

"LONG WAY TO TIPPERARY"

Across the battlefields of Europe and in the camps of England sounds the tune of "It's a Long, Long Way to Tipperary." This song, which has become famous as the battlesong of England in the present war, is now spreading to America and will soon be familiar to all.

"It's a Long, Long Way to Tipperary" is not much as far as the words go. But they seem to take on a new meaning when the tune is heard. The chorus has a catchy, military march

swing that is appealing. A war song just can't be stopped. Here are three verses and the chorus of the song:

Up to mighty London came an Irishman one day,
As the streets are paved with gold,
Sure every one was gay;
Singing songs of Piccadilly, Strand and Leicester Square,
Till Paddy got excited, then he shouted to them there:

"It's a long way to Tipperary,
It's a long way to go,
It's a long way to Tipperary,
To the sweetest girl I know.
Goodbye Piccadilly, farewell Leicester Square,
It's a long, long way to Tipperary,
But my heart's right there."

Paddy wrote a letter to his Irish Molly O'.
Saying, "Should you not receive it,
write and let me know:
If I make mistakes in spelling, Molly dear," said he.
"Remember, it's the pen that's bad,
Don't lay the blame on me."

Molly wrote a neat reply to Irish Paddy O'.
saying, "Mike Maloney wants to marry me and so,
Leave the Strand and Piccadilly, or you'll be to blame,
For love has fairly drove me silly—
hoping you're the same"

War Cannot Slaughter MORE VICTIMS THAN PNEUMONIA.

Pneumonia is described as a preventable disease if taken in time.

Pneumonia is the scourge of the able-bodied men and women "a little run down perhaps" but strong in the belief that they can fight off a cold. Colds are not easily fought off in this northern climate.

On the first sign of a cough or cold, our advice to you is "Get Rid of It." The slight cold, the irritating cough, the tightness of the chest, if not attended to, will sooner or later develop into some serious lung or bronchial trouble.

GET A BOTTLE OF DR. WOOD'S NORWAY PINE SYRUP

and you will find after the first two or three doses have been taken the cough or cold will quickly disappear.

Dr. Wood's Norway Pine Syrup is put up in a yellow wrapper; three pine trees the trade mark; the price, 25c and 50c.

Be sure you see that the name of The T. Milburn Co., Limited, appears on both the label and wrapper.

Mrs. Edward Hugo, Moose Jaw, Sask., writes: "My little girl, three years old, contracted a bad cold which settled on her lungs, and turned into pneumonia, and she was given up by our doctor. I decided to try Dr. Wood's Norway Pine Syrup, and by the time she had taken three bottles she was well again. I shall always keep a bottle of "Dr. Wood's" in the house."

OUR CANADIAN BOYS

(By Mrs. H. T. Brewer, Fredericton.)
Ye hords of Germany, away,
Back to the Fatherland;
For if you stay you'll rue the day
The Canadians take a hand.

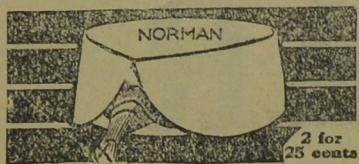
From north and south, east and west,
Of Canada's fair domain
They are ready to go to England's aid
Her honor to sustain.

From every city and village they come,
Nothing can keep them back.
They are ready to fight and shed their blood
In defence of the Union Jack.

Dear motherland, they heard thy call
And quickly hastened o'er
The many miles of dark blue sea
And safely reached thy shore.

And now on Salisbury Plain they camp,
Impatiently awaiting the day
When the order shall come "Proceed to the front!"
To be in the midst of the fray.

When the war is o'er we will welcome back
Our soldiers with right good will,
And proud we will be of our Canadian boys
Who went to fight Kaiser Bill.



"NORMAN"
The NEWEST
ARROW
COLLAR
Cluett, Peabody & Co., Inc. Makers, Sales Dept. Montreal

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Gives you an excellent opportunity of securing a stylish hat, trimmed with fashionable materials
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Ladies' Trimmed Hats, Ladies' Velvet
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Also All of Our

Children's Hats at greatly reduced prices

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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.

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Select your clothing from the standpoint of its
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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.

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TAILOR [and] CLOTHIER

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The hunting season is now open. Where are you going to get your Taxidermy work done?

I have hundreds of satisfied customers the world over, so why not send it to me? My work is all done under the best improved methods, and I not only guarantee the best of work, but I guarantee that all business dealings with me, will be entirely satisfactory, and you will get the service that you have a right to expect.

