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THE EVENING TIMES AND STAR, ST. IOHN, N. B. TUESDAY, NOVEMPER 20, 1917
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## The Biggest Sale

Merchandise bought on purpose to sell off cheaply. Nothing marked down for goods were never price-marked before EVERYTHING NEW!

You never attended a Real Sale In this city, if you have not been around to see us. This sale eclipses all other


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If you only knew
"How delicious the clean, dustless teas of to use them.
"SALADA"
$\left.\begin{array}{l}\text { Black, Green } \\ \text { or Mixed } . . .\end{array}\right\}$ - Preserve its Goodness.


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## Napoleon Said:

"To carry on war we need three things : First-money; Second-Money ; Third and last-MONEY."

If this were true in Napoleon's time it is a hundred times more so in this - the greatest of all wars. It is pre-eminently a war of machinery--the machinery of industry turned into engines of war-the machinery of organization.

While men and the size of armies play an important role, to what purpose are they it not properly trained and equipped? Witness the brave but futile efforts of the Russians who were sent unequipped against the enemy-rifles without bay-onets-guns without ammunition and ammunition without guns!

What the heart is to the body, so is the organization back of the army. This military organization needs money to run it just as a business organization needs money to successfully carry ou business:

Our valiant fighting men must be properly clothed, fed and equipped with every weapon needed in the fight - and it takes more than a million dollars a day to do this.

All Germany is watching to see how much money Canada will raise. There are others watching. Our men at the front who are fighting for ou are looking to see what support you will give them. Don't let them be disappointed. If you can't go across come across,

The road to hades is paved with good inten-tions-to victory with money

## Buy a Victory Bond

and help lay the pavement-not with good intentions but with Money.

This space was subscribed for use by the Victory Loan Committee by
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Waterbury \& RIBING, LTD.
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## Stylish Winter Coats

For Women in Fast Colors, Materials and Shapes Now Wanted

Silk Peticoats Now in Stock For Present and Christmas Sale
All are the latest in colors and style. The materials so much in favor are Glove or Jersey Silk,
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