

Canada needs what You can Save!

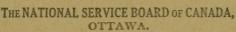
"What we have got to do is not only to produce, but to save!" Sir George Foster, Minister of Trade and Commerce.

THE part which Canada is proud to play in the Empire's war is costing more than we ever dreamed we could raise. If we are to make good financially, all must help!

If every man, woman, and child in Canada would save 15c. a day, and invest it in War Savings Certificates, we could carry the cost of the War.

War Savings Certificates make it easy for every-one to become Canada's partner—bearing a share of the burden—earning, and receiving, a share of

For every \$21.50 you lend the nation now, you will receive \$25 at the end of three years—an interest return of over 5%. Certificates are issued in denominations of \$25, \$50 and \$100, selling at \$21.50, \$43 and \$86 respectively, at any Bank or Money Order Post





Bought in an, condition. \$1.00 per set or seven cents per tooth. Cash eturn mail. R. A. Copeman, 2579a planade avenue, Montreal, P. Q.

GRAND MAMMOTH THE SAMMIES

Games, Refreshments, Dancing, and Band Concerts. Two Street Parades. Marvellous attractions will be offered on the Midway.

Doors Open 1 p.m. Supper served

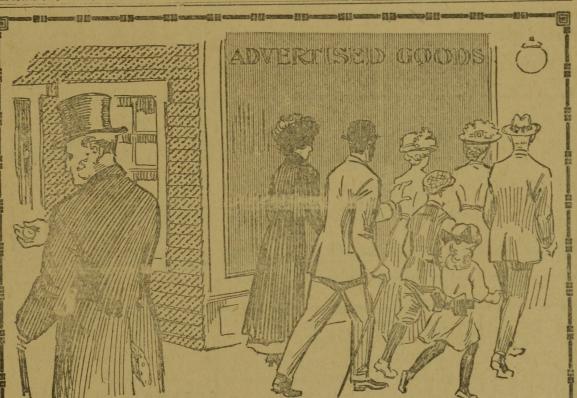
ANOTHER ATTRACTION — The Fredericton Brass Band will furnish ain's war bill for about 1 1-3 seconds. Carleton Street.

HELP THE WOUNDED SOLDIERS

BY ATTENDING THE

THURSDAY, AUGUST 30th,

Proceeds for Red Cross Work.



JOU'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 merch dise 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.

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"It is better to be sure vian sorry."

If you are doing a local business talk over your advertising poleme with the Advertising Department of this new spacer If you are doing a provincial or national beiness it for you to have the counsel and assistan of a go d saw agency. A list of these will be furnished, w bout cost of by the Secretary of Canadian Press A societion Run-Lumsden Building, Toronto.

large size photograph.

The judges for above show will be from outside the city and will be competent judges. The competition will be open to every person paying admission. GRAND DRAWING for the following: 1st, One Dressing Table; 2nd, One Ton of Sydney Coal; 3rd, One Cord of Hard Wood; 4th, Gramophone; 5th, Two Tickets to St. John and Return of Company of the Spirit urn on Steamer May Queen; 6th, One Chasseurs and the Americans, and the Umbrella.

Admission to Grounds, 10c., which entitles the holder to two chances on gate prizes, 1st, 100 lbs. Sugar; 2nd, 1 go into the trenches knowing all the Carnet Sweeper.

> Based on official figures, it is reckoned that \$500 would pay Great Brit-

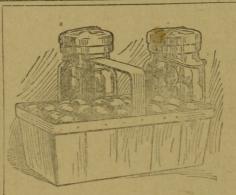
NOTICE OF ASSIGNMENT AND MEETING OF

disposal of the said estate, and the transacton of such other business as may properly come before said meet-

GOOD LEADERS AND

WILL SAVE THE HOUSE OWNER MUCH DISCOM-FORT 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.



A Five Pound Carton of Lantic Sugar sweetens fifteen jars of Preserved Plums

AN you think of a better food investment than this? With fruit at reasonable prices, a jar of homemade preserves costs but a few cents. Think what a shelf full of such jars, will mean to you next winterwhat delicious, inexpensive desserts they will be. Lantic Sugar, "Pure and Uncolored", is the sugar the particular housewife uses for all preserving. It contains no beets, no dyes, nothing but the pure wholesome juice of the sugar cane refined by modern, cleanly methods.

2 and 5 lb. cartons. 10, 20 and 100 lb. sacks.

Lantic Library FREE

A book on Preserving, another on Cakes and Candies, and another on Desserts, will be sent free for a Red Ball Trademark cut from a Lantic bag or the top panel of a Lantic carton. This is the most complete collection of recipes for sweet dishes ever published. Send for

ATLANTIC SUGAR REFINERIES, LIMITED,

Power Building, Montreal,



"Pure and Uncolored"

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 elongater 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.