



Buy your Lantic Preserving Sugar in 10 and 20 Pound Bags

This insures your getting the same pure Cane Sugar of extra quality that you would get in the Lantic 2 and 5 pound Cans. You can also get Lantic Sugar in 100 pound bags—either fine or coarse granulation as you prefer. Don't risk your Preserves. Make sure that they will turn out right by using Lantic Sugar.

LABELS FREE
Send your address and small Ball Trade Mark from bag or top of can to us and we will mail you book of 50 assorted Fruit Jar Labels, printed and gummed ready to put on.
The Atlantic Sugar Refineries Limited
MONTREAL

Snaps, INCLUDING Ginger Snaps

Read This List of Cash Snaps For Friday and Saturday

5c. Snaps	10c. Snaps	25c. Snaps
Bottle Imp. Mustard..... 5c.	Bottle Worcestershire Sauce..... 10c.	Tin Oseca Lima Beans..... 25c.
Bag Table Salt..... 5c.	Tin Heinz Baked Beans..... 10c.	Tin McCormick's Jersey Cream..... 25c.
Cake Ivory Soap..... 5c.	Tin Heinz Spaghetti..... 10c.	Package Roman Meal..... 25c.
With Certificate..... 2 for 5c.	Package Shaker Salt..... 10c.	Tin California Prunes..... 25c.
Laundry Soap..... 5c.	Jar Imp. Peanut Butter..... 10c.	Tin Sneider's Tomato Soup..... 25c.
Gold Dust..... 5c.	Tin Sneider's Pork and Beans..... 10c.	Mustard..... 25c.
Castile Soap..... 5c.	Package Popping Corn..... 10c.	Tin Fresh Lobsters..... 25c.
10c. Box Blueing..... 5c.	Package Bird Grown..... 10c.	Large Tin Pure Lett Celeries..... 25c.
Large Pike, Cow Soda..... 5c.	Brock's Bird Seed..... 10c.	Large Tin Heinz Beans..... 25c.
White Cross Soap..... 5c.	St. Club Norwegian Sardines..... 10c.	Large Jar Peanut Butter..... 25c.
Royal Yeast Cakes..... 5c.	Brock's Bird Seed..... 10c.	St. Club French Maraschino Cherries..... 25c.
3 Lemons..... 5c.	1 lb. Colman's Starch..... 10c.	Bottle Ripe Olives..... 25c.
Gold Soap..... 5c.	1 lb. Pure White Sugar..... 10c.	2 tins Baker's Cocoa..... 25c.
White Cross Soap..... 5c.	Cooking Chocolate, cake..... 10c.	Laundry Soap..... 6 for 25c.
6 Large Nuts for..... 5c.	Package Reception Wafers..... 10c.	3 tins Deviled Ham..... 25c.
1 lb. Western Granulated Cornmeal..... 5c.	Package Graham Wafers..... 10c.	Bottle Pure Lime Juice..... 25c.
1 lb. Japan Rice..... 5c.	Package Cheese Wafers..... 10c.	2 tins Haddies for..... 25c.
1 lb. Whole Wheat Flour..... 5c.		
Tin Pumpkin..... 10c.		

PHILPS', Douglas Avenue & Main St.
Call Up Main 886 For Prompt Service

HALIFAX GIVES HER BEST

(Halifax Echo, Wednesday)
Frank R. Wallace enlisted Tuesday in the 64th Battalion for overseas service and was accepted. Mr. Wallace was formerly advertising manager for J. C. Macintosh & Co., and for the past four months head of the Wallace Advertising Agency of this city. J. S. Wallace, who has been associated with his brother in the work of the Wallace Advertising Agency, now takes full charge. A younger brother, Howard V. Wallace, formerly reporter on the Herald, is now at East Sandling Camp, England, with the 25th Battalion.
The enlistment of nine young men of Halifax, holding responsible and lucrative positions was a feature of yesterday's recruiting that should give a very material impetus to recruiting in Halifax. They walked to the Armories together and joining their ranks today will be three others and together will form a Stretcher Bearer Corps of which W. G. McKinnon, ex-Y. M. C. A. physical instructor, is a member. Mr. McKinnon enlisted for the 40th Battalion, but received transference to the 64th and was requested to recruit a Stretcher Bearer Corps. Notable among the men is Gerald McMillen, a native of Windsor, one of the best voiced singers in the city for several years. Mr. McMillen gave up a responsible position with Mahons, Limited, indeed that firm contributed four of the men who enlisted yesterday.
Among the applicants at the Parade recruiting station today was J. Joseph Bradbury of 56 Argyle street, one of the

