

Grass Seed

TIMOTHY NO. 1 12c lb.
TIMOTHY NO. 2 11c lb.
(By Whole Bag)

Rolled Oats

90 lb. Bag \$3.35
20 lb. Bag 90 cents
5 lbs for 25 cents.

TEA

Try our BULK TEA
ONLY 55 CENTS LB.
5 lbs for \$2.65.

Coffee

Get a pound of our FRSH GROUND
COFFEE
ONLY 57 CENTS A POUND

Flavoring Extracts

LEMON or VANILLA—Good Quality.
2 OZ. BOTTLE..... 9c, 3 for 25c.
2 1/2 OZ. BOTTLE 13c, 2 for 25c.

Matches

RED HEAD or EDDY'S HOME
MATCHES
12c BOX. 3 BOXES 33c. 5 BOXES 55c.

Sugar Crisp Corn Flakes

12c PACKAGE—6 PKGS, 66c.

Starch

MIXED STARCH 10c lb.
CANADA CORN STARCH .. 10c pkg.

Butter Making Requirements

BUTTER COLOR 30c Bottle
BUTTER COLOR, large ... 55c bottle
PRINTED BUTTER PAPER.. 20c lb.
70c for 400 sheets.
BUTTER SALT, large bag 30c.

Canned Tomatoes

We have too large a stock. In order
to reduce for this week

15c CAN. 2 CANS 25 cents.

Canned Corn

2 CANS 25 CENTS.

Flour

98 lb. bag
PURITY and 5 ROSES \$4.80
5 CROWNS \$4.70
SMALL BAGS, all kinds \$1.25
CORN MEAL \$2.25
CRACKED CORN \$2.25

YERXA GROCERY CO.

2 STORES
York St. Queen St.

HOW THE STATE OF MAINE SELLS ITS SCENERY TO THE TOURISTS; MUCH ADVERTISING IS DONE

(Halifax Chronicle.)
The state of Maine, we think, has been the pioneer in undertaking publicity in an organized way for the purpose of "selling" its scenery and of developing its tourist business, and probably has done more in that direction to make its scenic and other attractions widely known than any other community in America. It has done this in a State-wide way and it is doing it also now by individual towns.
So notable indeed has been its success in demonstrating that it pays the towns of Maine to advertise that its example has spread to the larger and more populous sister State of Massachusetts. The Massachusetts Hotel Association has now renewed its movement for the purpose of trying again next winter to secure action by the Massachusetts State Legislature to authorize municipalities to appropriate money for publicity purposes. The extent to which this is now being done in the State of Maine is illustrated by the figures which have been compiled showing how many towns have this year appropriated funds for advertising. The number of municipalities is increased by more than fifty per cent. over the number which made appropriations last year. This year it is stated 227 Maine towns will contribute public funds for publicity, and more than one-third of Maine municipalities are now doing so.
The municipalities constitute one spoke in the advertising wheel. The State itself is another. A third is the State of Maine Publicity Bureau which is not, as the name might imply, a part of the Government of Maine. It is described as a State-wide organization of business interests established for the purpose of advertising and developing the recreational, agricultural and industrial resources of the State. It has an annual budget of from \$35,000 to \$40,000. It has its own publications. It serves the other two spokes in the care of details.
\$29,000 Spent.

Maine has sixteen counties. The number of towns appropriating funds increased in thirteen, was the same last year in one and showed decrease in two. The average appropriation is not large, but the sum total this year comes to \$29,000. The work represents a spirit of co-operation, the advertising being devoted to setting forth the attractions of the State as a whole, although individual towns contributing to the fund may find mention in booklets which are paid for with money otherwise raised.
As the money of the Maine towns is expended it all goes for newspaper and magazine advertising. None of it is used for the overhead expense of placing the advertising. The planning of the campaign is in the hands of the Maine Development Association, one of several organizations which has undertaken to make the Pine Tree State better known to the rest of the country. But while this organization has general direction of the money raised by the towns and cities, the details have been committed to the State of Maine Publicity Bureau which has paid the bills for the necessary collateral expenses including postage.

Publicity Work.
The State of Maine Publicity Bureau has also been instrumental in seeing that the matter was properly laid before the voters in the towns and the legislative bodies of the cities. Thus for six weeks before the March town meetings weekly letters were sent out urging that articles providing for the appropriations be inserted in the warrants. Nor does the number of towns so acting represent the sum total of the results. It is found that in a number of towns whose voters would not permit the use of town money citizens not satisfied with that outcome are circulating subscription papers with the view to raising in that manner the amount of money which was called for in the defeated articles in the town warrants.
Appropriation by cities and towns is not the only way in which public funds in Maine are made available for advertising purposes. The State makes an appropriation for the compiling of data and the publication of maps and booklets. The amount that may be used this year is about \$25,000. The character of the booklets as they relate to the recreational advantages of the State is indicated by such titles as "Maine, the Land of Remembered Vacations," "Maine by Motor," and "Fishing in Maine." Among contemplated publications are one that will deal with the facilities to be found in Maine for the chasing of the golf ball, and another that will tell of canoeing and camping.
Vacation Land.
Men engaged in the conduct of the

