



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."

To-day's Impressions To-morrow's Sales

Many a September purchase is really decided in July.

Many a woman is gathering information to-day that will influence her selection of a stove two months hence.

Many a man is thinking right now about the store he will patronize for his Fall suit and overcoat.

Many an October piano purchase is really determined on the porch of a summer hotel or home in August.

How unwise, then, to put off the Advertising of these and similar articles until the actual time of their use arrives.

One advertisement seldom makes a sale. It is the repeated impressions created by Advertising that develops purchases by a discriminating public—and these impressions are seldom built up in a day, a week or a month.

Yet some manufacturers and merchants still procrastinate until the first nip of frost is felt—and then besiege the public with belated announcements of Fall clothes, kitchen ranges, home furnishings, winter underwear, and other articles usually purchased in the Fall.

Purchased in the Fall—oh, yes—but decided upon in the Summer. Decided in favor of the goods that are continuously advertised.

It's the Advertising read in July that bears fruit in September and October. For to-day's impressions inevitably lead to to-morrow's sales.

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.

PROVINCIAL PREMIERS TO MEET AUGUST 29

Toronto, July 21—It has been definitely determined that a conference of the premiers of the different provinces will be held at Ottawa, August 29, next. The announcement was made at the parliament buildings to-day that a joint letter had been addressed to the different premiers by Sir James Whitney and Sir Lomer Gouin summoning the conference.

The questions to be discussed will be that of representation and an increase in the federal subsidies to the different provinces. Another question is that of the incorporation of inter-provincial companies.

Miss Rene Kirk formerly superintendent of nurses at the Victoria Hospital, this city but now of the research department of the Juvenile Court at Minneapolis is in the city the guest of Mr. and Mrs. R.B. Wallace.

Turks reported to have withdrawn from Adrianople.



Every Cabin Ocean Breezed

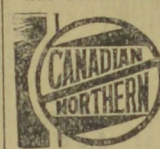
THE thermo-tank ventilation system of the Atlantic Royal changes the atmosphere of the ship every five minutes, keeping each cabin supplied with fresh, invigorating salt air.

R.M.S. Royal Edward
R.M.S. Royal George

are equipped with Marconi wireless, deep sea telephones, passenger elevators and the newest type of turbine engines, ensuring utmost speed with least vibration. Both boats are the fastest in the British Canadian service.

En. Montreal. Str. Lr. Bristol. Eng.

Tues. July 15 Royal Edward Sat. July 26
Sat. July 26 Royal George Sat. Aug. 9
Sat. Aug. 9 Royal Edward Sat. Aug. 23
Sat. Aug. 23 Royal George Sat. Sep. 6
Sat. Sept. 6 Royal Edward Sat. Sept. 20
Sat. Sept. 20 Royal George Sat. Oct. 4
Sat. Oct. 4 Royal Edward Sat. Oct. 18



Write for full information and descriptive booklet to any agent or P. Mooney, General Agent, 123 Hollis St., Halifax.

Canadian Northern
Steamships, Limited



The
Original
and
Only
Genuine

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

Notice of Assessment

The Assessment Roll for the City of Fredericton for the year 1913 is now in the hands of the City Treasurer for collection and all persons therein assessed are hereby required to pay the amount of their respective taxes forthwith to the City Treasurer at his office in the City Hall, Fredericton.

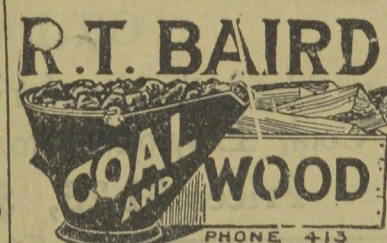
A discount of five per cent will be allowed on all taxes paid on or before the 21st day of August next, after which execution may be issued and proceedings had thereon as by law provided.

Dated at the City Hall, Fredericton this 15th day of July A.D. 1913.
G. R. PERKINS,
Collector and Receiver of Taxes.
301—Aug. 20.

YOU CAN SEE NEW YORK CITY IN A DAY

The Green car automobile trips up town, downtown, "Seeing New York after Dark," and the yacht trip around the city is the most perfect sight-seeing service in the world. A lecturer with every party. Write for illustrated descriptive folder.

GREEN CAR COMPANY
S.E. cor. 23d Street and Broadway,
New York City.
277—July 25 D.L.Mo.



:- SILKS :-

Will continue our Silk Sale for 2 more days.

27 yds Jap Silk Only 35c yd.

20 yds Jap Silk Only 20c yd.

Only a few shades left. See Our Window.

:- Williams' Specialty Store :-

DRY GOODS, LADIES FURNISHING AND MILLINERY
66 YORK STREET - PHONE 219-31

GRAND CLEARING OF Linen Suits, Coats and Skirts.

All left-overs will be disposed of at mostly any price if we can fit and suit you.

Dress and Skirt Sale Now On.

Wash Dresses 98c., \$1.50 to \$4.00 Wash Skirts \$1.25 to \$3.75.

DOUBLE PONY VOTES WEDNESDAY.

R. L. BLACK - - York St.

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.

We have a lady demonstrating McCLAREN'S IMPERIAL CHEESE CO'S GOODS.

She has Jelly Powder, Cream Cheese, Peanut Butter and Mustard, also a line of fancy deserts. She will be here all this week.

E. G. HOBEN COR. KING and YORK STREETS
:- Dealer in :-

CHOICE FAMILY GROCERIES, ETC.

"The Paper That Reaches The Buying Homes."

Mr. Salesman

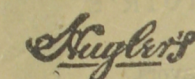
Don't Deceive Yourself

Advertise

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.

in the
MAIL

The DAILY MAIL



"The Candy of Character"

CHOCOLATES THAT ARE DIFFERENT
CHOCOLATES THAT ARE LEADERS
CHOCOLATES THAT OTHERS CAN'T IMITATE
CHOCOLATES SOLD ONLY AT RYAN'S DRUG STORE

CENTRAL PHARMACY - ARTHUR J. RYAN

Advertise in the Mail
and Get Results

"MAIL" ADDS
BRING RESULTS