

Press Advertising Sold Victory Bonds.

BEFORE the war, bond buyers were "marked men." In number they were 40,000 in March, 1917—this is shown by the number of purchasers of the Government War Loan of that date. But in the autumn of the same year, their number increased twenty times—to 820,000! This was the number purchasing the Victory Loan, 1917. Last month—November, 1918—over 1,000,000 persons purchased the Victory Loan, 1918!

These wonderful results were accomplished by Press Advertising. Before the war one-half of one per cent. of our people bought bonds. Now quite twelve and one-half per cent. of our people are bond buyers!

Before the stupendous amount of \$975,000,000 worth of bonds could be sold to our Canadian people in three weeks a most thorough and exhaustive campaign of education was necessary, and this campaign was carried through by advertising in the public press. The power of the printed word never had a more convincing demonstration. By means of the printed word, through the medium of advertisements in the press of our country, the Canadian people were made to know what bonds are, the nature of their security, their attractiveness as an investment, and why the Government had to sell bonds.

Every point and feature of Victory Bonds was illustrated and described before and during the campaign—in advertisements. No selling point was overlooked. The result is that Canadians today are a nation of bondholders. They know what a convenient, safe and profitable form of investment bonds are. Instead of one man in two hundred owning bonds, now one Canadian in eight—men, women and children—owns a Government Security.

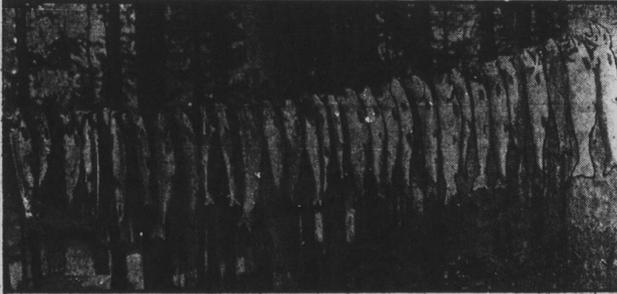
This complete transformation in the national mind and habit was brought about by advertising in the press of the nation. Press advertising has justified itself as the surest and speediest method by which a man's reason can be influenced and directed. The Minister of Finance acknowledges this. His own words are:

"The wonderful success of the Loan was due in large measure to their (the press of Canada) splendid and untiring efforts during the whole of the Campaign."

Mr. E. K. Wood, Chairman of the Dominion Executive Committee having oversight of the campaign to raise Victory Loan, 1918, said "The press publicity campaign will rank as one of the most remarkable and efficient publicity campaigns ever undertaken in any country," and Mr. J. H. Gundy, Vice-Chairman of the same committee said: "I have been selling bonds for a long time, but never found it so easy to sell them as at this time. The reason is the splendid work the press has done. I take off my hat to the press of Canada."

The success of Victory Loan, 1918, and the knowledge which Canadians now possess of bonds are a straight challenge, to the man who doubts the power of the printed word, in the form of advertisements, to sell goods—and this applies not to bonds alone, but to the goods, you are interested in selling.

Big Trout in the Spray



TWO and three-quarter dozen fighting fish, speckled and gleaming from the ice-cold waters of the Spray River, near Banff, and none under eight ounces in weight. They were heavy on the line when they first took the hook and surged and charged and sulked and finally came in to be landed, and they grew marvellously heavier by the time they had all been caught and then arrived four miles back to the buggy which was led by the falls where the first fish on the string had lain beneath the great rocks that scored the green eddies of the roaring river and would only come forth when drawn by stout silk and trusty gut. And the whole trip was not a long one, as fishing goes. We tied our horses at the new bridge, below the falls and left him placidly munching oats while we crossed the river and took to the greenish narrow pack-trail that twisted and turned and dropped and went higher and around the great lower ramparts of Mount Rundle. We walked at a protesting eddy and drew forth three fish. We climbed three hundred feet in a half-mile walk and passed at the entrance of a steep, smooth gully of granite which led to a tremendous pool of crystal water past which the foam-flocked current dashed. In its thousand feet of length the gully would take from us the altitudinal advantage of our climb, but we slid down to the tempting water, trusting to good luck and strong spines to get us back to the trail.

