

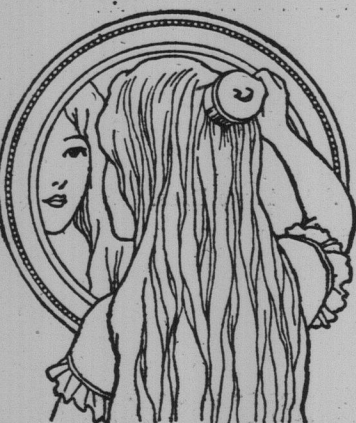
**TUCKETT'S**  
**MARGUERITE**  
THE "3 FOR A QUARTER" CIGAR

Don't judge the Marguerite by its price. It's worth more.

**NEW POUND NOTES  
HARD TO IMITATE**

Many Safeguards in English Issue To Baffle Counterfeiters

The forger who meditates reproducing the design of the new pound sterling currency notes issued in England will be a very clever craftsman if he succeeds. There are quite a number of safeguards



**Dandruff and Itching**

**The Cause of Falling Hair**  
Rub spots of dandruff and itching with Cuticura Ointment, next morning shampoo with Cuticura Soap and hot water. Rinse with tepid water. Trial free. These fragrant, super-creamy emollients clear the complexion of pimples, redness and roughness, cleanse the scalp, prevent falling hair and soften the hands. The Soap to cleanse and purify, the Ointment to soothe and heal.

For Sample address post-card: "Cuticura, Dept. 2, Boston, U. S. A." Sent throughout the world.

Introduced, apart from the system of watermarks, the most effective being the portrait of the king and the representation of St. George's encounter with the dragon. These, together with the broad band connecting them, have been reproduced by a special process which has never before been utilized for such a purpose, and the most expert photographer would be baffled in trying to secure a photographic copy of Bertram McKenna's work.

**DECORATIONS IN  
GERMANY CHEAP**

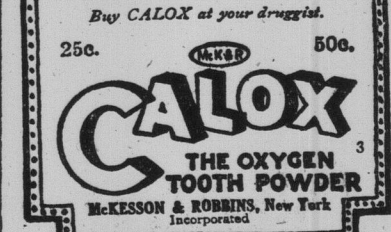
Reference Made in British House of Lords to Hun Orders

Mention by Lord Lansdowne, in the recent debate on the Enemy Princes Bill, that Lord Middleton possessed the Prussian Order of the Red Eagle, led that nobleman to intervene with the remark that when it was offered to him he wished to decline it, but was forced to accept it. The Red Eagle is certainly not a decoration coveted by the great ones of the earth, for it is one of the most lavishly-distributed of the many by means of which the Kaiser maintains his popularity among his subjects. It is cheap, and for this reason coveted

by the Prussian bourgeois, whereas the Order of the Black Eagle is almost as exclusive as the English Garter. Red Eagles are allotted generally in January, along with other similar distinctions, at a festival of orders, which includes a truly democratic banquet where the chancellor may find himself sitting side by side with a station-master, or even his local postman. In the January before the war some 7,000 orders were handed out at this annual festival, no fewer than 1,200 of which were of the Red Eagle brand.



**CALOX** is the best for you. It is active element, oxygen, destroys the germs that attack the teeth. CALOX Purifies the mouth and breath and keeps your teeth sound.



**BIGGEST RETAIL  
MAN IN ALL WORLD**

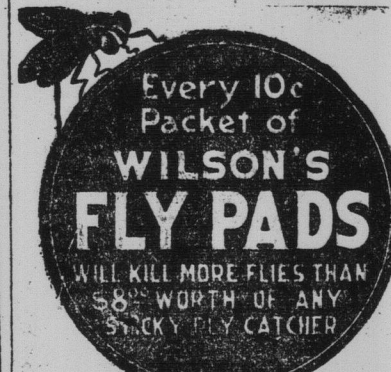
Frank W. Woolworth Was a Gawky Farm Boy

Three titles to distinction are claimed for Frank W. Woolworth. First, he is the largest retail merchant in the world. Second, he owns the tallest building (and one of the handsomest) in the world. Third, he was the greenest and gawkiest boy who ever came off a farm. He was such a palpable hayseed, indeed, that, try as he might no merchant at first would engage him at any price. He had to work for three months without any wages and board himself, and he was told that he ought to consider himself lucky because he did not have to pay his employer a tuition fee. For a humble beginning that must come pretty near to breaking all records.

When finally young Woolworth did find work, without wages, and after two and a half years moved on to another job at \$10 a week, so complete a failure did he prove at selling goods, according to B. C. Forbes, writing in Leslie's, that his small pay was reduced instead of increased—and the shock temporarily shattered his health. Biography probably contains no more novel experience of an American captain of industry.

It was in 1873 that young Woolworth arrived in Watertown, N. Y., with a note of introduction to the senior partner of Augsburger and Moore, dry goods merchants, but he didn't want him.

At the end of two and a half years—he was getting \$6 a week. Hearing of a vacancy in another store he went to apply. But when he saw how higgledy-piggledy everything was, he decided to name a high salary, thinking to be turned down. He asked \$10 a week and was astonished when the proprietor said: "All right, when will you com-



Clean to handle. Sold by all Drug-gists, Grocers and General Stores.

**Economy**

Many people think they are saving money by buying cheap tea, forgetting that it is not the cost per pound but the cost per cup that determines a tea's economy.

