

SEASON 1917-1918

Program
New Princess
Theatre
Montreal

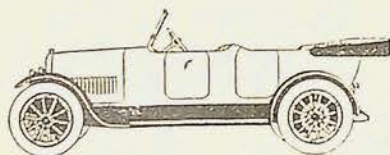


MURAD
CIGARETTES

THE BLENDING
IS EXCEPTIONAL.

*Everywhere
Why?*





The Ledoux Carriage Company, Limited

ESTABLISHED 1852

Beg to announce that they are building Limousine, Touring, Commercial and Motor Truck Bodies, to suit any make of Chassis.

PAINTING, VARNISHING and UPHOLSTERING
A SPECIALTY

First Class Machine Shop, Automobile Repair Department and
Garage in Connection.

Your Enquiries Are Respectfully Solicited.

93-101 OSBORNE STREET

Uptown: 1432-815-8273-7324.

Spring Opening 1918

Suits, Coats, Dresses, Shirts and Blouses at very
low prices.

You are no doubt aware that merchandise has greatly advanced in price; yet in spite of that we are still in a position to retain our old prices which is due to the fact that our downtown store cuts our expenses in half.

There is no other place where you will get better values for your money than at

The Parisian Wardrobe Co.
OUTFITTERS, REGD

295 NOTRE DAME WEST

Main 227

Open Evenings

NEW PRINCESS THEATRE

MONTREAL, P. Q.

Canadian United Theatres, Limited.

Head Office:

Bank of Toronto Bldg, London, Ont.

Clark Brown, General Manager.

Palace Theatre Bldg., New York.

Fred Crow, Representative for Mont-

real, New Princess Theatre Bldg.

E. La Pierre Resident Manager

C. E. Brady Treasurer

H. Hall Supt.

A. Leduc Stage Mgr.

Phone Uptown **Week of April 8th., 1918**
74 - 75

Performance commencing at 8.10
Evening. Matinees Daily 2.10.

BOX OFFICE REGULATIONS.

OPEN continuously from 9.30 a.m.
to 9.30 p.m.

REQUESTS by mail for seats or
boxes must necessarily be accompanied
by cheque or current funds to secure
the desired reservations

REQUESTS by telephone for reser-
vations of seats or boxes can only be
honored until 9.30 evening and 1.30
o'clock afternoons. No telephone reser-
vations made for Saturday evenings.

EVERY difficulty arising in respect
to errors in tickets or location of seats
and ALL COMPLAINTS should be re-
ferred to THE MANAGER for speedy
and proper adjustment.

SUGGESTIONS TO PATRONS.

LADIES will kindly remove their
hats during the performance.

LOST articles should be reported to
the Box Office, or by letter to the Mgr.

ARTICLES Found in the Building
may be delivered at the Box Office,
when receipts will be given therefor.

LADIES' Retiring Room — Rear of
Orchestra — Right. Also first and
second Balconies.

CHECK Room on left of lobby en-
trance.

GENTLEMEN'S Smoking Room —
Rear of Orchestra — Left. Also first
and second Balconies.

Physicians and other patrons antici-
pating emergency calls should leave
their names and seat number at Box
Office.

The orchestra and stage upright
pianos supplied in this theatre by the
LEACH PIANO COMPANY, 564 St.
Catherine St. West.



Look for the Brand

The Willard brand is more
than a name. It's a sign of reli-
ability; responsibility and protec-
tion to the buyer who wants the
genuine Willard Battery with
Threaded Rubber Insulation. The
Willard brand means a hotter
spark — a quicker start — brighter
lights, and vitality to carry
overload and work overtime.

In the Threaded Rubber Insu-
lation of the Still Better Willard
— in the expert workmanship —
in the complete Willard service —
there is greater assurance of long
battery life.

FEHR BROS

172 BLEURY

MAIN 2648



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W. HERON RITCHIE

Merchant Tailor

New Spring Goods now in Stock

Genuine

English, Irish and Scotch
Fabrics.

A Trial Solicited.

