


**Oh! My! That Smells Good!**



And, madam, you should just smell the fragrance of crushed coffee after it is brewed. And the flavor of it! Well, you never tasted ground coffee with a flavor just like Red Rose Coffee. Coffee critics, those who have travelled far and wide and tasted coffees in various climes, tell us they have never tasted more delicious coffee. Some have even said—but we will refrain from printing such high praise. We prefer you to try Red Rose Crushed Coffee without revealing anything further as to its quality. We don't want to take all the edge off the surprise in store for you when you try it. And the same price it was three years ago.

**Red Rose Coffee**

**SANG AS THEY FACED SLAUGHTER**

Royal Fusiliers, Trapped in Shell Hole With No Defence, Showed Contempt of Hun Fire

(By Perry Robinson.)  
 British Headquarters in France, Sept. 22—An incident which deserves to become historic is that of certain Royal Fusiliers who were caught in the line of battered trench shell-holes along the Broenbeck. The enemy was shelling them. They practically had no shelter. The Germans knew the range of the positions they had recently lost to a yard. There was nothing for the Fusiliers to do but stick it out until such time as our guns could beat down the enemy batteries. Meanwhile it was as heavy shelling as troops can be called on to stand. Then someone of the Fusiliers started singing the army version of "In These Hard Times." Perhaps you know the song—  
 "You have got to put up with anything in these hard times."  
 Other voices took up the song until from the whole line and out in the shell holes, where men crouched with the dead in bloodstained water, and fragments of trench where the living and wounded lay together, the chorus welled up nightly. The earth shook with shell bursts, and the air was thick with the fumes of dirt and debris. Through the crashing murk the song rose rollicking—  
 "Oh! If you live to be ninety-four, And carry on to the end of the war, You may get leave before, In these hard times."  
 Our men back in the support lines heard it, and took it up. The enemy across the way must have heard it and marvelled. The Fusiliers tended the dead and cared for the wounded, singing while they worked. They squatted low in their shell holes while the great shells shrieked overhead, or plunging, heaped them with mud. Still they sang—  
 "You may get more or you may get less, But apples and plums are your best, I guess, With strawberry jam for sergeants' mess, In these hard times."  
 Last night an entertainment was given by the formation to which these Royal Fusiliers belong. The temporary tarpaulin theatre holds 200. One of the numbers on the programme was this song by a private well known in London music halls in peace time. Some of these same Fusiliers who had lived and sung through all hell were there. You ought to have heard those 200 voices swing into chorus till it seemed the whole tarpaulin roof bellied to the sounds.



**Millions of Babies enjoy Mennen's**

MILLIONS of babies enjoy Mennen's year after year. Millions of babies are washed, bathed, and soiled on the parts which one Mennen's year after year.

**MENNE'S BORRATED TALCUM**

**PAINLESS EXTRACTION Only 25c**



We make the best teeth in Canada at the most reasonable rates.

**BOSTON DENTAL PARLORS**

Head Office: 227 Main St. Phone 683.  
 Branch Office: 38 Charlotte St. Phone 38.  
 DR. J. D. MAHER, Prop.  
 Open 9 a. m. Until 9 p. m.

**DIAMOND DYES**

All Colors—8c Package  
 Black For Wool Now in Stock

**WASSONS CUT RATE DRUG STORE 711 Main St.**  
 Phone 110, Goods Delivered.

**MILL-REMNANTS of "White Sheeting" JUST OPENED**

245 Waterloo Street, Corner Brindley Street. Store Closed 6 p.m.; Saturdays 10 p.m. **CARLETON'S**

**DROP IN AT THE MARITIME DENTAL PARLORS**

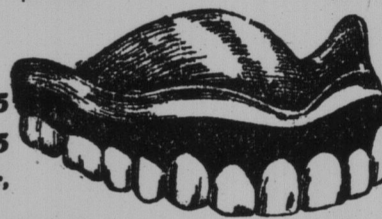
and have those sore and aching teeth attended to before the chill of winter sets in. If you are in need of artificial teeth, call and obtain one of our \$8 special sets of teeth. These teeth are going rapidly; but while they last, they are yours for only \$8. Come early and avoid the rush.

**SPECIALS FOR SEPTEMBER**

22 K Gold Crown and Bridge Work, \$4 and \$5  
 Porcelain Crowns \$4 & \$5  
 Best Set of Teeth, Red Rubber, ONLY \$8.00

**PAINLESS EXTRACTION OF TEETH, 25c.**  
 Gold and Porcelain Fillings..... \$1.00 up  
 Silver and Cement Fillings..... 50c. up  
 BROKEN PLATES REPAIRED IN THREE HOURS.  
 Free Consultation! Lady Attendant.

