a book today and ran across the loveliest love story."

"Lovely love!"

"It was all about how one of the mediaeval men made love to a lady of that time. His proposal was the sweetest thing."

"Was it lovely, too?"

"You see, Beatrice's father was opposed to Geoffrey for some reason or other, and forbade Geoffrey to come around."

"Such cruelty is greatly to be regretted," said Katon. "But maybe the young man was a tin-horn sport who came there swashbuckling with all his hardware on and it was too much for her dad."

"It was his proposal—Geoffrey's proposal," went on Mrs. Katon dreamily, "that caught my attention. It occurred one night in June. He said as he clasped her to his bosom: 'Beatrice my own, long have I—'"

"Throw on the brakes! Enough! Don't go any farther! I know what he said—the very same thing I said."

"Heavens, no! Neither you nor any other modern man could say it. You don't understand women. Why, even a matter-of-fact 1917 girl wants a lover sufficiently mad with poetry to rave around the place, tear his hair out, call on the moon, sun and stars to witness his passion, and threaten, if refused, to dash for the other end of the world and jump off! Could you do that?"

"No, my dear, I could not! If I were as dramatic as all that the chances are I'd never have proposed to you at all—for the reason that we never would have met. I would be a Nat Goodwin, achieving fabulous wealth."

"I never thought of that," replied Mrs. Katon. "Maybe you're better off where you are."

Dead men tell no tales; but many an epitaph is a frightful lie. The early milkman catches a glimpse of a woman's true complexion. Troubles and gray mules should always be approached from the front.

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

It should not be forgotten that the Valley Railway steal in which Tenant and Nagle figured was pulled off at a time when the people of this province were taxing themselves for the support of the families of our brave boys at the front.



Wood's Phosphorine,
The Great English Remedy.
Tones and invigorates the whole nervous system, makes new Blood in old veins, Cures Nervous Debility, Mental and Brain Worry, Despondency, Loss of Energy, Palpitation of the Heart, Failing Memory. Price \$1 per box, six for \$5. One will please you, six will cure. Sold by all druggists or mailed in plain pkg. on receipt of price. New pamphlet mailed free. **THE WOOD MEDICINE CO., TORONTO, ONT. (Formerly Windsor.)**

"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 McClintock 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.

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

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, \$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 Windsor.)**

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.