85 BLEURY STREET

Phone Main 4158

TELEPHONE
UPTOWN 7254



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"EXCLUSIVE MONTREAL"

PAUL SAKS *The Gift House*

474 ST CATHERINE ST. W.

Headquarters for Pictures,
Frames, China, Brass,
Toys, Stationery and
Novelties. : : : : :

LONDON • MONTREAL • NEW YORK

Elite Confections
ALWAYS THE BEST

OUR
CANDIES
ARE MADE
fresh daily
on our
premises.
A TRIAL
WILL
CONVINCE
YOU.

280
ST CATHERINE ST. WEST
MONTREAL

Mr. Butterworth, the grocer, was looking over the credit sales-slips one day. Suddenly he called to the new clerk.

"Did you give George Callahan credit?"

"Sure," said the clerk. "I—"

"Didn't I tell you to get a report on any and every man asking for credit?"

"Why, I did," retorted the clerk, who was an earnest young fellow. "I did get a report. The agency said he owed money to every grocer in town, and, of course, if his credit was that good I knew that you would like to have him open an account here!"

What IS the matter with your Hair?

Our Special Henna Shampoo Costs. \$0.75
Our Special Henna with Marcel

Wave. 1.00
It opens and thoroughly frees the Scalp
Pores of Dandruff and Clogged Matter.
It brings back the beautiful natural sheen
of the hair and adds new life and vigour
to it.

Visit our New Aseptible Parlors.
LADIES'S HAIR DRESSING
SHAMPOOING, FACIAL MASSAGE,
ELECTRIC HAIR TREATMENT

Mrs. A. ANDERSON

364 UNIVERSITY ST., SUITE 21
Corner St. Catherine St.

Appointments
Phone Uptown 7119.



ED. F. REYNARD

The Famous Ventriloquist, In His Massive Mechanical Production
"A NIGHT IN BINGVILLE"

KITTY-WATSON SISTERS-FANNY

Those Jovial Girls. Late Stars In Their Own Shows.

FRANCES KENNEDY

An Engaging Comedienne With a Splendid Repertoire.

HUGH HERBERT AND COMPANY

In A Wonderful New Laughable Character Skit,
"THE LEMON"

RATH BROTHERS

Marvellous Athletes.

Lyons' Sale

of

Advanced Spring Footwear

NOW GOING ON

LYON SHOE COMPANY

2 doors east of Princess

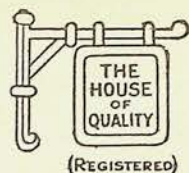
Dr. I. H. Villeneuve, V.S.

Canine Specialist

266 CRAIG ST. EAST

Tel. Main 1398

Dogs boarded



Spring Suits

THERE is seldom such scope for the exercise of individual taste as this season's styles permit.

Eton or Bolero Coats — Pony effects — longer garments with peplums and soft pleats — and straight line tailored styles.

The skirts with the short coats are draped and tunic styles—the longer coats have straight line skirts.

*Original Paris Model
Suits Coats and Dress-
es by Poiret Paquin,
Jenny, Peggy, Bulloz,
Robert and Cheruit.*

\$75.00 to \$135.00

*Our salespeople are eager
to show them to you.*



Fairweathers Limited

St. Catherine Street, at Peel

Toronto

MONTREAL

Winnipeg

Tel. East 3007

The **FUR STORAGE** in the
Finest City

Under the Supervision of Experts

**FURS CARED FOR AND INSURED
AGAINST FIRE, MOTHS and THEFT**

MODERATE CHARGES

*Chas Desjardins & Company Limited
130 St Denis Street
Montreal*

Program

Week Commencing Monday Matinee April 8th., 1918

A

MUSICAL PROGRAMME

Musical Director: ALBERT E. BRAY

March—"Solid Men to the Front" (New) John P. Sousa
Selection—"Bits of Remicks Hits 18B" J. B. Lampe

B

PATHE'S BRITISH GAZETTE

During which the Princess Orchestra, will play the following.

Three Dances—"Henry VIII" Edward German

a. Morris Dance. b. Shepherd. c. Torch.

March—a "Somewhere in France is Daddy"

b "I'm proud to be of service to my Country" } Great Howard

Program continued overleaf.

