

**If It Isn't Purity
It Isn't Heathized!**

We want to make this fact clear, that there may be no misunderstandings and misrepresentations.

Purity Ice Cream Co. Ltd. controls exclusively for New Brunswick the right to manufacture ice cream under Prof. Heath's Patents.

In other words, if the ice cream you are offered is not Purity it is not Heathized.



PURITY ICE CREAM CO. LTD., St. John, N. B.

AFTER EVERY MEAL

WRIGLEY'S NIPS

It's a DOUBLE treat—Peppermint Jacket over Peppermint gum.

10 for 5c

Candy jacket just "melts in your mouth" then you get the delectable gum center.

And with Wrigley's three old standbys also affording friendly aid to teeth, throat, breath, appetite and digestion.

Soothing, thirst-quenching. Making the next cigar taste better.

THE FLAVOR LASTS

AFTER EVERY MEAL

SPONGING ON THE EDITOR

(By Geo. E. Wray)

There is but one thing that the average country newspaper publisher has to sell—advertising space—and the extent and volume of sales determine the degree of his prosperity.

Nevertheless, there are schemes galore, by persons who are amply able to pay for this valuable service to secure from these publishers all the free publicity that ingenious and clever advertising managers can get.

It seldom occurs to them that this is a course that has absolutely nothing to recommend it to any person possessed of ordinary good sense. In nearly all other lines of business it is the expected thing to pay for service or goods in coin of the realm. But, apparently, it is "fine business" to sponge on the editor and printer; and the one who puts over the most clever scheme and gets the greatest amount of free space is rewarded by increased salary and higher reputation as an advertising man.

The Port Washington (Wis.) Star puts it this way:

There is a manufacturing concern in Ohio, whose rating is over a million dollars and whose ability to pay its advertising bills is unquestioned. But does this concern adhere to a policy of paying cash for such service? Not so one can notice it! Its community welfare department, strives for and secures a huge volume of free advertising, not by ordinary and direct methods but through the medium of some camouflaged movement or lecture, with a high-sounding name and alleged altruistic aim.

The real aim of these highly paid advertising experts is to obtain the greatest possible volume of free advertising, and they get a surprising amount from publishers. Accompanying his brazen sponging upon publishers is often found an amazing effrontery which invites local merchants to join in raids upon the only thing that publishers have to sell—space in their advertising columns.

Never to our knowledge, has a line of paid advertising for this manufacturer appeared in these columns. Yet this paper was recently asked by a local merchant and a good customer to print free announcement of a lecture that had for its secret purpose the increase of the annual business of the Ohio manufacturer. Of course the local merchant may not have perceived the fact, but its African poll was there hidden, just the same. This is a clever scheme to get free space, and in many cases publishers of country papers feel under compulsion to grant it because a local merchant asked it. The brain that fashioned this raid on country publishers is bright enough to evolve a dignified and equally defective advertising campaign of which the beneficiary need not be ashamed, and one which ought to be paid for.

A parallel case would be for local publishers (having a secret and personally profitable object to gain) to announce a camouflaged community conference, with all printing office employees invited, and a lecturer engaged, and, as a preliminary, call upon local merchants to provide free the only thing they have to sell—goods—for the personal benefit of the publishers. Can you imagine merchants yielding to such a demand under any sort of pressure?

AUTOMOBILES AND FOREST FIRES

In many parts of this continent it is found that automobile registrations and forest fires are increasing about proportionately. A great many people are touring about the country, seeking out places away and, unfortunately through carelessness with fire, some of them misuse and destroy the forests. There is no desire on the part of forest authorities to bar citizens from the forests, but there is no reason why forest fires should follow in the wake of the automobile. All that is needed is that every tourist who camps for the night or stops at noon to boil his kettle in the woods should personally see to it that his fire is dead out before he leaves it. Those who go into the woods for either business or pleasure see the value of the forests and should catch the enthusiasm for the conservation and proper utilization of this great Canadian resource.

