



The only building material that has not increased in price is

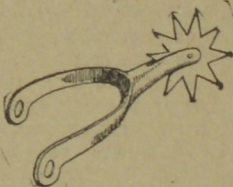
CANADA Portland CEMENT

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.



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



SOME FACTS ABOUT THE KENTUCKY CHARGERS

(Woodstock Sentinel)

The Standard of June 26th takes exception to Mr. F. B. Carvell's reference to the famous Kentucky horses, imported by the Hazen-Fleming government. There are certain features of the case that the Standard failed to clear up in reference to the fiery steeds purchased by Mr. Peter Clinch for the benefit of a few admirers of fancy horses. The paper says that—"Garry Herrman" for which the provincial government had paid \$300, was resold to his former owner, George D. Widener, for \$10,000. It will be remembered that this special Kentucky charger was once sold to Forbes & McKnight who gave a note in payment, and these gentlemen very soon found out that their purchase was chiefly made up of ring-bone, spavins, etc., and they promptly returned the horse to the government and demanded their note. Now we are told by the truthful Standard that this same member of Clinch's famous troop was "resold for \$10,000." Perhaps this little story will illustrate the case of the Kentucky horse men who sold to Mr. Peter Clinch:

"There was a man in one of the interior Vermont towns who had an old horse ringboned, spavined, with the heaves and every other horse ailment—a mere shadow of a horse. He used to drive the horse to town every day and was jeered by the neighbors for using such a miserable beast.

"One day he walked into the store at the corner. 'Where's your horse, Jim?' a friend asked.

"Sold him."

"Sold him! How much did you get?"

"Got a hundred dollars!"

"Who in thunder did you sell that horse for a hundred dollars?"

"Well, replied the Vermonter, as he exhibited a roll of bills, 'I sold him to mother.'"

"Garry Herrman" and a lot like him, were sold to Mr. Peter Clinch representing the Hazen-Fleming government who was a "Mother" and a generous one.

"\$10,000 think of it! The Standard's arm chair student of fiery steeds must have been greatly stirred at Mr. Carvell's references to the spider legged importation from Kentucky."

All workers in the provision trades in Victoria Australia, including bakers, butchers, confectioners and grocers gave united in one union.

About 5,000 tailors in New York City, who recently organized as the International Alteration Tailors' Union, have made demands for a new scale of wages and working conditions.

WAS WEAK AND RUN DOWN. NOT ABLE TO DO HER WORK.

Many women get run down, and are unable to look after their household duties, owing to their nervous system becoming unstrung. Day in and day out they have to go through the same routine of work, sweeping, dusting, cooking, etc. No wonder their work gets on the nerves and they become run down.

When a woman gets into this state there is only one thing for her to do, and that is, to get something that will build up her system.

For this purpose there is not an equal to Milburn's Heart and Nerve Pills. Their restorative action is felt on every organ and tissue of the body, and in a short time the weakness will give place to strength and vitality, and make life worth living.

Mrs. Henry McIntosh, Oliver, N.S., writes:—"I would recommend Milburn's Heart and Nerve Pills to anyone who is weak and run down. I was not able to do my work, nor rest at night for four years. After taking seven boxes, I am entirely cured, and can recommend them to anyone suffering from heart or nerve trouble."

Milburn's Heart and Nerve Pills are 50 cents per box; 3 boxes for \$1.25, at all dealers, or mailed direct on receipt of price by The T. Milburn Co., Limited, Toronto, Ont.



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

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

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 Lunches to Parties and Dances. Also Ice Cream and Fancy Ices in any quantity.

Prices Reasonable
WEST END DAIRY

R.T. BAIRD



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