publicity campaign in Maine, it is pointed out in a review made by the Boston Transcript, see the wisdom of making it more than an effort to boom the tourist travel. Practically all the money of the cities and towns last year was spent in advertising the State as a vacation land. This year 25 per cent. will go to pay for advertising designed to attract farmers to Maine. The State will participate by including in its publications one which, under some such titles as "One Hundred Successful Farms in Maine" will present accounts of the way in which prosperity has been found in Maine farms. Among these success stories will be those of poultry raisers, fruit growers and potato farmers. The publication will thus preach the doctrine of a diversified agriculture and the specialization or individual effort which it makes possible.

Back of the Maine system which permits towns and cities to help pay for advertising the State is the theory, as far as the "summer business" is concerned, that the many millions it brings into the State are in the end so diffused that practically everybody in some degree benefits and that much of this benefit is felt throughout the entire year. It is, therefore, held to be reasonable that not only the State itself but the municipalities, if they so choose, should have part in the publicity work. With more than a third of all the towns participating it would seem that the system is one that is finding an increasing measure of public favor.

THE ONLY RUM PASSPORT NEEDED BY AMERICAN VISITORS TO MONTREAL IS A BANK NOTE

Montreal, June 14—The greatest thrill the American visitor gets out of buying his liquor openly in Montreal is paying for it with American money. Realizing that he is on foreign soil and that he has legitimate purchase, a real live nephew of Uncle Sam who thirstily crosses the border, seems to think it must be necessary to change his American dollars into Canadian currency before visiting the depots of the liquor commission which dot the city in every direction.

But such is not the case. The Quebec government accepts American currency—and makes no secret of the fact that it is glad to get the coin of the desert realm to the south. American buyers say, they get quite a kick out of this and grin as they pass the money over. The commission house most favored by the Americans is located near the corner of Windsor and St. Catherine's streets in what is known as uptown Montreal, the heart of the hotel section. As a matter of fact, American capital recently erected a palatial hotel right across the street from this big commission place, variously described as a "paradise" by the wets and a "brothel" by the drys.

Like a Bank.
As a matter of fact the place where you buy your wines and liquors has all the outward and some of the inward, appearances of banking institution. There are bronze outer gates and massive oaken doors at the entrance. Inside is a wide lobby with steel grill work along one side. Cut in the grill are a number of tellers' windows and through these the bargaining is done and the wet goods passed out.
First of all, the would-be purchaser examines several lists posted on the lobby walls. These tell the varieties and vintages that are carried in stock and the established price of each. In the list the visiting toper may get nearly all of his old friends, some of them all but forgotten.
Some are old familiar brands of Scotch—not the make believe brands available through bootleg sources in the United States, but the real thing. And there are Scotches seldom heard of in the States. You hear the trained drinkers of Montreal calling for "Chivar," for instance and find it the most expensive brand recommended by the "commissioner."
Then there are the old brands of cordials and liqueurs the cognacs and the "fin champagne" brandies. All these are in the lists of "spirits" and the prices are almost as high as the proof. The liquor commis-

Inflamed Nostrils Cleared of Catarrhal Discharge

You'll be pleasantly surprised at the quick action Catarrhazone has upon Catarrh in the nose or throat. It is so soothing, so healing, so agreeable to use; so safe and reliable, that thousands use it every day.
No nasty medicine to take—you just breathe the balsamic vapor and the healing essences of Catarrhazone and you feel better at once. Catarrhazone is breathed through the inhaler into every air cell in the lungs, into every air passage in the throat and nostrils.
No matter where the Cold or Catarrh is, Catarrhazone will reach it. You can keep free from coughs, colds, bronchitis and the like by using Catarrhazone. Two months' treatment One Dollar, small size 50c.

BOSTON BRAVES TO GIVE SCHOOL PLAYER TRYOUT

Lynn, June 14—Tony Routhouska, second baseman of the Classical High school baseball team, will be given a trial by the Boston Braves and is to report at the conclusion of the North Shore league season.
Routhouska is the leading batsman of the North Shore league and is one of the best prospects developed in this section since Bernie Fiberg, and Buck Burke, both of whom are now on major league teams. He has played four years with Classical, is 19 years old, stands 5 feet 9 inches and weighs 185 pounds.
When a girl casts her bread upon the waters she expects it to come back in the shape of a wedding cake.

sion puts a heavy profit tax on whiskies, liquors and other high spirits. Perhaps it does this to discourage the drinking of these powerful beverages; perhaps it does so because most of the sales of this class are made to visiting Americans.