Freemans Hotel

ST. JAMES STREET

HAVE YOU TRIED OUR SPEC-
IAL BUSINESS MEN'S
LUNCH AT

11.30 TO 2.30 NO EXTRA CHARGE FOR BREAD
AND BUTTER.

Best in town.

85^c



By Appointment
Furriers to
H. M. King
George V

Spring Hats

Priced from \$8.50

If we attempted detailed descriptions we should be obliged to use this entire programme — and then it would be hard to convey in words the delicate loveliness of the Hats.

Practically all come from New York and are after famous Paris designs — never two the same.

New Hats are now on their way to us and as they go others will come. There is always something new.

Holt, Rensfrew & Co. Limited.

405 St. Catherine St. West, Montreal.



The Woman of Quality

Will find everything she desires in our store

Smart Ladies Suits, Coats,
Dresses, Blouses, Lingerie.

ALL RIGHTLY PRICED

The ST. GEORGE'S STORE Reg'd.

284 St. Catherine W Montreal

Messrs. MYRAND & ROUSSEAU,
Props.

When in Quebec Visit
THE ST. GEORGE STORE REG'D.

Program-Continued

C

OLLIE YOUNG & APRIL

Ten Minutes in Toyland

D

KITNER, HAWKSLEY & McCLAY

A Nautical Comedy and Singing Act

"THE STOWAWAY"

Stowaway	Ralph Kitner
Passenger	Helen McClay
Captain	Robert Hawksley

Program continued overleaf.

HAVE YOU TRIED OUR WAR LUNCH, 50c?

Served 1 P. M. to 3 P. M.

The Edinburgh Café

(Next to Loew's)

Afternoon Tea and Ices

3 to 6 P. M.

Dansant Every Evening

10 P. M. to Closing

For Reservations
Phone Up. 2947.

Proprietors:
THE MISSES LOUITT

Every Pound—

of Salada packed by us, is sifted free of dust, consumers may be assured of nothing but Virgin Tea Leaves.

"SALADA"

E165

Black, Green or Mixed—Sealed Packets Only.

Program-Continued

E

**GERTRUDE HOLMES and
ROBERT BUCHANAN**

The Yesterday of Song

F

T. C. GLEASON Presents
HELEN GLEASON & CO.

in
"THE SUBMARINE ATTACK"
By Allen Leiber

CAST:

Grace { Newly Weds }	Helen Gleason
John { }	William L. Nolte
Steward { }	Harry Johnson

SCENE:—State-room American S. S. St. Paul.
TIME:—Present.

Program continued overleaf.



When Fatigued

after a strenuous day at business there is solace for both mind and palate in a dinner at the Corona. Only try it.

The traditional Corona quality is reflected in the excellent cuisine. Breakfast, Afternoon Tea, Dinner, Supper.

Dancing, 11 o'clock to closing
Orchestra under Direction of Leon Kofman.
Meals a la Carte
Management. L. S. MULDON. TEL. UP. 3840
FOR RESERVATIONS

PAIGE

Exclusive Paige Features

The Electric Gasoline Heater

Here is the greatest aid to motor-ing since the introduction of the self starter.

It is an electrical gasoline heater placed right in the bowl of the carburetor and controlled by a switch in the floor boards.

The device is primarily for winter driving, permitting a quick start and a smooth get-a-way without waste of time or the many discomforts of a balky cold motor.

Turning the switch on runs the electric current into the piece set inside the carburetor, which warms the raw gasoline so that it vaporizes with the same rapidity and thoroughness as in hot summer weather.

The result is an instant response from the motor when the starting pedal is used and the car is ready at once for smooth, efficient action. There is no more of that bucking, jerking along on half the cylinders till the motor heats up by its own action.

