

The only building material that has not increased in price is

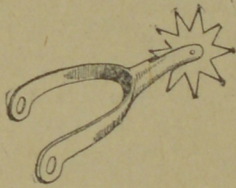
## CANADA Portland CEMENT

It makes concrete that you can depend upon for satisfactory results, whether you use it for a silo or a garden walk. High quality and low price are made possible by efficient organization and manufacturing economies due to a large and growing demand. See that every bag of cement you buy bears the "Canada" label—it is your guarantee of satisfaction.

Canada Cement Company Limited, Montreal

Write for a free copy of the book "What the Farmer Can Do With Concrete."

## Jogging Laziness into Activity



The merchant whose business lags in the summer has himself to thank.

To slacken the selling pace in the hot season—to lessen Advertising activity—indicates a resignation which has no place in modern business.

If we think we cannot keep our business booming in summer time, we surely will not.

What a jolt it must have been to the fur trade, when the first mid-summer fur advertisement was run in a daily paper! Now many fur stores are following the example of that progressive fur man who dared to believe that fur sales need not go down as the mercury goes up.

Energy, linked with Advertising, has turned the month of January into the biggest selling season for white goods. Advertisements of a high stimulative power, combined with a disregard of "seasons," have opened up automobile selling two months earlier than was once thought possible. Advertising has started Christmas shopping early in October instead of the middle of December.

Advertising rises superior to seasons and thermometers. The right kind of Advertising strikes a responsive cord in human nature—and human nature is the same in August as in December.

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.

Used in Canada for over half a century—used in every corner of the world where people suffer from Constipation and its resulting troubles—

### Dr. Morse's Indian Root Pills,

stand higher in public estimation than any others, and their ever-increasing sales prove their merit. Physicians prescribe them.

25c. a box.

### DYERS AND CLEANERS IN SESSION

Omaha, Neb., July 7—A large attendance marked the opening here today of the annual convention of the National Association of Dyers and Cleaners. Many cities of the United States and Canada are represented. The business sessions will continue four days and will be occupied with the discussion of a wide variety of trade questions. President William Morgens of St. Louis is presiding over the convention.

### Dr. de Van's Female Pills

A reliable French regulator never fails. These pills are exceedingly powerful in regulating the generative portion of the female system. Refuse all cheap imitations. Dr. de Van's are sold at \$5 a box, or three for \$10. Mailed to any address. The Scobell Drug Co., St. Catharines, Ont. Sold in Fredericton by A. J. RYAN

### OHIO-KENTUCKY TENNIS TOURNEY

Louisville, Ky., July 7—The annual lawn tennis tournament for the championship of Ohio and Kentucky began in this city today and will continue through the week. All indications point to a most successful tournament. More than 50 well known players are entered, exclusive from those of the Louisville Tennis Club, on whose courts and under whose auspices the meet is being held.

### MOTOR BOAT TRIAL RACES

New York, July 7—The trial races for the selection of three American motor boats to compete for the Harmsworth international trophy began today over the Huntington Bay course and will continue over tomorrow and Wednesday. The three boats making the best showing in the elimination contests will be sent to England to take part in the trophy races which will be held off the Isle of Wight early in August. The trophy is now held on the other side having been won by Mackay Edgar of the British fleet of challengers last year, in his Maple Leaf IV.

### Cook's Cotton Root Compound.

The great Uterine Tonic, and only safe effective Monthly Regulator on which women can depend. Sold in three degrees of strength—No. 1, \$1; No. 2, 10 degrees stronger, \$2; No. 3, for special cases, \$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)

Boleros, blazers, Etons, Russian bloise coats and Norfolk jackets—all are seen on the summer suits of linen and cotton, silk and even lace.

A pocket is a feature of many of the new white shirts. Most of the pockets are fastened over one of the hip seams, but a more convenient arrangement is to have it fastened on one side of the front.



The Original and Only Genuine

Beware of Imitations Sold on the Merits of Minard's Liniment

## E. O. MacDONALD

560 QUEEN STREET

Sells HIGH GRADE PIANOS AND ORGANS

Agent for the famous SINGER SEWING MACHINE.

The Latest and most Popular Songs of the day on hand.

Wm. C. Burt

F'ton. N. B.

AUTOMOBILE, MOTOR BOAT, AND BICYCLE REPAIRS. AGENT FOR TUDHOPE AUTOMOBILES, "THE CAR AHEAD". PERFECT BICYCLES, COLUMBIA BATTERIES

## Get Your Groceries from E. G. HOBEN The Up-to-date Grocer

Ask for Pony Votes. We are the only grocery that has them.

E. G. HOBEN COR. KING and YORK STREETS

: Dealer in :

CHOICE FAMILY GROCERIES, ETC.

"The Paper That Reaches The Buying Homes."

Mr. Salesman

Don't Deceive Yourself

by thinking you have all the business you need or can do. There are hundreds of other customers you could get in touch with if you use the columns of the MAIL to tell about your goods.

Advertise in the MAIL

## The DAILY MAIL

## A RECORD

Was made last year in Watches with us.

The output was larger and the percentage of faults was smaller than ever before, which demonstrates that the Goods Have Quality.

There is a Reason

Call and talk Watch with us and we will explain the Reason.

E. R. BLACKMER

OPPOSITE NORMAL SCHOOL

### THE DUTCH ROOM

Oysters served in all styles. Coffee and Tea. Sandwiches of all kinds. We make and deliver Coffee and Luncheon to Parties and Dances. Also Ice Cream and Fancy Ices in any quantity.

Prices Reasonable

WEST END DAIRY

### R.T. BAIRD



PHONE 413

SMOKERS WHO KNOW will always select

## MASTER MASON

Cut Plug Tobacco

The reliable brand cut from our original "AMERICAN NAVY" Plug; made from the finest selected American leaf tobacco.

SOLD BY ALL DEALERS

MANUFACTURED BY

ROCK CITY TOBACCO CO. QUEBEC