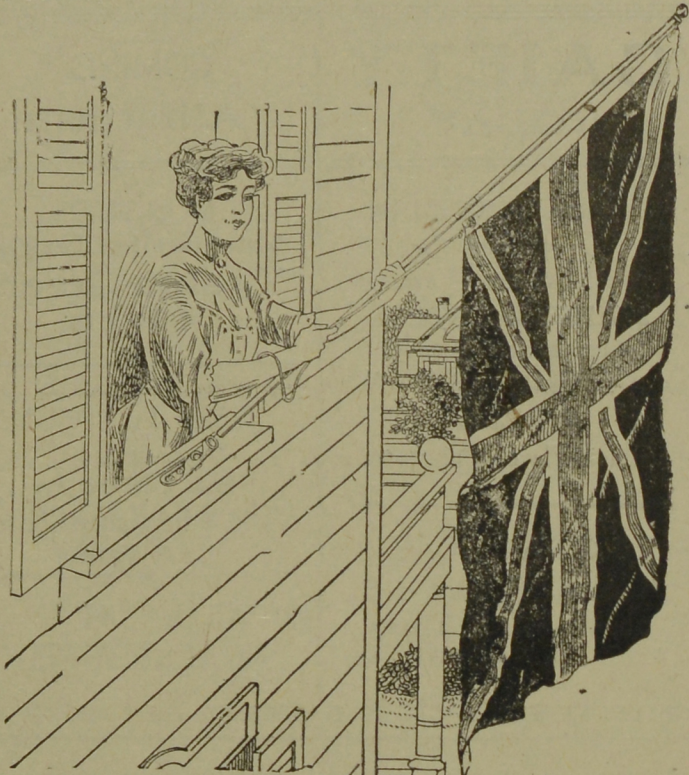


YOUR FLAG

HAVE YOU SECURED IT!

Show your patriotism and loyalty. Every day is flag day until our victorious armies have won the last battle and the Union Jack floats triumphantly over the fallen foe.

Then let YOUR Union Jack float in the breeze as a token of YOUR love for Home, King and Country.

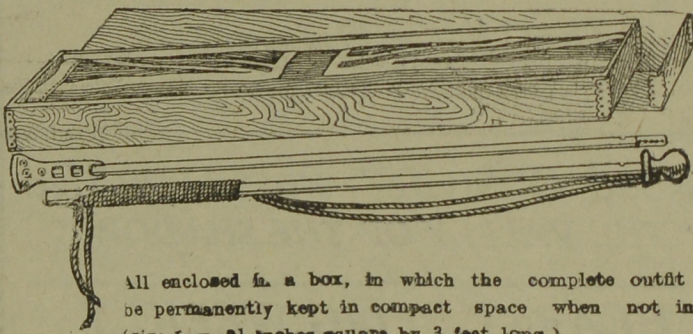


EASY To Put Up

just the work of a minute. Into the socket, securely clamped to the window sill, slip the end of your rod and let your colors snap in the breeze. The size of these big flags can be noted by comparing the one in the illustration with

the patriotic mother who is placing it out. The colors are dyed in—fast and brilliant, the bunting is wind-tested and weather-tough, the pole is six feet long, brass-ferrule jointed in the middle, complete with ball and halliard, the window socket is rust-proof metal, and the whole outfit comes compact in a stout carton case in which to preserve it for a lifetime of use. The \$4 Outfit Complete is \$1.48; the Flag alone is \$1.10.

PRESENTED BY THE MAIL



All enclosed in a box, in which the complete outfit may be permanently kept in compact space when not in use (size box, 2 1/2 inches square by 3 feet long.)

The Flag—full size, fast color A Metal Staff Holder (which A Rope Halliard for same. may be permanently screwed to the window sill—allowing the pole to be instantly inserted or removed at will.) A Six Foot Jointed Flagstaff with ornamental ball end.

