



## THE PRICE OF HOMAGE

ONCE when King Edward VII. paid a visit to Sheffield, all the fires in factories and plants were allowed to die out. Not a wheel in Sheffield turned for twenty-four hours. The primary object of this was to lift the pall of smoke that hovers over that wonderful steel-producing city, and to ensure, as far as man was able, a bright day and a blue sky for an auspicious occasion. It was Sheffield's expression of respect.

BUT the action was unique—it was unprecedented—it was unthought of that those hundreds of mighty furnaces, raging night and day, and those seething boilers, with quivering valves, should ever be allowed to cool. This extinguishing of fires cost Sheffield hundreds of thousands of dollars—the price of the effort to get back again to high-power efficiency.

SOME business men in Canada pay an unwitting homage, not to a king, but to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop Advertising in the Summer months. By paying homage to *tradition, custom, superstition*, they have allowed Summer to become their “dull” season. You know how dull it can be when you don't advertise. Do you know how brisk it can be made by Advertising? Do you realize how much momentum you now lose in the Summer that must be regained in the Fall?

DON'T LET YOUR ADVERTISING FIRES DIE OUT THIS SUMMER.

Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write, if interested.

## WATCH OUT FOR THE FLEA BEETLE

How to Deal with a Pest That is Attacking Tomato and Other Plants.

(Press Notice No. 1.)

It has been noted that many of the tomato plants in the gardens of this city are being attacked by the potato flea beetle. The flea beetle, so called on account of its habit of jumping or leaping, is a small black insect about one-twelfth of an inch in length. The adult beetles attack the foliage of the plants, eating small holes in the leaves and causing the latter to turn yellow. This species feeds not only upon potatoes and tomatoes, but also on cabbage, beans, squash, etc.

One of the following formulae may be used to control this pest:

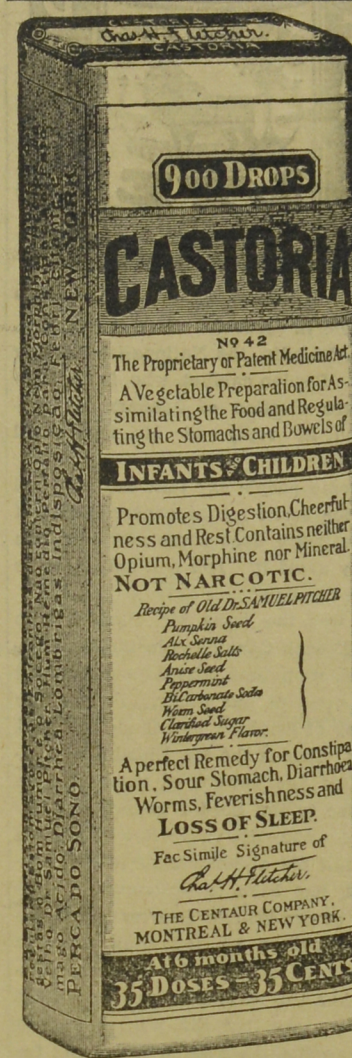
Arsenate of lead paste, four pounds to forty gallons of water. If in the powder form, two pounds to forty gallons of water is sufficient. For use in small quantities one tablespoonful of the paste is sufficient for one gallon of water. The lead should be thoroughly mixed with the water and then sprayed on the plants.

Paris Green.—Liquid application: Use four ounces to forty gallons of water with about half a pound of fresh lime added. Where only a few plants are being treated, one tablespoonful with the same quantity of lime to a pail of water is sufficient. Spray as with arsenate of lead.

Dry Application: One pound of the paris green mixed with twenty pounds of land plaster, slaked lime or other perfectly dry powder. Mixture should be dusted on the plants early in the morning, when they are wet with dew.

A circular on “Common Garden Insects and Their Control” may be obtained free by applying to the Dominion Entomological Laboratory, box 845, Fredericton.

Dominion Entomological Laboratory,  
Fredericton, N. B.



## CASTORIA

For Infants and Children.