**DR. A. J. MCKNIGHT, Proprietor**  
 38 Charlotte Street, St. John  
 Hours, 9 a.m. to 9 p.m.



**LOCAL NEWS**

**NOTICE TO THE PUBLIC**  
 Alex Lesser has purchased "The People's Cash & Credit Co" business and will carry on same at the old address, 555 Main street, as the "Alex Lesser Cash & Credit Store." Your patronage is solicited. 9-28.

Wanted Chambermaid, Royal Hotel. T.F.

**NOTICE TO THE PUBLIC**  
 Alex Lesser has purchased "The People's Cash & Credit Co" business and will carry on same at the old address, 555 Main street, as the "Alex Lesser Cash & Credit Store." Your patronage is solicited. 9-28.

You will forget the high cost of living when you see the boys' suits we sell at \$5. Turner, out of the high rent district, 440 Main. T.F.

Now showing, Men's Fall and Winter overcoats. Call and look them over. Turner, out of the high rent district, 440 Main. T.F.

**OPERA HOUSE BILL DRAWS FULL HOUSE**

The Opera House attracted its usual large audience on Saturday night and fully fifteen minutes before the time of starting the show the house was filled to its full capacity.

Schep's famous circus, introducing ponies, dogs and monkeys, was certainly a winner and was well worth the price alone. The dogs are a very intelligent lot of animals and are so trained that they do just about whatever their master orders them to do. The ponies go through various kinds of drill. One pony, when it comes to kicking and jumping, has anything trimmed that was ever seen in St. John. A reward is offered the man who can stay on this pony's back for a short time.

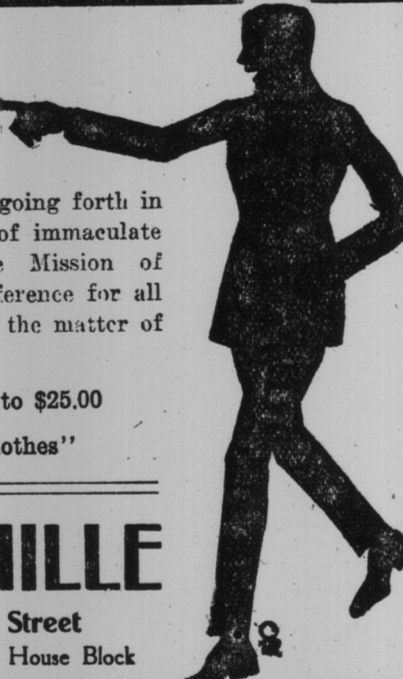
Dalmage, comedy cyclist, has a very clever act. From the time he enters the stage until his departure, he kept the au-

**THE SUITS We Offer**

The styles we show are going forth in the world, worn by men of immaculate taste, who understand the Mission of Fashion and have a preference for all that's good and correct in the matter of fabric, fit and finish.

FALL SUITS, \$13.50 to \$25.00  
 You'll Like Our Clothes"

**H.N. DeMILLE**  
 199 to 201 Union Street  
 Opera House Block



**Tell them to go ahead.**

You might as well have the use of that building you are planning—there is nothing to be gained by waiting. There is no prospect of prices going down for some time after the war is over. Go ahead and let your contracts.

**Certain-teed Roofing**

CERTAIN-TEED is not cheaper because the quality is lower, but because it is a less expensive roofing to manufacture. It is better, not only because it is cheaper, but also because it is light weight, weather-tight, clean, sanitary, fire-retardant and costs practically nothing to maintain.

It is now recognized as the preferable type of roofing for office buildings, factories, hotels, stores, warehouses, garages, farm buildings etc., where durability is necessary.

CERTAIN-TEED is guaranteed for 5, 10 or 15 years, according to thickness (1, 2 or 3 ply).

There are many roll roofings on the market, but only one CERTAIN-TEED. It pays to get the best. It costs no more to lay a CERTAIN-TEED roof than it does to lay a poor roof, but there is a vast difference in the wear. You can't tell the quality of a roofing by looks or feel. Your only safety is the label. Be sure that it is CERTAIN-TEED—then you are certain of quality and guaranteed satisfaction.

**Certain-teed Slate-Surfaced Asphalt Shingles** are supplanting wood and slate shingles for residences. They cost less, are just as good looking, wear better, won't fall off, buckle or split. They are fire-retardant, and do not have to be painted or stained.

**Certain-teed Paints and Varnishes** are the best quality paint materials, ground and mixed with mechanical accuracy. Made for all uses and in all colors. With paint, as with roofing, the name CERTAIN-TEED is a guarantee of quality and satisfaction.