WE FOLLOWED these directions and fished quite a stretch of beautiful river. We had left our horse at noon, we were at the first lumber camp at two o'clock, and we had fished the big holes in the canyon by three o'clock. At that time, morally certain that we had better quit fishing in self-respect, because we had caught an honest day's string we counted the prize, and found thirty-three spotted beauties. So hungry and tired and fully content we walked back the broad highway on the west side of the river and rejoined our steed four miles away. Then, in another hour, we set in the great dining room of the C. P. R. hotel and ate a quantity of delicious trout, fresh from the chef's hot skillet. The only experience that can equal a fishing trip is another one.—L. V. K.

England when the battalion was broken up, Pte. Richard was drafted to the 87th C. G. G. and went to France with that unit, serving two months in the trenches when he was taken ill with fever and sent to hospital in England. In November after recovering from his illness he went back to the front and served for ten months until wounded in the right knee on August 12th, 1918 at the battle of Amiens. He was again sent to London to the St. Bartholomew Hospital. Pte. Parker returned on January 17th and was given a hearty welcome by his many friends.

Corp. Arthur Parker who is only eighteen years of age, on going to England was drafted to the 13th Reserve Battalion and went to France with that unit. After being there a week he was returned to England as his own number five. He was returned to Canada in November, 1918 and has now received his discharge from the army.

What this country needs is a barometer that will indicate desert weather and keep it there.

SOLDIERS' LAND SETTLEMENT PLAN

Military Officers Confer with Premier Foster in Regard to Farms for Soldiers.

St. John, N. B. Jan. 13.—Colonel R. Innis, head of the Agricultural Board at Ottawa, and Lieutenant J. G. Robertson, who is associated with him and will within a few weeks open an office in this city in connection with the soldiers' land settlement scheme, were in the city on Saturday and were in conference with Premier Foster and the provincial executive of the Great War Veterans' Association.

Colonel Innis and Lieutenant Robertson, when seen at the Royal Hotel by a Telegraph reporter, said that the provincial government and the G.W.V.A. are working in the greatest harmony for the completion of an organization whereby arrangements will be made for assisting returned soldiers to take up farm life, if they desire to do so. Lieutenant Robertson will supervise the work in the Maritime provinces and will likely have his headquarters in this city. The officers explained that all applications for land must be made to Lieutenant Robertson, accompanied by information as to qualifications and particulars as to practical experience of farming, stating also the applicant's physical condition. Each application will be considered first of all by a committee to be formed and to be known as a qualification committee. It is proposed that this committee will be composed of men of superior standing who are familiar with agricultural conditions and who have been successful farmers. They will be made up so far as possible of men who have been overseas themselves, or they must be sympathetic to the returned soldier and must be men of good sound judgment. This committee will act in an honorary and advisory capacity to the returned men. The returned men will be represented on the board.

The application will be disposed of according to the previous farming experience of applicant. Those men who have a slight knowledge of agriculture and who, in the opinion of the board, require further training or experience for settling on land, will be given the option of spending the summer months with a practical farmer, selected by the committee, or of taking a course of instruction at a training centre, the experimental farm at Fredericton being seriously considered for this purpose. The course will be of twelve weeks' duration and very practically designed with the idea of teaching inexperienced soldiers through actual practice. During the time that the men are with practical farmers and after they are settled on their own farms, they will be visited from time to time by agricultural representatives of the board, given assistance and advice. The government has outlined a new soldiers' settlement act which will widen and enlarge the powers of the board so that land may be acquired either by purchase or by advance of loans.

Three Classes. The soldiers will be divided into three classes. First, will be those who have served in any actual theatre of war; second, those who have served overseas; and, lastly, those who did not leave Canada. All classes are considered eligible and coming under the authority of the act. The claims of those of the later class, however, will be held in abeyance. William Kerr, secretary of the Provincial Land Settlement Board, will still be identified with the work here. Besides the qualification committee there will be another committee to work in conjunction with this board which will be known as the land and loan advisory committee. This latter board will have to deal with the advancement of loans and the allotment of land. The Soldiers' Land Settlement problem will be administered by the Soldiers' Settlement Board at Ottawa.

"CASCARETS" WORK WHILE YOU SLEEP

For Sick Headache, Sour Stomach, Blurred Vision and Bowels—Take Cascarets tonight.

Furred Tongue, Bad Taste, Indigestion, Sallow Skin and Miserable Headaches come from a torpid liver and clogged bowels, which cause your stomach to become filled with undigested food, which causes and ferments the garbage in a swill barrel. That's the first step to untold misery—indigestion, flat gases, bad breath, yellow skin, mental depression, everything that is horrible and unmentionable. A Cascaret tonight will give your constipated bowels a thorough cleansing and straighten you out by morning. They work while you sleep—a 10-cent box from your druggist will keep you feeling good for months.