Taxidermy in all its branches. Heads, birds, fish, feet, etc. All kinds of tanning. Send your work to

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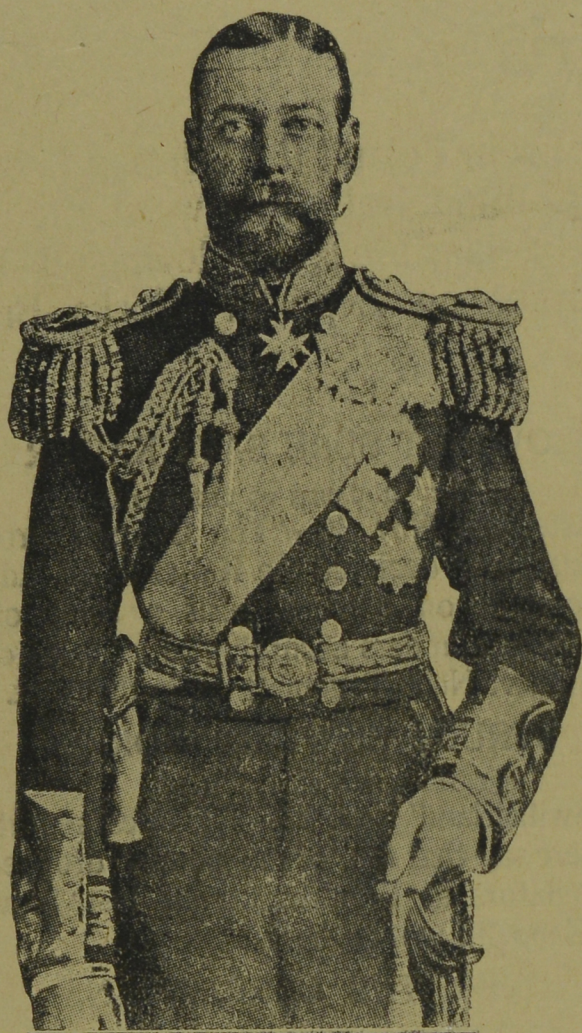
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to the Pitts Building 68 York Street
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All the Latest Goods to Pick From.

Clothes Cleaned, Pressed and Repaired.



Fifty Men a Day

Must answer the call of Our King to complete New Brunswick's Regiment within the required time.

This Province must do its share in the defence of the Empire.

Who Will Offer Now?

The 26th New Brunswick Regiment of Infantry will be under command of Lieut. Col. J. L. McAvity, and will be a unit in the Second Canadian Expeditionary Contingent for Overseas Service.

PAY FOR VOLUNTEERS

THE PERIOD OF ENLISTMENT is for the duration of the war and for six months after its termination, if required.

THE RATE OF PAY is \$1.10 per day, which for seven days a week, means \$33.00 per month, and found.

IF DISABLED, soldiers will receive pensions at such rates as may be fixed by the government.

IF WOUNDED OR ILL, soldiers will be well cared for and sent back to their homes as soon as convenient.

SOLDIERS MAY ASSIGN THEIR PAY or any portion of it, to their wives or other dependents, and such sums will be paid regularly to the persons so named.

SHOULD ANY SOLDIERS BE KILLED, their wives and children will become wards of the Canadian Government, and generous provision will be made for them.

SEPARATION ALLOWANCE, Twenty Dollars per Month, in addition to the soldier's pay, will be paid to the wives of married volunteers, the widowed mothers of men going to the front, or other relatives who depend for their sole support upon the incomes of the men offering for service.

EVERY REASONABLE PROVISION is thus made for dependent relatives of volunteers and men contemplating offering for active service need have no anxiety regarding the welfare of those whom they may leave behind.

THE PATRIOTIC FUND

THIS FUND has been created for the purpose of maintaining in reasonable comfort the wives, children or other dependent relatives of men who volunteer for service.

EACH INDIVIDUAL CASE will be dealt with on its merits, the facts being secured by local committees who shall consider all sources of income of relatives left behind.

THE SOLDIER'S WIFE will, if any such aid is required, receive thirty dollars per month, of which twenty dollars will be from the government and ten dollars from the Patriotic Fund.

PROVISION FOR CHILDREN is made according to a sliding scale. For instance, a wife with three children of the ages of three, seven and twelve, will be entitled to an income of forty-five dollars per month in addition to the soldier's pay.

THE SON OF A WIDOW, who is his mother's principal support, may assign his pay to her, and may on making the proper representations, have the twenty dollars separation allowance and amounts from the Patriotic Fund also made payable to his mother.

OTHER DEPENDENT RELATIVES.—It is the intention of the Government and the Patriotic Fund to provide that those dependent upon the earnings of any volunteer shall not suffer through the loss of his income.

We Must Have Fifty Men Every Day—Volunteer Now

Recruits Will Be Received By the Following Officers:—

MADAWASKA, VICTORIA, CARLETON—MAJ. A. A. H. MARGISON, 67th Regiment, Woodstock.

SUNBURY, YORK, CHARLOTTE—MAJ. W. H. GRAY, 71st Regiment, Fredericton.

QUEENS, KINGS, ST. JOHN—LT. COL. WETMORE, 74th Regiment, Sussex.

WESTMORLAND, ALBERT—CAPT. F. R. SUMNER, Moncton.

GLOUCESTER, RESTIGOUCHE—LT. COL. MALTBY, CAPT. A. E. G. McKENZIE, 73rd Regiment, Campbellton.

ST. JOHN CITY—LT. COL. ARMSTRONG, LT. COL. McAVITY, LIEUT. CROCKETT.

NORTHUMBERLAND, KENT—LT. COL. IRVING, 71st Regiment, Newcastle.