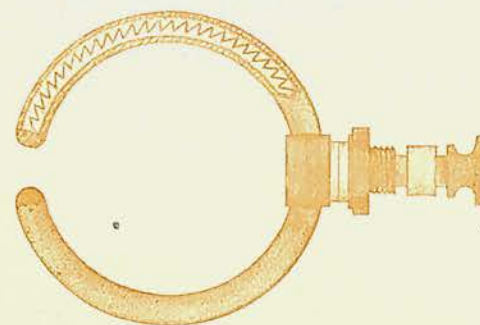
The electric heater insures the same rapid, easy, clean start as in the warmest summer weather.

No more churning of the starter and wearing out of the battery; no more messing with hot water on the carburetor; no more priming with raw gasoline; no more time wasting and temper losing troubles.

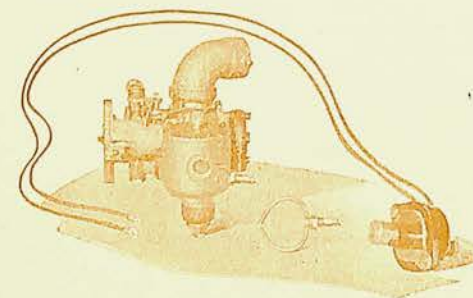
The heating coil in the float chamber of the carburetor, is made of a Nikrome wire-heating element fully insulated by a lava compound to stand intense heat, inclosed in a copper tube with brazed ends so that it is impossible for the current to come into direct contact with the gasoline.

Tests made by the Paige Engineering Department show in cold weather the heater requires about 32 amp. for 30 seconds, this being sufficient to heat the gasoline to a vaporizing point where one appliance of the starter will start the engine under normal conditions. This as compared with an equal length of cranking at 90 amp. with the starting motor is considerably easier on the battery.

See the local Paige dealer about installing this Electric Gasoline Heater in your car. The cost is trifling.



Heater Unit
Cut away showing Insulated Wire.



Complete Equipment
Switch, Wires and Heater, also Heater
in Carburetor.

Paige Motors of Montreal, Limited

124 SHERBROOKE STREET WEST

Phone East 6120

Goodwin's
LIMITED

Are Now Showing the Newest
and Most 'Exclusive

Spring Fashions

FOR LADIES, MISSES
AND CHILDREN

MILLINERY — SUITS — DRESSES — BLOUSES
FOOTWEAR — HOSIERY — GLOVES

AND ALL THE ACCESSORIES OF DRESS



Murphy's "Popular" Blouse

FOR SPRING, 1918

A Remarkably Stylish Blouse,
Neat and Becoming



FOR many Seasons, Murphy's "POPULAR" Blouse, as the name implies, has been an exceptional favorite with Montreal women. This season it is more pleasing—more becoming in style than ever.

The "POPULAR" is made of fine imported Voiles and Piques, the voiles are plain or fancy mercerized stripe effects, some have fronts of embroidery, floral designs, collars and cuffs trimmed with lace and fine tucks, others are semi-tailored with long roll collar or convertible, can be worn high or low. Guaranteed fit and finish. Sizes 34 to 44. Good value at \$3.00.

The "POPULAR" is our own design, and is sold only at Murphy's.

Price \$1.95

The John Murphy Company Limited

SI VOUS TOUSSEZ
PRENEZ LE

BAUME RHUMAL

FOR COUGHS
AND COLDS

EN VENTE PARTOUT 25¢ LA BOUTEILLE

Program-Continued

G

BESSIE WYNN

Singing Comedienne

H

ROLFE & MADDOCK

Present

"RUBEVILLE"

(A Melange of Rural Mirth and Melody Featuring
HARRY B. WATSON and JERE DELANEY

CAST:

Lem Hiskers, Proprietor General Store and Hotel	Harry B. Watson
L. M. Quick, Advance Agent	Jere Delaney
Abner Biddle, Constable	Eugene Curtis
Ezekiel, the Village Cellist	Thos. Westbury
Hiram Stover	Thurston Lewis
Buddie Singer	Robert Davis
Zeke	Paul M. Brown
Slim Jim	G. W. Dukelan
Hercules	Glen Halley
Joshua	Kenneth Youngs

Business Representative — Thurston Lewis

Program continued overleaf.