JUST CLIP THE COUPON BELOW

PATRIOTIC CANADA

THIS FLAG COUPON
(Accompanied by the amount mentioned in the announcement as covering the cost of the distribution)
Will, When Presented at the Office of the
FREDERICTON MAIL
Entitle the reader of this paper presenting same to his or her choice of
The Full-Size Flag Alone; or
The Complete \$4 Flag and Outfit
MAIL ORDERS—If complete outfit is wanted send the \$1.48 and 7c additional for postage in 20 mile zone, or 18c in other zones of Province, for greater distances ask your postmaster amount to include for 3 lbs., if flag alone is desired send the \$1.10 and 5c additional postage in first zone or 7c any Canadian point.

A FLAG FOR EVERY HOME

Red Tape

When old Machonichie came in with his head looking like a balloon, the druggist did his best to appear sympathetic.

After about a yard and a half of plaster had been fixed to various parts of his cranium, the old man prepared to leave the shop.

"I have always taught my son," he murmured sadly, "to count five before speaking, but I knew now that was a mistake."

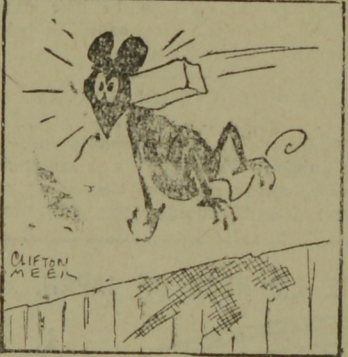
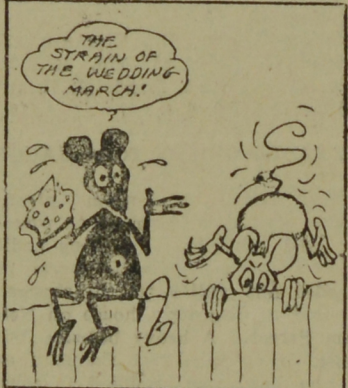
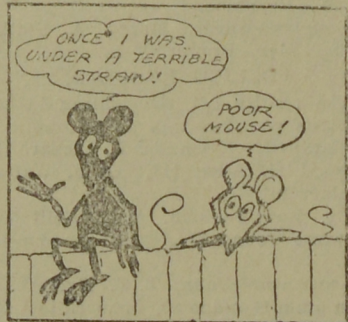
"Really?" answered the druggist. "I should have thought it was an excellent plan."

"No; I don't think so. For instance, this morning I was standing at the back door instructing him how to dig up a flower bed. I saw his attention wandering. A look of excitement came into his eyes. He was going to speak, when he remembered his training he had received."

"Well," asked the druggist, as the old man paused, "did he count five?"

"Oh, yes; he counted all right! But before he'd finished the counting, he had seen coming had fallen on my head!"

The Adventures of Johnny Mouse



A Bashful Swain

A broom farm lass was called as a witness in a case in a Yorkshire county court. The girl happened to mention that her sweetheart knew something about the matter.

"Oh," said the judge, "then I think we had better call him to court."

The girl blushed furiously.

"It won't be any good, sir," she protested. "Ah'm fair put to it to get him to court when we're alone, an' ah'm sure he won't do it before all you gentlemen."

Uncle Eph. Remarks:



When Arctic overflows on a pretty gal wasn't any blemish on her beauty—an' th' gals always got a sack o' borehoun' candy from their fellers, instid of a big red box full o' valen tine paper an' bun buns."

A trained ostrich disconcerted an exhibitor at a London music hall by continually endeavoring to break away from all restraint and to climb over the footlights into the orchestra. The widely-advertised act came to a sudden end, and the professor emerged from behind the curtain and apologized for the actions of his pet in these words:

"Lydies and Gentlemen—I'm am very sorry to disappoint you this evening. We are compelled to cease our engagement until the management engages a new orchestra leader. The one at present employed 'as no air on top of his head, and my bird takes hit for a begg."