MOTHER GAVE THIS DELICATE CHILD VINOL

And He Got Well and Strong. That's True

Monaca, Pa.—"My little boy, who is the youngest of three, was weak, nervous and tired all the time, so he was most unfit at school, and nothing seemed to help him. I learned of Vinol and gave it to him. It has restored his health and strength and he has gained in weight."—Mrs. Frederick Sommers, Monaca, Pa.

Vinol is a constitutional cod liver and iron remedy for delicate, weak, ailing children. Formula on every bottle, so you know what you are giving them. Children love it.

THOMAS WRAN, DRUGGIST.

GERMAN TRIBUTES TO NINTH DIVISION

Kaiser Said He Was Glad His Men Did Not Often Meet Them.

London, Jan. 18.—Remarkable German tributes to the fighting qualities of the Ninth Division composed of the South African Brigade and Scots, are now officially published. A staff officer, who was captured by the Germans near Corbis, in March, 1918 states that after capture he was taken to the German battalion headquarters for examination by an intelligence officer, who, referring to the Ninth Division, said the fight it had put up was considered one of the best on the whole front, particularly the last stand of the South African Brigade at Marrières Wood, which was magnificent. Both officers and men fought to the last against overwhelming odds. The brigadier himself was captured firing a machine gun whilst his brigade major was killed beside him. Many other German officers spoke to the staff officer about the splendid fight of the South Africans. At Leateau the staff officer met two British officers who said that while going to Leateau they were stopped by the Kaiser who asked if anyone present belonged to the Ninth Division and that he was glad his men had not always to meet the Ninth Division, or he would have had no more troops with which to attack.

coming under the authority of the department of the interior. Practical Man in Charge. Lieutenant Robertson, who will have charge in this province, is a practical farmer. He is a graduate of the Macdonald Agricultural College, taking the degree of B.S.A. in 1912. Previous to the war he and his father owned and worked a 14,000 acre farm in Saskatchewan. He also holds interests in farms throughout the Maritime provinces.

On Saturday afternoon Premier Foster, the executive of the G.W.V.A., and the representatives of the agricultural board, Ottawa, met in conference. The visiting officers were assured of every assistance and co-operation from the veterans as well as from the government.

Genius may compel a man to like the disagreeable things he had to do. Save during 1919.

I. N. R. SERVICE BEATS ALL RECORDS

A Tale of One Trip to Upsalquitch—Improvement Should be Made.

For the past two years passenger in and out of Campbellton has been getting such a rotten service that patience is exhausted and although they have long ago given up hope of having any improvement made by merely complaining to the local C.N.R. authorities, they have again broken forth and we certainly sympathize with any one who has to travel on any of the local trains leaving Campbellton.

There used to be an old chestnut told by travellers about a railway in the southern states upon which the milk cows enroute and the passengers gathered berries enroute along the route of way, but the I. N. R. branch has that beaten a mile, and so the local gentleman tells the tale, and so far as we can learn this is no unusual occurrence.

On the last day of the old year he had a call to go to Robinsonville. He packed his grip and hastened to the depot so as to catch the 8:15 train. No train was in sight, (remember the train is made up here) and after waiting about an hour he enquired of the despatcher when it was likely to leave, and was informed that it would

be at least two hours. He returned to his home and later called up the despatcher again, when he was informed that it would leave in about an hour, but not to leave his home until advised by the despatcher. In about an hour the office was called up and a boy said the I. N. R. is just ready to leave. A quick dash to the station, and a run up the yard caught the train. Was it ready to leave? Oh no. After a long wait there he returned to the station with the engineer as no conductor had been procured. A conductor was procured and all boarded the train and away she went. Yes to Sugarloaf street. There a stop was made and our friend, who was in a hurry, wanted to know why? The conductor had gone to change his clothes. The 19 miles from Campbellton was reached at nearly 3 o'clock or only about 7 hours late.