Mothers Know That  
Genuine Castoria

Always  
Bears the  
Signature

of

*Chas. H. Fletcher*  
In  
Use  
For Over  
Thirty Years  
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Exact Copy of Wrapper.

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Call and see our

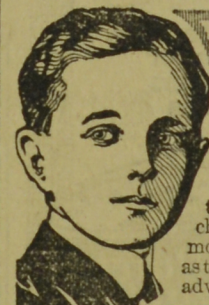
## Massey Silver Ribbon Bicycles

Which have just arrived. We have also just received a large shipment of Bicycle Sundries and accessories, which include TIRES, of the BEST MAKES, SADDLES, CHAINS, PEDALS, and everything needed on the Bicycle. BICYCLES CLEANED and REPAIRED by Expert Workmen. Prompt attention given to Typewriters, Locks, Keys, Cash Registers and all fine machines.

E. T. LANGILLE

PHONE, 334-41

345 QUEEN ST.



### Why

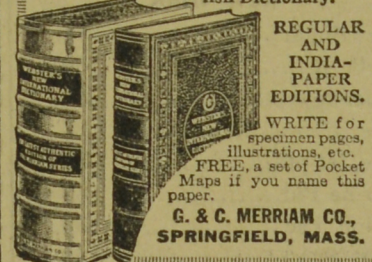
not give your boy and girl an opportunity to make their home study easy and effective? Give them the same chances to win promotion and success as the lad having the advantage of

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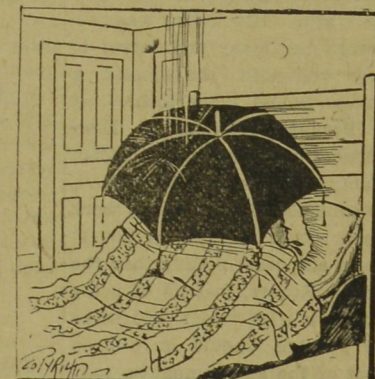
### The Leaky Roof

may cause trouble at any hour of the day or night. Hard to tell when it will break out in a fresh place. Better have the whole roof attended to if it is thin in places.

### TIN ROOF REPAIRING

is a specialty of ours, and we have workmen who have spent half their lives at this work and can discover defects quickly and repair them effectually.

Charges are moderate.



D. J. SHEA & SON

Are You  
an Asset  
to Canada—

or are You  
a Liability?

ARE you helping to win the War? Or could Canada put up a better fight without you?

Are you working—saving—paying—to back up the men at the front? Or are you loafing—wasting—spending on selfish indulgences the money that should be loaned to the Nation?

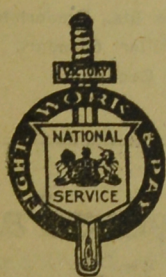
Man-power is at a premium! The time and strength of every man in Canada should be devoted whole-heartedly to really useful work—work that will help, directly or indirectly, in the Struggle.

Food is short the world over! Every housewife in Canada should devote herself earnestly to the problem of conserving it—of feeding our people well, yet economically and without waste.

Everyone should save—and lend the savings to the nation!

Canada needs every dollar you can invest in War Savings Certificates, and for every \$21.50 you loan now, she will repay you \$25.00 at the end of three years—or you can get your money back at any time. Certificates are issued in denominations of \$25, \$50 and \$100, which may be purchased at \$21.50, \$43 and \$86 respectively, at any Bank or Money Order Post Office.

The National Service Board of Canada,  
OTTAWA.



## PALMER'S Summer Packs or Plough Shoes

“Moose Head Brand”

(Established 1877)

Our Skowhegan Packs, Larrigans and Sporting Boots are the leaders on the market today in this line.

The satisfaction the wearer gets from our famous “Moose Head Brand” footwear is so well known that leading dealers invariably handle them—and them only. They are roomy, durable, waterproof and comfortable.

No. 101 IS IN GREAT DEMAND FOR SPRING, SUMMER AND FALL WEAR. Be prepared to supply this demand!

Write now for booklet and prices.

JOHN PALMER CO. Limited  
FREDERICTON, N. B.

