

GOOD BUSINESS

Steady Advertising and Enterprising Sales Methods Prove Effective

One of the most remarkable concerns in Canada to-day is the Berliner Gramophone Company, Limited, of Montreal.

This Company far from feeling the ill-effects from the war is actually doing an increased business.

Since the middle of September, it has courageously increased its advertising throughout the Dominion and is now reaping the fortune which favors the brave.

Despite its name the Company is entirely a Canadian concern with a large factory in Montreal where it manufactures all the famous Victor "His Master's Voice" records for the Dominion.

An official of the Company recently interviewed made the statement that at present there was an enormous boom on for patriotic records, and that the sale of "It's a Long Way to Tipperary" had alone in six weeks exceeded the sale of any other record ever published by them previously.

"At the present time" he went on to say an even greater boom than Tipperary was under way for the song "Your King and Country Want You", published by special request of the Minister of Trade and Commerce, now Acting Premier, Sir George E. Foster.

HE GOT THERE.

The man was reading the front page of the newspaper as he walked across the busy street.

"Gee," he mused, "I'd like to get my name in big type on the front page of a newspaper."

Just then a street car bumped into the man.

He got his name on the front page of the next edition of the paper.

But he missed the story. —Cincinnati Enquirer.

No man approves of flirting—unless he's in the deal.

ATTORNEY GENERAL WILL TAKE NO ACTION

(St. John Times.)

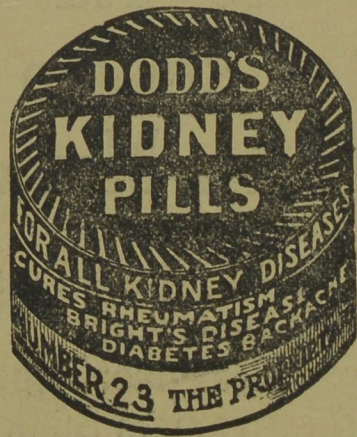
"I have not seen Mr. Berry since the last session of the legislature, but I am informed that he denies the charges and intends to publish a full explanation of the transactions upon which they are based."

This was the statement of Acting Premier Hon. George J. Clarke this morning in response to a question as to whether the government intends to take any notice of the specific charges made against W. H. Berry in connection with crown lands funds which have been given publicity by E. S. Carter.

"If Mr. Carter or Mr. Carvell have any knowledge of wrong doing," he said, "one would think that they would regard it as their duty to lay information against Mr. Berry. If glad to follow up the matter and see they do so the government will be that the case is dealt with."

Mr. Clarke was asked: "It is not your intention as attorney general to take action on the charges which have been made through the newspapers?"

"Certainly not," was the reply.



RUDE DANCING

Rule I. Always place your feet where your partner's feet are not.

Rule II. If you get a partner with who cannot dance, do not apologize. Start an argument.

Rule III. If you pump into another couple, growl about these cyclone dancers, who seem to think they own the hall.

Rule IV. If you fall your partner sits on your ear, do not become embarrassed, but make a facetious remark, such as, "Did you like to ride on the Erie?" or, "All off—this is as far as I go."

Rule V. If you should miss the floor with your feet and use your partner's instep, stop dancing and, looking at her seriously, ask her where she learned to dance. This will not only avert suspicion from yourself but lead her to believe that you were the guy who taught Mrs. Castle how to walk.

Rule VI. Never watch your feet, for that is useless. Watch the floor, which is likely to fly up and hit you any time.

NOT A LONG RUN.

Some time ago, said Senator Camden of Kentucky, two actors were exchanging reminiscences in the lobby of a hotel when reference was made to the tour of a certain company.

"I was a member of the company at that time," proudly remarked one of the actors. "As a matter of fact I played the leading roles."

"If I remember rightly," musingly responded the other, "your itinerary included Jobstown. Did you have a very long run there?"

"No," answered the first with a reflective smile, "I don't think they chased us more than two miles."

Have no fear that your sunny disposition is going to cast anybody in the shade.

The Almighty never recognizes a minister's worth by the salary he gets.

HAD INDIGESTION FOR OVER 10 YEARS.

ALMOST DESPAIRED OF EVER GETTING WELL.

Indigestion is one of the worst forms of stomach trouble. The stomach becomes upset and you have a raw, debilitating feeling in it. After a meal you feel that you must get rid of that nasty, bilious, burning sensation. It is not necessary for you to be troubled with indigestion if you will only try that old and well-known remedy, Burdock Blood Bitters, which is a combination of nature's best known roots, herbs and barks for the cure of all stomach and blood troubles.

Mrs. Mary MacKay, Hunter's Mountain, N.S., writes: "I was troubled with indigestion for more than ten years. I tried several doctors' medicines claiming the power to cure, but all without success. Having heard of the many cures effected by Burdock Blood Bitters, I decided to give it a trial. After taking two bottles I was completely cured. My appetite which was very poor is now good, and I can eat most everything without any disagreeable feelings."