expert mine sweepers on the S. S. Deverance, who has thrown up his position in that branch in order to serve in the field of action.
Among the material offering for enlistment at the Armories today was 6 feet 1 inch of the Halifax Fire Department in the person of William Clements, the well known husky lieutenant of No. 6 Division, H. F. D. The lieutenant and H. B. Allison both expert linemen in the Telephone Co. service, have thrown up their positions to enlist for overseas service.

MILKING RECORDS OF PURE-BRED COWS

Nine years ago the live stock branch of the federal department of agriculture, in co-operation with certain record associations representing breeds of dairy cattle, began to record the performance of pure bred milking cows. Each record association agreed upon a standard of yield for cows of its respective breed to qualify for registration, while the live stock commissioner formulated regulations under which the tests were to be carried out. At the end of each year a report of the work has been issued, containing a list of the animals that qualified for registration during the year, their breed, age, ownership, milking period, production of milk and fat, and such other information as might seasonably be looked for in an official report. Each year the work has increased until the seventh report, just issued, contained no less than 182 pages of information. During the year 413 cows qualified for

registration, including 100 Holsteins, 123 Ayrshires, 35 Jerseys, 9 Guernseys, 11 French Canadians and 38 Shorthorns. The highest records made were—Short-horn, 16,839 lbs. milk, 940 lbs. fat; French Canadian, 10,767 lbs. milk, 453 lbs. fat; Guernsey, 11,445 lbs. milk, 520 lbs. fat; Jersey, 15,211 lbs. milk, 754 lbs. fat; Ayrshire, 16,095 lbs. milk, 729 lbs. fat.
This report for the second time contains an appendix containing the records of cows which produced sufficient milk and fat to qualify for registration, but failed to calve within fifteen months after the commencement of the test, as required by the regulations. This report is of special interest to dairy farmers who are anxious to build up the milking qualities of their herds. Copies will be sent of special interest to dairy farmers who are anxious to build up the milking qualities of their herds. Copies will be sent of special interest to dairy farmers who are anxious to build up the milking qualities of their herds.

Private Sam Jones Killed
Private Samuel Jones, of Fredericton, was killed in action on May 8 while fighting with the Princess Patricia Light Infantry in Belgium.
"Sam" Jones was a veteran of the South African war, having served through that campaign with credit to himself and the regiment of which he was a member. Later he became a veritable soldier of fortune and served for some years in the United States army. When war threatened between the United States and Mexico about two years ago "Sam" hurried from New Brunswick to Portland and tried to enlist there for service against the Mexicans. His father, Stephen B. Jones, is now at Portland (Me.), where most of his other relatives reside.

MACHINISTS AND BRASS FINISHERS

Your country needs your help in the manufacture of War Munitions

APPLY AT

T. McAVITY & SONS, LTD.
ST. JOHN, N. B.

MACHINERY HALL BRASS FOUNDRY
EXHIBITION BLDG. WATER ST.

MORNING WAR CABLES

London, Aug. 12.—The situation in Poland and the Baltic provinces is changing but little from day to day, and public interest is being turned to the Near East, where the diplomats of the quadruple Entente powers are endeavoring to revive the Balkan League and bring all the Balkan states over to their side, and to the allies of the Allies, which are battling against the Turks on the Gallipoli peninsula and in the Caucasus.
The diplomats of all the belligerents for the moment are concentrating their attention on Sofia, for Bulgaria holds the key to the situation. It is said she is being joined upon and offered territorial concessions as an inducement for her to join one side or the other, or to remain neutral. Both the German and Entente ministers are declared to be finding their endeavors hindered by their friends. Greece and Serbia are unwilling to concede to Bulgaria the parts of Macedonia which are her prize for joining the Allies, while Turkey is opposing concessions which Austria and Germany desire her to make to insure the continued neutrality of the Sofia government.