There were about sixty passengers on the train. When remonstrated with, the Conductor smiled and said, "Well I made four days time on that trip," and later said that in his regular run had got 14 days in one week. "I don't entirely the trains are being run for the benefit of the employees and not the public. Surely there is some way of effecting improvement in this matter. This story can be repeated on an average of once a week, and is applicable to either the I.N.R. or the west coast depot so as to catch the 8:15 train. No train was in sight, (remember the train is made up here) and after waiting about an hour he enquired of the despatcher when it was likely to leave, and was informed that it would

WARNING!

The death of a munition worker was recently reported as a result of blood-poisoning from a slight cut.

Now we are all more or less liable to accidents, both at home and at work, but we can protect ourselves against serious consequences by applying Zam-Buk immediately an injury to the skin is sustained.

Zam-Buk contains very unusual qualities. It is a strong antiseptic, and at the same time is very soothing and healing. It is, therefore, capable of ending the pain and destroying the poison in a wound before healing. Zam-Buk not only destroys all germs in a wound, but by protecting it from the germ-laden air keeps other diseases out. At the same time the healing essences of Zam-Buk grow new skin, which gradually covers the sore place and a complete cure is the result.

There is nothing else known to science which will perform the healing miracles done by Zam-Buk. This is because of the secret herbal composition of this balm. Be prepared for any emergency by keeping a box of Zam-Buk on hand. 50c box, 3 for \$1.50. All dealers or Zam-Buk Co., Toronto. Send stamp (for postage) and FREE trial box will be sent you.

Zam-Buk

The Ideal Pulmonary Tonic
VIN MORIN
CRESO-PHATES
Invaluable to all who are weak chested and threatened with Tuberculosis as well as to those suffering from Anemia, Neurasthenia and Convalescents.

QUEBEC ORIENTAL RAILWAY AND ATLANTIC, QUEBEC & WESTERN RAILWAY				
WINTER TIME TABLE EFFECTIVE JANUARY 1, 1919.				
EASTBOUND		WESTBOUND		
MILES	NO. 2 DAILY EXCEPT SUNDAY	STATIONS	DAILY EXCEPT SUNDAY	
0-10	11:55	Dep. MATAPEDIA	7:05	202:32
12:25	12:25	PASSYBEC	8:15	199:22
16:30	12:25	ST. GODEFROI	9:25	196:02
22:10	1:15	MT. A. J. GARDE	10:35	192:82
26:30	1:15	ESQUIMAUX	11:45	189:62
33:50	2:05	NOUVELLE	12:55	186:42
41:00	2:45	ST. OMER	1:45	183:22
46:45	2:45	CARLETON	2:55	180:02
52:20	3:25	MARIA	3:45	176:82
60:20	3:55	CASCAPEDIA	4:35	173:62
67:45	4:25	N.W. RICHMOND	5:25	170:42
74:30	4:25	NEW CARLISLE	6:15	167:22
82:00	5:15	CARLETON	7:05	164:02
89:15	5:15	SIMON	7:55	160:82
97:15	5:55	RONAVENTURE	8:45	157:62
		NEW CARLISLE (Dunlop Rm. Dep.)	9:35	154:42

Atlantic, Quebec & Western Rly.				
STATIONS				
88:15	9:00	Dep. NEW CARLISLE (Dunlop Rm.)	10:15	104:17
101:45	9:35	PASSYBEC	11:25	100:97
108:50	9:35	ST. GODEFROI	11:30	97:77
115:15	10:25	MARIA	12:40	94:57
120:45	10:25	PORT DANIEL	1:30	91:37
127:00	11:15	GASPE	2:20	88:17
133:05	11:15	NEWPORT	3:10	84:97
140:00	12:00	CHANDLER	4:00	81:77
146:20	12:00	ST. ADELAIDE DE PAROIS	4:50	78:57
152:15	1:45	GRAND VOIE	5:40	75:37
158:10	1:45	CAPR LOVE	6:30	72:17
164:10	2:30	*CORNER OF THE BEACH	7:20	68:97
170:15	2:30	BARACHOIS	8:10	65:77
176:15	3:15	ST. ANNE	9:00	62:57
182:32	3:15	GASPE	9:50	59:37

*FLAG STATIONS.—Trains stop only when signalled when there are passengers to pick up or set down. NOTE: Connection is made with Eastern Ocean Limited on FRIDAYS, also on the other days of the week when the train is not busy. *Miles served at New Carlisle Dining Room on arrival of all trains. Figures in black type indicate points where the table time indicates a.m. ALL TRAINS RUN ON ATLANTIC STANDARD TIME. NEW CARLISLE, QUEB.