



Pay Your Debt To Your Defenders

Turn Your Luxuries Into Comforts
For Those Who Have Sacrificed Most.

"Self-sacrifice, self-denial and service lie at the basis of the highest personal and national development."

Sir Thomas White,
Minister of Finance.

Is it nothing to you that men from all round you have sacrificed home and salary, safety and life, to defend your home as well as their own?

Is it nothing to you that their wives and families tremblingly scan each casualty list, and pale at the step of the postman or telegraph messenger?

Can you see others giving their dearest, without feeling that you *must do something* yourself? Do you wonder what to do?

You can at least save—and lend your savings to the nation. Canada needs every dollar her loyal sons and daughters can spare, to meet the growing expenses of the struggle.

Every dollar you invest in Canadian War Savings Certificates helps the nation to deal generously with those who are defending you.

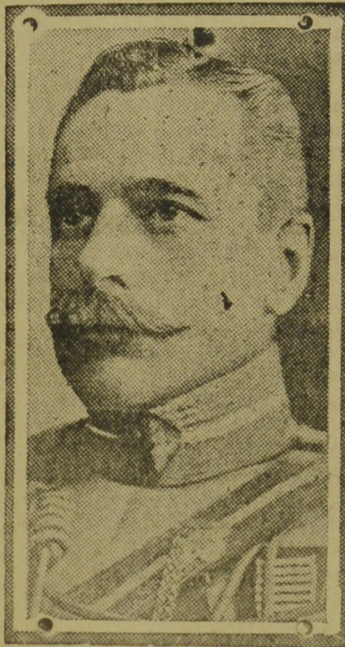
Certificates in denominations of \$25, \$50 and \$100, repayable in three years, may be purchased at any Bank or Money Order Post Office at \$21.50, \$43 and \$86 respectively. This means over 5% interest—making them a profitable as well as a patriotic investment.

The National Service Board of Canada,
OTTAWA.

GENERAL HAIG'S MESSAGE

British Commander in Chief is
Confident of the Ultimate
Victory of the Allied
Forces.

British Headquarters in France and Belgium, Aug. 5. — Yesterday, the third anniversary of Great Britain's entrance into the war, Sir Douglas Haig issued a special order of the day, filled with the spirit of confidence in ultimate victory and complete faith in the principles of the empire, which only this week added another link to their steadily growing chain of success.



GENERAL HAIG.

The order says:

"Today we stand at the beginning of the fourth year of the war. Twelve months ago the power of the British Empire to undertake an offensive was still on its first trial. That power stands fully proved today — to the armies themselves, to the enemy and to the world.

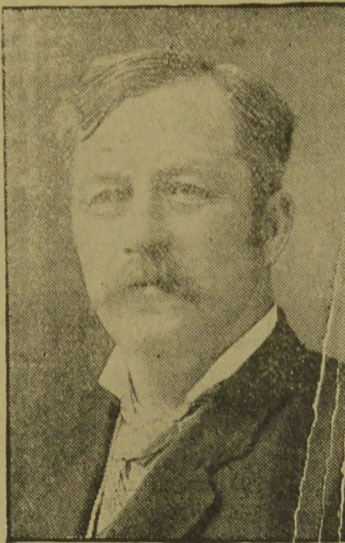
"We enter the fourth year of the war with a steady confidence, based securely on all that alre day has been achieved by ourselves and our gallant allies. The record of the past three years leaves no room for doubt that the British armies in France and the workers at home, on whom they depend, have both the power and the will to complete the task they have undertaken, and will press on until their labor is crowned with ultimate and certain victory."

U. S. TROOPS WILL MARCH IN LONDON

London, Aug. 6.—Not many days hence, London will be able to give a concrete welcome to the American army, according to the Express, which says that a body of American troops will then march through the streets of the metropolis with banners flying and a band playing.

There will be several regiments in line, and British military men are taking keen interest in arrangements.

The Express adds that it will be the first time in history since the landing of William III, that troops of a foreign nation have marched through the streets of an English city bearing arms and carrying a foreign flag.



THE KAISER WAS PLEASED

Berlin, via London, Aug. 4.—Emperor William, on the occasion of the capture of Czernowitz, ordered that flags be hoisted and that salutes be fired in Prussia and Alsace Lorraine. He telegraphed felicitations to Archduke Leopold.

Wholesale Dry Goods and

House Furnishings For Spring

Lace Curtains
Scrim Curtains
Curtain Muslin and Drap-
eries of all kinds
Cretonnes and Casement
Cloths
White Bed Spreads
Towels, Napkins and Ta-
ble Linens
Oilcloths and Linoleums
Carpets, Rugs and Squares

Prices Lowest Possible. Goods sold to the Trade only.

Vassie & Company, Ltd.

WHOLESALE DRY GOODS and WOOLENS
ST. JOHN, N. B.

Our Motto: Promptness, Accuracy, Courtesy, Care.

IMPERIAL LUNCH ROOMS

IF YOU ARE THINKING OF AT-
TENDING THE

FREDERICTON BUSINESS COLLEGE

NEXT TERM, NOW is the time to send to us for full particulars, which will be supplied on application.

There is a great demand for young men and women to take the places of those who have gone to the firing line.

Address

W. J. OSBORNE, Principal,
Fredericton, N. B.

IS THE BEST PLACE IN THE CITY for Auto Parties to get a good meal or lunch at all hours.

Good Dinner Every Day from 12 to 2. Don't forget the place—

64 CARLETON STREET

G. FRED CROWLEY
PROPRIETOR

Mail Ads Will Bring You Results

The High Cost of Coal Kept Down

The Kelsey Warm
Air Generator
Gives Health Heat

Investigate the "Kelsey"—it is different. Not only does it keep down coal consumption but it keeps down the doctors' bills too—both mighty important savings in households today. Let us talk over its advantages together.

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

C. Fred Chestnut -
572 QUEEN STREET.

The Quality
Drug Store

Evening Schools

Applications will be received at the Office of the Board of School Trustees until the 11th inst., for one Male Teacher to conduct two Evening Commercial Courses of ten weeks each, work to begin 24th September next.

Second Course of ten weeks to begin 14th January, 1918.

Also Female Teacher to conduct two Evening Courses in Household Science, dates as above.

Classes in mechanical drawing and woodwork, etc., will be conducted on same dates.

CHAS. A. SAMPSON,

Sins Secretary.

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.)

The 20,000 policemen in the metropolitan area of London have just been given an additional allowance of 12 cents a week to keep their shoes in repair. This makes the total allowance of 24 cents a week. The men buy their own shoes.

Public Schools

Notice is hereby given that the public schools of this city will reopen on Monday, 27 inst., at 9 o'clock, a. m. Permits may be obtained at the office, York street, any day during the week beginning 20th inst. Children must be six years old and produce a physician's certificate of vaccination or furnish satisfactory evidence of recent vaccination.

Extract from law: The Trustees of any school are hereby authorized and empowered to refuse admission to such school to any child until its parents or guardian shall furnish satisfactory evidence that such child has been successfully vaccinated within three years prior to the time of such request for admission, etc."

Permits for admission to the Miscellaneous School will also be obtained at the Secretary's Office.

By order,

CHAS. A. SAMPSON,
Secretary

August 4th, 1917.

Two hundred women have enrolled as students in the Pennsylvania Railroad School of Telegraphy.



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.

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 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.

"It is better
to be sure
than sorry."