Bulgaria, too, it is asserted, is weighing the victory the Austro-German have gained in Poland against the renewed efforts of the Allies in the Dardanelles, and the reported signal victory which the Russians are said to have won over the Turks in the Caucasus, and which the military experts here believe will keep the Turks quiet on that frontier for some time.
There is no news from the armies on the Gallipoli peninsula tonight, but the British admiralty reports on the operations of a British submarine in the Sea of Marmora, one of the fleet which is interfering with the Turkish communications by sea. This underwater boat, which recently sank the Turkish battleship Kieper-Ed Din Barbarossa, also has sent to the bottom the Turkish torpedo gunboat Berk-i-Saltvet and an empty transport. Nothing was said in the admiralty's communication of the former German cruisers Breslau and Goeben, now owned by the Turks, both of which are unofficially reported to have been sunk.

The Russians continue their retirement in Poland, but all the while they are retarding the German advance, which is now regaining momentum, by repeated counter attacks and stubborn resistance wherever the conditions are favorable. There is still considerable distance between the German armies to the southeast and northeast of Warsaw, so that seemingly the Russians will be able to make good their retreat, only, however, to be called upon to oppose a German attempt to outflank them at Kovno and further north.

The public here is prepared to hear of something of greater importance than the sinking of the British auxiliary cruiser India, which was announced tonight by the admiralty, as steamers arriving from Holland reported having heard again today heavy firing to the north.

Turks Lose 20,000

The Turks lost 300 prisoners at Datch. Their total losses the three weeks' campaign are estimated at from 15,000 to 20,000 men besides a large quantity of provisions and ammunition. The Russians are continuing the pursuit southwards.

In an address at West Hartlepool, England, last night, the Dean of Durham said that universal military training would be certain to result in England after the war, he thought. It would never do again to rely upon purely voluntary effort in war times.
A British air raid on Zangik, near Smyrna on the Turkish coast, took place this week with considerable success. A militia barracks, telephone office and eight houses were destroyed.

MORNING NEWS OVER THE WIRES

It has been decided that the puttees worn by Canadian soldiers will be done away with and long boots worn instead. In wet weather the puttees shrink and bind the leg interfering with the circulation of the blood.
The body of John Langroux of Sydney, who disappeared Sunday night, was found yesterday in the harbor. An inquest was held and a verdict of accidental death returned. He was a native of Rotterdam, Holland, and thirty-eight years of age.

H. A. Porter of St. John and W. H. Soper of Halifax, were chosen provincial grand jurors by the thirty-second assembly of the Sovereign Great Priory of Canada assembled in Montreal yesterday.

To Conduct Book Shop
A partnership has been arranged between Laurence J. Gomme, bookseller and publisher, 2 East 29th street, New York, and John J. Marshall, to conduct The Little Book Shop Around the Corner. In future the firm name will be Gomme & Marshall. Mr. Marshall, who formerly did newspaper work in St. John (N. B.), has been associated with Mr. Gomme since the early part of the year. Gomme & Marshall will issue in October The Anthology of Magazine Verse and Year Book of American Poetry, 1915, compiled by William Stanley Braithwaite, of the Boston Transcript.

"Life, Liberty and the pursuit of happiness."

Your trade is the LIFE of our business.

You are at LIBERTY to return any purchase and receive your money.

THE PURSUIT OF HAPPINESS is certainly speeded up by good clothes such as you find here.

This week special feather-weight suits at light prices.

Shirts, Neckwear, Collars.



A GOOD PLACE TO BUY GOOD SUITS

GILMOUR'S, 68 King St.

PLAIN WORDS

FROM BELGIUM

Kings County Soldier Appeals For Reinforcements

ARE OUR YOUNG MEN AFRAID?

G. W. H. Hayes Tells of Life on the Firing Line—Men Who Bear the Brunt Cannot Understand Why Others Hold Back

George Hayes, a former resident at Jeffries Corner, writing from Belgium to John H. Morrison, of Sussex, makes a strong plea to the young men of Canada to enlist and do their bit for King and Country.
Belgium, July 14, 1915.