You may pay 5 or 10 cents more per pound for Red Rose Tea than for common tea. But because Red Rose Tea is a blend of Indian-Assam teas with Ceylons, consisting of the choice tender shoots and buds—the parts of the tea plant that yield the largest amount of liquor and the finest flavor—one-third less is required in the pot to make the same number of cups.

The cost per cup between Red Rose Tea and common tea is then practically the same. But the flavor—what a difference.



**T. H. ESTABROOKS CO., LIMITED**  
St. John Toronto Winnipeg Calgary

And this distinctive and delightful flavor and rich strength is protected by the Red Rose sealed package. No air, odors or dust can get in to injure Red Rose Tea's splendid quality and economy.

Order a package from your grocer.

**In sealed packages only.**

Red Rose crushed coffee is as generously good as Red Rose Tea and just as easy to make.

mence?" He took the job, and on this big salary felt justified in getting married. After a couple of months the proprietor met him in the basement one day and unceremoniously told him there were boys getting \$6 a week who sold more goods than he sold, and that they could not continue to pay him \$10 a week. So his pay was cut to \$8 a week—and he a married man.

"This was a terrible blow, and under it my health gave way. For a year I was at home unable to do a stroke of work. I became convinced that I was not fitted for mercantile life. Eventually my former employers offered me \$10 a week to come back and tone up the store. I remained with them two years until I opened my first five-cent store at Utica, N. Y., on February 22, 1879."

ter the pioneer five-and-ten-cent store idea was inaugurated, its author, finding himself forth \$2,000, "which looked bigger to him then than \$20,000,000 would now," and in need of a vacation, revisited Watertown and "was received like a conquering hero."

Incidentally, three out of the first five stores opened by Woolworth proved failures. In fact it was not until he opened a five-and-ten-cent store in New York in 1888, and again lost his health through overwork, that he began to see success written in big letters. Since his first breakdown his health had never recovered fully and at the time, we read, he was running his New York office single-handed, with the result that he was stricken with typhoid fever, and for eight weeks was unable to attend to business.

Today—thirty years later—the busi-

ness boasts a store in every

to eight thousand population or more



**Are You  
Your Country's Partner?**

Save and Invest in "Canada Unlimited"

"A great struggle still lies before us."  
Sir Robert Borden.

**To defend your freedom—your family—your right to live secure from intolerable Prussian despotism—Canada is paying a heavy price in blood and treasure**

Are you paying your share?

Are you a real and active partner in Canada's tremendous effort? Are you devoting your money as freely as thousands have devoted their lives?

This is no time for careless indulgence, but for earnest thrift and systematic saving. Invest every dollar you can spare in Canadian War Savings Certificates. Take an active interest in Canada's stern struggle now, and thus become a worthy partner in her unlimited future after the victory is won.

War savings Certificates are issued in denominations of \$25, \$50 and \$100, to be repaid in three years at full face value. They cost \$21.50, \$43 and \$86 respectively, at all Money Order Post Offices and Banks, thus yielding over 5% interest. Should you need it, you can get your money back at any time.

**The National Service Board of Canada,**  
OTTAWA.



**The Reasons for Studebaker's Leadership**

**STUDEBAKER** is supreme in Canada because Studebaker Cars stand up and give the service.

The Series 18 Studebakers are even better than the Series 17.

They are maintaining the leadership the Series 17 established throughout the Dominion.

Because they embody ninety distinct improvements in mechanical construction, convenience and comfort over the Series 17.

Because they offer all the improvements, all the refinements suggested by four years' close study of the performance of 800,000 Studebaker Cars in actual service in every part of the world.

In them Studebaker gives you the **QUALITY** that stands up and gives service under the hardest tests on Canadian roads.

In them the many economies made possible by vast resources, the savings obtained through the development of steadily improved manufacturing methods and the installation of the latest and

best labor-saving machinery are turned to your advantage.

That is why Studebaker is able to offer you a good car at so low a price.

That is why the Studebaker is a most economical car to buy.

It is economical to operate because Studebaker's "made-in-Canada" quality reduces "upkeep" to its lowest possible terms.

It is economical to drive because of great gas-line economy in ratio to power, because of great tire economy in ratio to weight and carrying capacity—Studebaker owners frequently get from 8,000 to 10,000 miles on a single set of tires.

It is economical to own, because it brings a very high second-hand value in case of re-sale or trade-in.

For these reasons you owe it to yourself to investigate the Canadian-built Studebaker before you buy a car.

Let us give you a Studebaker demonstration today.

**"Made-in-Canada"**

The Lounsbury Co., Limited,  
Newcastle, N. B.

J. Clark & Son, Limited,  
E. F. Dykeman, Local Manager,  
St. John, N. B.

Four-Cylinder Models	
FOUR Roadster . . . . .	\$1275
FOUR Touring Car . . . . .	1375
FOUR Landau Roadster . . . . .	1635
FOUR Every-Weather Car . . . . .	1675

All prices f. o. b. Waterville

Six-Cylinder Models	
SIX Roadster . . . . .	\$1685
SIX Touring Car . . . . .	1685
SIX Landau Roadster . . . . .	1990
SIX Touring Sedan . . . . .	2245
SIX Coupe . . . . .	2310
SIX Limousine . . . . .	3430

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