ONE CAUSE OF FOREST FIRES

Practical experience is what counts in all walks of life, and nothing is more true with regard to fire prevention. "A burnt child dreads the fire" is as true today as it was in olden times, but the average citizen has not been burnt and it is to make him realize his responsibility not only to himself, but to his family, his neighbor, and the community at large that our efforts should be directed.—Deputy Fire Marshal, G. F. Lewis, Ontario.

If you would only try "SALADA"

BLACK OR TEA GREEN

we are sure you would no longer be satisfied with ordinary tea. The flavour is unique and its richness unexcelled. Your grocer sells it.

Less Pot-washing

SMP Enameled Ware has the smooth surface and polish of fine crockery—without the breakage. And it is so very easy to clean—just like china, and therefore makes light work of pot washing.

Whenever you are buying kitchen utensils be sure they carry the SMP trade-mark.

Diamond Ware is a three-coated enameled steel, sky blue and white outside with a snowy white lining. Pearl Ware is a two-coated enameled steel, pearl grey outside and inside. You can't go wrong if you buy either.

Ask for Pearl Ware or Diamond Ware

THE SHEET METAL PRODUCTS CO. OF CANADA
MONTREAL TORONTO WINNIPEG
EDMONTON VANCOUVER CALGARY

OPERA HOUSE Newcastle

BIGGEST and BEST

Monday and Tuesday, June 12 and 13

D. W. GRIFFITH Presents

"WAY DOWN EAST"

Based on Wm. A. Brady's famous play by Lottie Blair Parker and Joseph Grismer.

A simple and old-fashioned story of plain people embracing the four seasons.

A story of loves—Man and woman, mother and baby.

A great bell tolling humanity.

A story of laughter, quaint absurdities—springing, gay barn dances, sleigh bells a-jingling.

In the end, amazing scenes. March storm, ice break-up. Anna and David are carried with blinding mass of ice down the roaring river.

Wherever this picture has been shown, pandemonium break loose, audiences cheer and yell with delight, their unfeigned approval.

Will be shown two days.

Monday night, at 7.30 p. m.
Tuesday matinee, 2.30 p. m.
Tuesday night, at 7.30 p. m.

13-Reels-13

Shown in two parts, five minutes intermission between parts.



LILLIAN GISH & RICHARD BARTHELMESS in D.W. GRIFFITH'S "WAY DOWN EAST"

Reserved Seat Tickets will be on sale at C. M. Dickison & Sons PRICES:

NIGHT—Lower Floor 35c & 50c—Gallery, 25c.
MATINEE—Children under 12 yrs 10c—Over 12 yrs 15c—Adults 35c.

Retailers Favor Tax, But Don't Want To Collect It

Winnipeg, May 25.—"We believe in the sales tax provided they do not ask the retailers to collect it," declared J. A. Bandfield, Dominion President of the Retail Merchants Association of Canada, here yesterday.

"We don't want to be tax collectors," he added. "We are quite willing to assume our share of the burden, but we don't want to be placed in the position of having to sell a tax in addition to selling our merchandise. With the tax collected from the source, through the manufacturer or the importer, and passed on to the wholesaler, the retailer and the consumer, it would be all right."

INSPECTING LOOKOUT

Assisting Chief Forester L. S. Webb inspected the outlook at Quill's Mountain, New Brunswick, on Wednesday and the lookout at Red Pine, Gloucester County on Thursday.

GOOD TEETH

mean a well-nourished body and a bone-structure amply supplied with lime.

Scott's Emulsion nourishes the whole body. It contains elements that build strong bone-structure and healthy dentition.

TO-DAY

in medicines, as in every other necessity, the public is satisfied with nothing but the best! This explains the ever-increasing demand for Zam-Buk. Not only is this great balm the best household remedy to-day, but it is also the most economical.

Zam-Buk's superiority is due to the fact that it is all medicine, containing none of the coarse animal fats or harsh mineral drugs found in ordinary ointments. Again, the medicinal properties are so highly concentrated that they contain the maximum amount of healing, soothing and antiseptic power, so that a little of this balm goes a long way.

Another reason why Zam-Buk is most economical. It will keep indefinitely and retain to the last its strength and purity. Best for skin diseases and injuries, blood-purifying and astringent. All dealers, 50c. box.

Zam-Buk