Chauffeurs' Horn Code

Some chauffeurs think that they need only to blow their horns and the pedestrian will leap out of the way. The chauffeurs, in their arrogance, will be getting up a horn code for the pedestrian to learn and obey something like this:

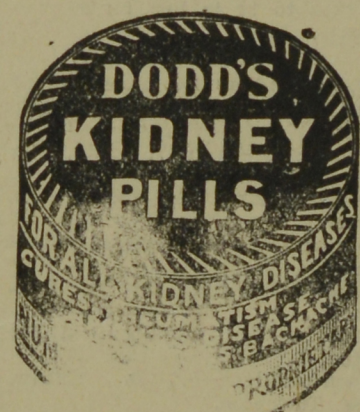
"One toot—Throw a quick back handspring for the sidewalk. Two toots—Dive over the car. Three toots—Lie down calmly; it is too late to escape, but we will go over as easily as possible if you keep very still. One long and two short toots—Throw yourself forward and we will save both your arms. One short and two long toots—Throw yourself backwards and one leg will be saved. Four toots—It's all up with you, but we promise to notify your family."

Malignant Porkers

A minister, spending a holiday in the North of Ireland, was out walking, and feeling very thirsty called at a farmhouse for a drink of milk. The farmer's wife gave him a large bowl of milk, and while he was quenching his thirst a number of pigs got round about him. The minister noticed that the pigs were very strange in their manner, so he said:

"My good lady, why are the pigs so excited?"

The farmer's wife replied: "Sure, it's no wonder they are excited, sir; it's their own little bowl you are drinking out of!"



BUTTER PAPER

Bring your Butter Paper to the Mail office or if you prefer we will supply and print you 500 sheets 1 ream for \$1.75 or 2 reams 1,000 sheets for \$2.75.

We use a Special Blue Butter Paper Ink. It will not run or stain Butter.

SPECIAL FOR SATURDAYS ONLY

1000 Butter Papers \$2.50. 500 Butter Papers \$1.50.

We also have in stock a quantity of Butter Paper without your name, just Choice Dairy Butter for 25c per 100.

The Mail Publishing Co.

Automobile Owners!

Who have in contemplation a trip or trips out of town, in any direction, or visiting automobilists from outside towns, should not fail to attach to their cars one or two of the beautiful felt pennants provided by the

FREDERICTON EXHIBITION

The Pennants are in bright colors, nicely printed, and will add to the appearance of your car, and, incidentally, assist in advertising

NEW BRUNSWICK'S BIG BIENNIAL FAIR

September 20, 21, 22, 23, 24 and 25, 1915

Call at the Exhibition Office, Inches' Block, corner Queen and York Streets, or, telephone 374-11, and the pennants will be forthcoming. Motor Boat Owners who have not already been supplied can also procure them. DO IT NOW.

EVENTUALLY YOU WILL USE

Mother's Favorite FLOUR

Why Not NOW? Best Bread Flour on the Market.

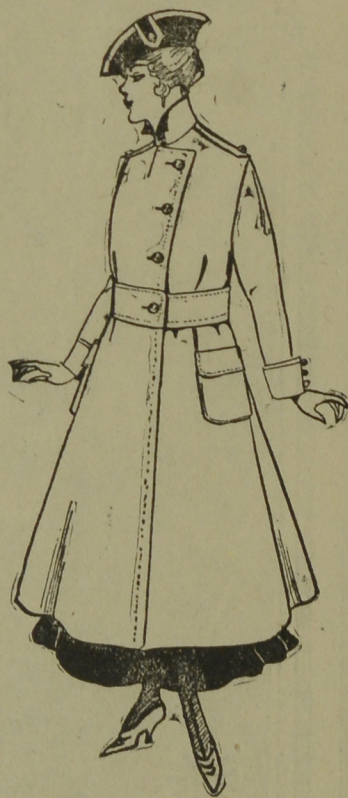
Sold Wholesale By
G. W. HODGE

Fredericton, N. B.

Ladies', Misses' and Children's Ready-to-Wear at A. MURRAY & CO'S

There Are New Arrivals Every Day. Come Often.

Coats, Suits, Skirts, Waists, Dresses, Kimonas Sweaters, Waterproofs and Underskirts.



Every lady who likes style, beauty, quality and low price will be delightfully pleased with our superb showing of New Fall Coats, Suits and Dresses.

Each garment represents the highest skill of expert man tailoring and the extensive assemblage offers a wonderful range of selection in Fabric Quality and Price.



The store where your every purchase must be right or money back

A. MURRAY & CO.