

**OVERLAND MODEL 90 THE THRIFT CAR**

BEST VALUE IN THE MARKET IN MEDIUM PRICED CAR—25 Miles to Gallon Gasoline.  
Have You Seen the NEW CHALMERS ENGINE with the "Hot Spot?" The car that holds the world's records. Come in and look them over.

**FREDERICTON MOTOR SALES CO.,**

PHONE 352-11. QUEEN STREET, FREDERICTON, N. B.

**Wholesale Dry Goods and Woolens****House Furnishings For Everybody**

Lace Curtains  
Scrim Curtains  
Curtain Muslin and Drap-  
eries of all kinds  
Cottons 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.

**Electric Wiring****For Light and Power**

Telephones, Bells, Watchmen's Clocks, An-  
nunciators, Burglar Alarm Systems, etc.

Lighting Plants Installed in Isolated  
Places. We carry a large as-  
sortment of Electric Fix-  
tures and Heating  
Appliances.

Estimates submitted without charge.

**W. Allen Staples**

634 Queen St. Opp. Court House

**WHY BELGIANS STILL NEED HELP**

"In travelling through Belgium with the Belgian allies, I have been able to see the country recently tenanted by the Bochs in the condition in which they left it, and never was there such desolation anywhere. One cannot get away from signs of destruction, no matter where one goes, along the country roads or in the city streets.

Not only has property been destroyed and every means of livelihood taken away from the people, but the peasants, especially in the country districts, have been left destitute both of home and food. We travelled twelve miles yesterday through open country and as but one small instance of the vast plundering of the Germans, let me state that in all twelve miles not one solitary live animal did we see, and practically every tree had been felled, so you can imagine the dreary aspect of the scenery.

All the peasant women and children we met on our way, said a news correspondent, while they greeted us with cheers and received us into their homes with open arms, those that had homes, showed the greatest suffering from insufficient food and nourishment. They did not complain, but merely stated as a fact that they had not tasted meat for two months and had lived largely on soup and coffee.

The cry of the Belgians today is for food and clothing and those who would help, no matter how little, should send their contributions to their committee, or direct to the Central Committee, Belgian Relief Fund, 59 St. Peter street, Montreal.

**DID IT CUT YOU, SIR?**

The barber got even with a bunch of foxy customers. They asked him if he expected to keep on shaving after he gets to heaven.

"I don't know," replied the barber, "but if I do I will sure have to drum up a new bunch of customers."

**WANTED****Cotton Mill Help**

With families preferred.  
Low rent, steady work, good wages.

CANADIAN COTTONS, LTD.,  
Mariesville, N. B.

**Tenders for Stone.**

Tenders will be received at the City Clerk's office, City Hall, until WEDNESDAY, January 15, 1919, for five thousand tons best Trap Rock and five thousand tons of best quality Sandstone, or any portion of the above amounts, delivered at the City Stone Yard.

The stone to be subject to the approval of the Chairman of the Roads and Streets Committee.

G. R. PERKINS,  
City Clerk.

**BURTT & CATERER**

Wagons and Sleds Made and Repaired.

T. J. BURTT. H. CATERER  
All Kinds of Jobbing Repairs.  
281 KING STREET

**BOOSTING A GRAVEYARD A HARD JOB**

Successful Publicity Appeals to Individual's Emotions, Advertising Men Are Informed.

(Buffalo News.)

"Now supposing you were writing advertisements for a graveyard; then you would have a job on your hands, wouldn't you? A job so difficult that it was never undertaken until recently. But it is being done now, and done successfully. And what argument does the seller of plots in graveyards use, the successful man in that line, I mean?"

"He doesn't try to appeal to your pocketbook. Not he. No; he's too subtle for that. He places before your eyes a beautiful landscape, conveying unconsciously as far as you are concerned—to your mind the thought that when your earthly journey is over, and when your loved ones have ceased to live, that you and they shall rest in some such beautiful spot."

Professor S. H. Clark, of Chicago University, used the foregoing illustration in pointing out one of the several emotions on which successful advertisers play in seeking to interest the buying public in what they have to sell. He was the speaker at the luncheon of the Greater Buffalo Advertising Club at the Lafayette Hotel.

Many advertisers, he said, appeal to the affection, in putting their wares across. Mr. Prospect is told that he should buy this or that automobile because of the pleasure it will give his wife and children and of the benefit that will result in their health from rides through the picturesque country on delightful summer days. He is informed that he should buy that grand piano because of the joy that it will bring to the heart of his music-loving wife and children, and the refining influence it will have on his boys and girls.

