



Palmer's Famous "Moose Head Brand" Waterproof Trench Boots



THE ENEMY IN VALLEY

What Officers Should Buy Before Going to England

Also What They Should Not Buy—Forty-Five Revolvers are
Very Scarce in England.

A Canadian officer in England on the eve of departure for France has sent home for the benefit of officers in Canada, who have not yet gone overseas, the following information about certain equipment they should not carry with them from here, as it is of no use; some other things that they should get here and some they should wait until they reach England before purchasing:

"The officers should bear in mind that they are not coming to any permanent abode. They should bring only essentials, which include a pair of heavy Canadian shoe packs, soled, and knee-high—nothing to compare with them here; the frog of the Sam Browne, which must be worn here and which nearly everyone forgets and has to pay \$2.00 or more for; issue boots, if they can get them; their military manuals; a whole raft of sweaters, etc., for this fact must govern them, as he can only take one of each."

THE GRUELLING TEST OF WAR

The author of the above has based his advice on the suggestions of fellow officers now in the heat of battle.

No more supreme test could be applied to Palmer's Moose Head Brand Shoepack Trench Boots. The verdict they earn from the Trenches is: "Nothing to compare with them here."

We have supplied thousands of pairs to the officers at the front.

Let us send a pair to your boy. We look after packing and mailing.

We will be glad to furnish Free Catalogues with measurement blanks and price list on request.

To the officers and men of the 236th Battalion, we extend a special invitation to call at our factory, inspect our samples and have your measurements taken for present or future requirements.

John Palmer Company, Limited

ARGYLE STREET,

FREDERICTON, N.B.