**CERTAIN-TEED PRODUCTS CORPORATION**  
 Distributing centers: Montreal, Toronto, Winnipeg, Vancouver, Ottawa, Quebec, Edmonton, London, Halifax, Regina, St. John's, Sherbrooke, Brandon.

**CERTAIN-TEED ROOFING**  
 IS SOLD IN ST. JOHN BY  
**W. H. Thorne & Co., Ltd**  
 Market Square -- King Street

**LOCAL NEWS**

**ALMANAC FOR ST. JOHN, SEPT 24**

A.M. P.M.  
 High Tide..... 4.58 Low Tide..... 11.38  
 Sun Rise..... 6.18 Sun Sets..... 6.14  
 Time used is Atlantic standard.

The Red Cross were successful in securing the 5,000 pairs of socks in the week, which they started out to get. At 10 o'clock on Saturday night they had collected 4,500. The other 400 pairs were guaranteed by two well-known citizens.

David Atkinson, a student of Wyckoff College, Toronto, left on the C. G. R. last night to resume his studies. Mr. Atkinson during his vacation has been doing mission work in the parish of Westfield with headquarters at Sand Point on the St. John River.

While two North End men were enjoying a sail on the Kennebecasis river in a motor boat yesterday afternoon their engine broke down. They managed to reach the shore and walked to a point near Bear's Head. There they lighted a bon fire on the shore. Pilot Penwick McKelvie noticed the signal and went to the rescue of the men. They will go after their own boat today.



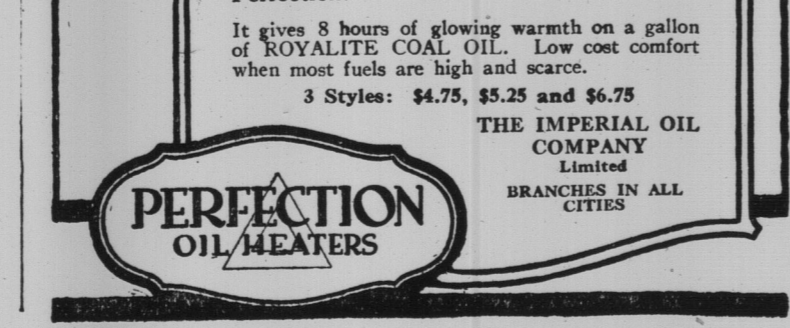
**NEXT WEEK IS PERFECTION OIL HEATER WEEK**

October 1 to 6 is Perfection Oil Heater Week. Look in the hardware, furniture and department store window for the display of Perfection Oil Heaters. Step inside and let the dealer demonstrate the economy, convenience and comfort of the Perfection.

It gives 8 hours of glowing warmth on a gallon of ROYALITE COAL OIL. Low cost comfort when most fuels are high and scarce.

3 Styles: \$4.75, \$5.25 and \$6.75

**THE IMPERIAL OIL COMPANY LIMITED**  
 BRANCHES IN ALL CITIES



**Extra Special Prices**

For Saturday and Monday  
 — AT —  
**Parkinson's Cash Stores**  
 113 Adelaide Street  
 Main 962.  
 147 Victoria Street  
 Main 77-78.  
 East St. John Post Office  
 Main 279-31.

- Granulated Sugar, 10 1/2 lbs. for..... \$1.00
- Fresh Ground Coffee..... 35c. per lb.
- Orange Flake Tea..... 45c. per lb.
- Star Flour, 24 lb. bag..... \$1.60
- Royal Household, 24 lb. bags..... \$1.65
- King's Quality, 24 lb. bags..... \$1.65
- Purity Flour, 24 lb. bags..... \$1.70
- 98 lb. bags King's Quality..... \$6.40
- Choice Potatoes..... 40c. per peck
- Choice Butter..... 47c. per peck
- Choice Gravenstein Apples..... 50c. peck
- Choice Duchess Apples..... 50c. peck
- Cooking Apples..... 25c. and 30c. peck
- Other Goods Equally Cheap.

