

SENTIMENT AND COMMON SENSE

FOR the first time in our lives, as Canadian citizens, we can be both sentimental and selfish. Sentimentally we are sending 100,000 soldiers to fight Germany. That is not selfishness. It's sacrifice. But selfishly and sentimentally we can win just as great victories at home as our troops are winning abroad. We don't have to drill or even shoulder a gun. All we have to do is keep on buying from our own merchants the goods that are made at home, instead of sending our money to other communities or for foreign goods.

Never was a time when the people of St. John were in greater need of the continuation of steady trade and steady labor; never a time when the prosperity of our city and province depended so much on loyal co-operation; and certainly never a time when such co-operation could bring so much rock-bottom, tip-top, enthusiastic satisfaction to the average man and woman as will the determination to keep St. John's prosperity at the high water mark.

We loyally cheer our troops going to the front. If we as loyally uphold our neighbors in the home struggle for commercial and industrial success we will win the fight for St. John's prosperity.

Just now St. John capital needs the support of its people. St. John's labor needs the co-operation of the consumer, and thus the very life and well-being of our city and province depends on our united effort.

Buy Canadian Made Goods:--

Buy These Goods At Home;

Make Your Money Move In a Circle;

The Profit Comes Back to You!

Waterbury & Rising, Ltd.,
F. A. Dykeman & Co.,
J. & A. McMillan,
Wanamaker's Restaurant,
McRobbie Shoe Co., Ltd.
H. N. DeMille & Co.,
L. L. Sharpe & Son,
Scovil Bros., Ltd., Oak Hall,

Ferguson & Page,
Consumers Coal Co.
A. Ernest Everett,
A. Gilmour,
Sharpe's Confectionery Store,
Silas McDiarmid,
Marr Millinery Co.,
J. L. Thorne & Co.,

F. E. Williams Co., Ltd.

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October Phase

Full moon	...	4
Last quarter	...	12
New moon	...	19
First quarter	...	27

Day of week	Sun	rise	Sun	sets
28 W	7.02	5.14	7	
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