He buys chains for his auto because

**HALIFAX WANTS RESTITUTION**

Halifax, N. S. Jan. 15—The Mayor and Board of Control of this city have addressed to Sir Thomas White, Acting Prime Minister, a lengthy communication on the question of restitution for the injuries inflicted upon Halifax by the explosion of the munitions ship Mont Blanc in this harbor on December 6, 1917. The letter which was made public today asserts that the funds of the Halifax Relief Commission are insufficient and requests that the government make complete restitution to both the city as a corporation and to the inhabitants of the city.

**POINTED PARAGRAPHS.**

Mr. Zero is respectfully but emphatically requested to stay out West.

One reason why a man's life is so much fuller than a woman's is that he spends nearly three-quarters of it in hunting up things for a woman to do.

A successful woman is one who can lead a lot of men around in the latest dances without letting them know it, and can lead one man around by the nose without letting him suspect it.

**CASTORIA**

For Infants and Children

In Use For Over 30 Years

Always bears the Signature of *Dr. J. C. H. H. H.*

He has seen in some newspaper or a magazine the picture of an auto skidding toward a precipice, inside the car a beautiful woman frantic with fear. "Buy So-and-so's chains; don't let this happen to your wife," the ad reads. His affection for his wife moves him to do as the advertisement bids.

Appeals to vanity, to pride, to sentiment and fear were enumerated by the speaker as among the keys which successful advertisers use in unlocking the doors of the strong boxes of buyers.

**BIG SALE OF WAR STAMPS IN THE U. S.**

Campaign in the Neighboring Republic Began Slowly and Worked Up Strongly.

Canada having launched a campaign for the sale of War Savings and Thrift Stamps, the Canadian public will be interested to learn something of how the campaign in the United States was begun and of the progress made during its initial stages.

A recent issue of the Official United States Bulletin should teach those interested in the Canadian movement not to despise the day of small things. Since December, 1917, about \$1,000,000 worth of stamps have been sold. Nine-tenths of this was done under the stimulus of the strong war feeling. The highest point in sales was reached in July last, when \$211,417,942 worth of stamps were sold. Up to December 1918 the redemptions amounted to only \$7,552,839, or but one per cent. of the total value of the sales.

In the Bulletin one reads:

"At first progress was slow. The gospel of thrift had not as yet been preached in any systematic way. The principle of 'business as usual' was the anti-thesis of the principle of thrift during the war. The opening of the campaign resulted in much passive and some active opposition. The message of war savings, however, slowly but steadily gathered increasing momentum. The clamor for 'business as usual' was heard less and less, until it entirely faded away. The appeal of the war-savings campaign was gradually understood and it exercised a great influence in the readjustment of the economic life of the nation."

Sleevelets—Take a pair of old stockings and cut the feet off. They can be used for sleevelets. They protect the sleeves.

The son of the "Asbestos King" has married a chorus king. Asbestos will now get an official test.



**Buy W-S-S.**

**WHERE?**

War-Savings Stamps may be purchased for \$4.00 each during January at any Money-Order Post Office, Bank, or other place displaying the W-S-S sign.

**WHO?**

W-S-S are purchased by men and women of comfortable means; by housewives and working men; and by children. EVERYONE has an opportunity to share in the high interest the Dominion of Canada pays on an investment in War-Savings Stamps.

**HOW?**

The way to "build a bond" with W-S-S is to buy regularly—one a day, or one a week, or one a month—whatever your means will permit.

Those who cannot invest \$4.00 at a time acquire War-Savings Stamps in exchange for Thrift Cards to which are affixed 16 Thrift Stamps costing 25 cents each.

**WHY?**

EVERYONE should buy War-Savings Stamps. In addition to receiving \$5.00 for \$4.00 invested, you know the money will be used to finance expenditures incurred in the great work, the absolutely essential work, of Reconstruction.

When you see the W-S-S sign determine when you will buy your next stamp.

Keep a Thrift Card to look after the quarters. Remember Thrift Stamps are not interest-bearing. They are simply a means to secure a War-Savings Stamp.

Be as patriotic as the storekeeper who asks you to take your change partly in Thrift Stamps.

\$5.00 for \$4.00 and every dollar worth more.

**SCHOOL BOOKS**

A Shipment of Children's Books arrived too late for the Christmas Trade. We have marked them at special prices to clear. See our Down Town Window.

**The McMurray Book & Stat'y Co., Ltd.**

Booksellers, Stationers and Printers