I can strongly recommend B.B.B. to anyone suffering from indigestion."

B.B.B. is manufactured only by The T. Milburn Co., Limited, Toronto, Ont.

a fellow leads an aimless existence. Even in the gunning season many people who have rheumatism in their fingers naturally don't feel very well.



Wood's Phosphorine

The Great English Remedy. Tones and invigorates the whole nervous system, makes new blood in old veins, cures nervous debility, mental and brain worry, despondency, loss of energy, palpitation of the heart, failing memory. Price \$1 per box, six for \$5. One will please, six will cure. Sold by all druggists or mailed in plain pkg. on receipt of price. New pamphlet mailed free. THE WOOD MEDICINE CO., TORONTO, CAN. (Formerly Wood's)

Great Bargains

being picked up for Christmas Presents for the Ladies and Children in Headwear of all kinds, Fancy Goods, etc.

— AT —

The BIG HALF PRICE SALE

The Misses Young

Skate Grinding, Skate Repairing, Skates Put on Boots

By Men Who Know How Bicycle Storage

Wm. C. Burt - F'ton. N. B. 625 QUEEN STREET

1914-FALL-1914

just received from the English Markets fall and winter shipment of Cloth consisting of

Winter Overcoatings, Fall and Winter Suitings and Pantings.

In all the latest shades in colorings and patterns. All of which will be made up in the very latest styles to suit customers. Workmanship and fit guaranteed. At Old Prices—No War Prices.

WALKER BROS. Merchant Tailors Queen St. West

Select your clothing from the standpoint of its Wearing Quality



It is the only thing worth while in clothing and it is the one point which makes MacKINNON'S CLOTHING such a favorite with every man who has once worn it.

J. A. MacKINNON YORK STREET TAILOR and CLOTHIER

Don't Forget

-: that all :-

Game Heads

should be shipped before

December 10th.

So don't delay, but send that Deer- or Moose-Head in today and have it mounted just right.

GEO. A. DAVIS, Taxidermist Campbell St. Phone 498-11 Fredericton, N.B.

W. E. SEERY

Has Removed

to the Pitts Building 68 York Street Up One Flight.

All the Latest Goods to Pick From.

Clothes Cleaned, Pressed and Repaired.

FIRST IN PEACE and FIRST IN WAR

These oft quoted words may appropriately be applied to THE LITERARY DIGEST in its presentation of the *great human interest news* of the world. This illustrated news-weekly is read regularly by thousands of Canadians from Halifax to Vancouver. It has got at the hearts of Americans and Canadians alike through its masterly presentation of *WAR NEWS* from all the countries interested and without favor or bias. It reflects the public opinion of the warring countries by reprinting the most important news-reports as published in their own newspapers and periodicals.

THE LITERARY DIGEST gives the BEST from all periodicals FOR THE PRICE OF ONE

THE LITERARY DIGEST covers the entire field of human thought and achievement. In reporting the war it reproduces maps, pictures, documents, speeches, editorials—everything important as presented in London, in Paris, in Berlin, in Vienna, in Petrograd, in New York, and other news distributing centres. It is read by the "big" people everywhere; the men and the women who are the leaders of thought and in social and civic activity in their respective communities.

Order from your News-dealer. Published every Saturday. Price, 10 Cents

If for any reason your news-dealer does not carry THE LITERARY DIGEST or if you are living distant from a city or town send to the publication office (354 FOURTH AVENUE, NEW YORK) the sum of \$3.85 and your subscription will be entered for one year (52 numbers). The publishers make this guaranty: If at the end of two months you should wish to cancel your subscription a notice to this effect will bring you by return mail the full amount paid (\$3.85)

ALL NEWS-DEALERS---10 Cents

The Literary Digest

FUNK & WAGNALLS COMPANY (Publishers of the Famous NEW Standard Dictionary) NEW YORK 5

"Her husband is a brute." "Why what did he do?" "You know how superstitious she is. Well, when she started to throw a plate at his head during a quarrel the heartless wretch stood square in front of a mirror." —Boston Transcript.

Too many people spend yesterday what they were going to save tomorrow.

Let us take advantage of our opportunities lest we become an opportunity for others.

Imagination is responsible for half of our troubles—and our fool actions for the other half.

DR. DeVAN'S FEMALE PILLS. Reliable medicine for all Female Complaints. \$3 a box, or three for \$10, at drug stores. Mailed to any address on receipt of price. THE SCHELL DRUG CO., St. Catharines, Ontario.

PHOSPHONOL FOR MEN. Restores vitality for Nerve and Brain; increases "grey matter"; Tonic—will build you up. \$1 a box or two for \$5, at drug stores, or by mail on receipt of price. THE SCHELL DRUG CO. Sold in Fredericton by A. J. Ryan.