Prices Moderate.
In any event, the prices of champagnes, Bordeaux, Burgundies, Moselles and other "light wines" are extremely moderate—so much so in fact they suggest the old days in the wet sections of the states. Some of the vintage champagnes sell for as little as \$2.35 a pint or \$4.50 a quart.
Newer champagne may be had for as low as \$3 a quart or \$1.65 a pint. Prices for these same wines served with meals at the hotels and restaurants are, of course much higher. The champagne bought of the commissioner at \$4.50 a quart costs \$7.50 at the table. All of which goes to show that the Quebec government is not alone in making money from the invading American hosts.
Under the Swedish liquor control system it is necessary to have credentials to "buy alcohol" which is the classification for whisky, brandy etc. Here in Montreal, no credentials are required. One must merely have money.
Only one bottle of whisky will be sold to a purchaser at one time. But after standing in line at one "wicket" the same purchaser may join another cue and make another purchase. Or he may go out the door and return and keep up this system of individual purchases all day. No record is made of any transaction.
All You Can Carry.
There is no limit upon the purchase of wines. You can buy all you can carry. The prices of the still wines the "vins blancs" and "vins rouges" are low considering the bootleg tariffs prevailing in the states. For \$1 a bottle the purchaser may buy a choice Pommard, Barsac or Pontet Canet.
It must not be supposed that all the purchasers in the commission houses are men. Plenty of women are to be seen in each line which forms before a window near closing time. They walk out with their packages even more nonchalantly than most of the men.
Most of the packages are marked plainly "Scotch whisky." But some are American ryes and bourbons. One finds up here that "Old Crow" still survives.
The commission houses are open normally from 9 a. m. to 6 p. m. with 1 o'clock closing on Saturday.
Mrs. J. H. Brookes of St. Stephen is registered at the Queen today.

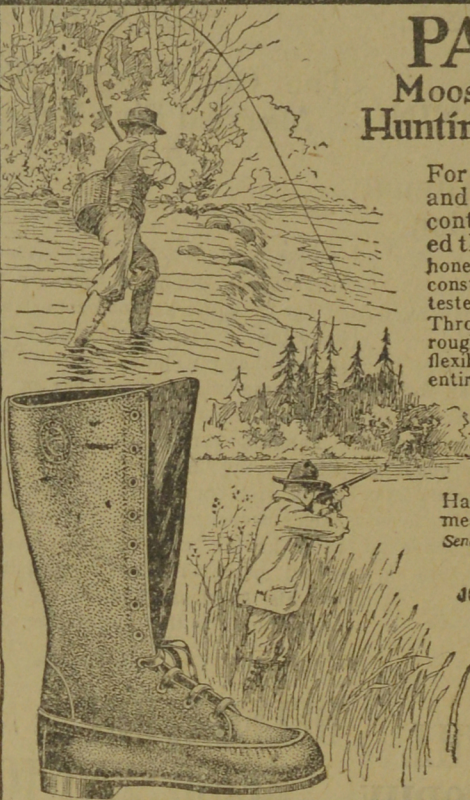
SEEDS

NO. 1 TIMOTHY SEED
NO. 2 TIMOTHY SEED
ALSIKE CLOVER SEED
RED CLOVER SEED
MAMMOTH CLOVER SEED
at Lowest Market Rates.

G. W. HODGE

PALMER'S Moose Head Brand Hunting & Fishing Boots

For generations hunters and fishermen all over the continent have appreciated the utter dependability, honest materials and sterling construction of these time-tested boots.
Through bush, streams and the roughest going, these sturdy yet flexible boots will ensure your entire foot comfort. And their wear is proverbial.
Knee High, waterproof with noiseless Flexible Sewed-on Sole of heaviest oil-tanned leather.
Hand made to your individual measure.
Send for Catalogue, showing our complete line.
A Boot For Every Purpose
JOHN PALMER CO., LIMITED
FREDERICTON, N. B.



WE HAVE IN STOCK OUR SPRING AND SUMMER SUITINGS OF GRANITES AND SPOTEX TWEEDS, ENGLISH WORSTEDS AND GUARAN- TEED BLUES AND GREY SERGES. Also a nice line of SPRING O'COATINGS. English and American Style plates. PRICES RANGE FROM \$35.00 TO \$65.00.

WALKER BROS.

Queen St. Fredericton

Anglers, Attention!

SALMON ANGLING SEASON OPENS MON., MAY 24th.

IN anticipation of this we have imported from England a complete stock of angling equipment from the best and largest fishing tackle manufacturers in the world. It consists of Salmon and Trout Rods, Reels, Lines, Leaders, Fly Boxes, Leader Boxes, Flies, Spinners, etc. Our Flies were selected by experienced anglers and are especially adapted to New Brunswick waters.

We have some astonishing bargains in two Handed Salmon Rods, also Reels and Lines.

If you are in need of a Pair of Hip Boots for the fishing season we can supply them at the Right Price.

Buy Your Fishing Outfit From Fishermen.

CURRIE BROTHERS

CALL ON US FOR BARGAINS