**CASH SPECIALS!**

- SUGAR WITH ORDERS**
- 10 1/2 lbs. Best Granulated..... \$1.00
  - 5 lb. pkgs..... 50c.
  - 2 lb. pkgs..... 20c.
  - 4 cakes of Gold or Surprise..... 25c.
  - 2 pkgs. Lux..... 18c.
  - 2 cans Old Dutch..... 17c.
  - 3 pkgs. Gold Dust..... 14c.
  - 24 lb. bag Purity Flour..... \$1.70
  - 24 lb. bag R. Household Flour..... \$1.65
  - 24 lb. bag Star Flour..... \$1.60
  - and 1 lb. Onions..... 25c.
  - Whole Pickling Spice..... 25c. lb.
  - Grave's Pure White Wine or Older..... 35c. gal.
  - P. E. I. Chicken..... 35c.
  - 1/2 lb. tin Lobsters..... 27c.
  - 1 lb. tin..... 30c.
  - 6 pkgs. Cow Brand Soda..... 25c.
  - Oolong Tea, per lb..... 50c.
  - English Breakfast Tea, per lb..... 45c.
  - Fresh Ground Coffee, per lb..... 35c.

**KIRKPATRICK & GOWAN**

22 King Square  
 PHONE 21 3158

**SUGAR**

- 11 lbs. Standard Granulated Sugar for..... \$1.00
  - 100 lb. bag Standard Granulated, 9.25
  - 10 lb. bag Standard Granulated, 95c.
- FLOUR**
- Ivory, Pure Manitoba, 98 lb. bags..... \$6.00
  - Victor Flour, 98 lb. bags..... 6.00
  - Royal Household, 98 lb. bags..... 6.20
  - Royal Household, barrels..... 12.60
  - Royal Household, 24 lb. bags..... 1.65
  - Mixed Pickling Spice..... 25c. lb.
  - Evaporated Milk..... 32c. gal.
  - Jersey Cream Baking Powder, 22c. can
  - 4 pkgs. Jelly Powder..... 25c.
  - Baked Beans (large cans)..... 19c.
  - Cholcolt Cheese..... 28c. lb.
  - 4 lb. Rolled Oats..... 25c.
  - Quaker Oats (large pkgs.)..... 22c.

**Yerxa Grocery Co.**  
 443 MAIN ST. Phone Main 2913

**ROBERTSON'S SPECIALS**

- Where You Buy the Very Choicest Groceries at the Lowest Price.
- FLOUR**
- Five Roses and Royal Household, barrels..... \$12.50
  - 1/2 barrel bags..... 6.15
  - 24 lb. bags..... 1.65
  - Purity, barrels..... \$12.90
  - Purity, 24 lb. bag..... 1.70
- SUGAR**
- 100 lb. bags..... \$9.25
  - 10 lb. bags..... 95c.
  - 40c. tin English Raspberries..... 30c.
  - Finest Creamery Butter..... 33c.
  - Strictly Fresh Eggs..... 48c.
  - Grape Nuts..... 15c.
  - Hallbrook's English Sauce..... 25c.
  - 40c. bottle Rose's Limejuice..... 35c.
  - 30c. bottle Rose's Limejuice..... 25c.
  - 40c. tin English Raspberries..... 30c.
  - Finest Creamery Butter..... 33c.
  - Strictly Fresh Eggs..... 48c.
  - 1 1/2 lb. tin Celso..... 40c.
  - 10 lb. tin Celso..... \$2.40
  - 5 cakes Lenox Soap..... 25c.
  - 5 pkgs. Surprise Powder..... 25c.
- TEA**
- Orange Flake..... 50c.
  - Lipton's Tea..... 45c.
  - 60c. tin Lipton's Tea..... 50c.

**E. R. & H. C. Robertson**  
 Phones 3461 and 3462. COR. MAIN and DOUGLAS AVE.

**SPECIALS AT LILLEY & CO.**

- Moose Steak..... 28c. per lb.
- Beefsteak..... 22c. and 25c. per lb.
- Corned Beef..... 14c. and 16c. per lb.
- Stewing Meat, 14c. and 16c. per lb.
- Hamburg Steak..... 15c. per lb.
- Corned Lamb Tongues, 3 for 10c., 36c. per dozen.

**LILLEY & CO.**  
 680 Main St.  
 Phone Main 2745

Store Open Every Evening Till 10 o'clock—Saturdays 11.30

**FLOUR**

- Arriving one car Chariot—Highest-grade Manitoba Flour. Special price white landing.
- CHARIOT—Per barrel..... \$12.30
  - CHARIOT—1/2 barrel..... 6.25
  - CHARIOT—98 lb. bag..... 6.15
  - CHARIOT—24 lb. bag..... 1.65
  - Also DOMINION—Best Manitoba Blend. Good for Bread or Pastry.
  - DOMINION—Per barrel..... \$11.75
  - DOMINION—Per 1/2 barrel..... 6.00
  - DOMINION—98 lb. bag..... 5.90
  - DOMINION—24 lb. bag..... 1.55

**THE 2 BARKERS LIMITED**

100 Princess — 111 Bruray  
 Phone 642, 643, 1630