Dear Friend:
I have been thinking for some time of writing to you to let you know how I am getting along. Well, I am still alive and well and hope this will find you at the same. We have been out here in France going on six months now, and I don't see that the war is any nearer over than when we came. And we are all looking forward to another winter campaign. As you have seen by the papers we have had some pretty hard fighting since we came out here. Ypres, you may say, was our first real baptism of fire. Our artillery was in action at Neuve Chapelle, but our infantry was in reserve, so Ypres was our first big fight that the whole Canadian division was in action. And you have seen by the papers how the good old his face, can't you? It makes us feel quite strong in our language about the slacker at home, Jack, and no wonder. Well things are quiet just now around here. But we expect Hell soon, for the Hun are massing on this front and they are going to have another try for Calais again. But it will only be a try, for they will never get there. We are getting repaired one at a time. Some of them wanted filling up badly, for you know we have not spared them any. What seems to be strange, when I go to the firing line was to see the people only a mile or so from the German trenches working away on the farms as if there was no war on at all. They have got so used to the shells that they don't mind them. Of course it is only the old men and the women folk and the children that are left to work the farms. And I tell you the girls out here are not afraid of work. They are just as strong as any man and they are doing all the farm work while the young men are at war. Some of them in Canada should take an example by them. There is no praise good enough.

I CAN'T SEE

Are you one of those who cannot see? Why you should consult an optometrist when you need glasses.

Do you realize that in nine cases out of ten the sight in both eyes is different, and consequently correct glasses should not be bought like a pair of shoes or a necktie.

K. W. EPSTEIN & CO.
Optometrists and Opticians
Open Evenings
193 Union St.



War times have forced us to close out the old Hatheway homestead, situated on Manawagonish Road, within a few minutes of car line, at price and terms that will appeal to everybody.

Phone or write us at once and we will show you how you can get one of these beautiful properties for \$100.

PRUDENTIAL TRUST CO.

65 PRINCE WILLIAM STREET

Representative on property Saturday and Sunday afternoon

Do Your Folks Drink Pure Milk?

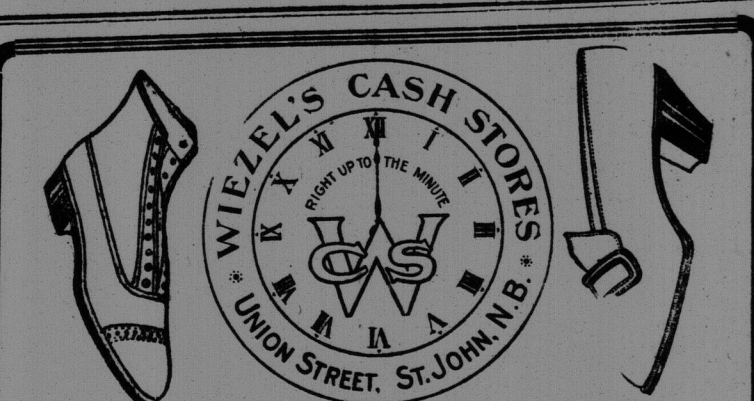
When you use milk simply as a drink, or with cereals or fruit, it is to your own and your family's best interests to be SURE that it is FRESH, CLEAN and SAFE, for nothing takes and then breeds disease germs quicker than milk.

PRIMECREST FARM
PURE MILK is the yield of healthy, inspected tuberculin tested cows, is FREE FROM DISEASE. From sediment, is cared for by healthy, cleanly, medically inspected men, under the most sanitary conditions, and delivered the day it is drawn from the cows, in sterilized, sealed glass jars, at 6c. a Quart.

Certified Milk..... 9c.
Special Baby Milk..... 12c.

Primecrest Farm

Phone W. 374 South Bay, St. John



WE furnish our patrons with shoes that will do their duty and never cause a disappointment!

WE secure the best shoes and the best styles that the country's best manufacturers know how to produce—shoes that are absolutely right!

WE price our shoes to sell at the lowest margin possible—allowing ourselves only a living profit!

WHILE human hands may fail and human heads may blunder—we stand ready to make any wrong right or correct any error that may occur!

WE want your patronage today—tomorrow—next month and next year—we want it as long as we are in the shoe business!

WE shall endeavor to win and hold our trade by furnishing our patrons with better shoe styles, better values and a better shoe service than other stores!

Men's Shoes \$2.25 to \$6.00 Women's Shoes \$1.48 to \$5.00
Shoes For Boys and Girls 98c, \$1.48, \$1.85 to \$2.85

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