Ladies and Gentlemen's Spring and Summer Clothing.—Carpets and OilCloth

J. GARMAISE Montreal's Largest
Credit Clothiers

829-831 St. Catherine St. East

Take advantage of our Credit System of \$1.00 per week to clothe yourself
fashionable and quickly. No interest and no extra charges.
COME IN AND SEE US

St. Henry Syndicate

The Largest Department Store in the West End.

1685-87-89 Notre Dame St. West Tel. Westmount 786

Ready to wear garments for Ladies, Gentlemen and Children,
also Furniture and Furs. Open an account with us.

WE MANUFACTURE OUR OWN FURS.

Spring



Fresh From New York

Charming Hats — of exquisite distinction and exclusiveness — From Knox, Gage, Guedalza and other Famous Milliners.

We cordially Invite your inspection.

John Henderson & Co.

Established 1834

517 ST. CATHERINE ST. WEST Next to Drummond Bldg.

IN THE SPRING

When a general clean up is in view let us help you by taking charge of all your linen.

WE ALSO HAVE A SPLENDID VALET AND DRY CLEANING SERVICE

THE TOILET LAUNDRY CO., Limited

425 RICHMOND STREET

TELEPHONE UPTOWN 7640

Prices very consistent with good work.

Darwin's

Spring Suits, Coats and Millinery
are now on Exhibition.

COMPARE OUR PRICES

270 ST. CATHERINE STREET W
MONTREAL and OTTAWA

Look at our windows
After the Performance.

Program-Continued

HARRY TIGHE

The You-All-Know-Him-Comedian

assisted by

LUCILLE JARROT

A New Melange of Songs and Stories

Program continued overleaf.

HELP SEND MEAT

to the soldiers in the trenches

Eat More Sea Food

Try a dinner made up of the latter.

Your supper should include "CHICKEN CHOP SUEY"

Bouillons Hotel

21-23 ST. CATHERINE ST. EAST

Good Music. — Dancing. — Meals à la Carte.

Management:

J. P. DUBOIS.

J. W. BOSLEY.



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GOODS of every description
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Rugs, Carpet
and Oilcloth.

L. G. St-Jean
FURNITURE DEALER

37, Notre Dame St. West,
MONTREAL.

Bell Tel., Uptown 2935
Estimates Given Free

PINSLER & CO.

UPHOLSTERERS & DECORATORS
CABINET MAKERS & DESIGNERS

Draperies & Curtain Work
Curtains Draperies and Carpets in this
theatre furnished by us.

338 BLEURY STREET MONTREAL

All kinds of Repairs Neatly Done
All Orders Promptly Attended to

Do You Need Money?

We pay high prices for watches, dia-
monds and Jewelry and old gold.

THE RELIABLE JEWELLERS AND
DIAMOND MERCHANTS

113 WINDSOR STREET

Opposite C. P. R.

Main 4946

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and
SHINE



UMBRELLAS
in **BEAUTIFUL**
COLORS

Dominion Umbrella Stores
239 St. Catherine Street W.
139 St. Peter Street

Take Advantage of This

We are making guaranteed sets of Teeth
for

\$5.00, \$10.00, \$15.00 and \$20.00

for which you would have to pay \$15.00,
\$20.00, \$30.00 elsewhere.

Consult our expert, American and Cana-
dian Dentists.

FRANCO AMERICAN DENTISTS

164 ST. DENIS STREET

A little below St. Catherine Street.



THE STERLING CHOCOLATE COMPANY, Limited

Manufacturers of Politi's Genuine Turkish Delight (Rahat Lacoum)
and Royal Seal Chocolates

150 ST. URBAIN STREET MONTREAL

Write for Samples and Prices

"RIGA"

Purgative Water, Cures Constipation, Bad Digestion and eHadache.
ON SALE EVERYWHERE.

Program-Continued

J

NINA PAYNE

Present

Character Studies in Dance.

William Lavac Trombonist
Katharyn Payne Musical Director
Costumes and Scenery designed by Homer Conant.
Special Music by Edmund Rothenberger.
Entire Act Conceived and Produced by Miss Payne.

Program continued overleaf.

They Are in Town Playing

AT THE

PALAIS DE DANSE

THE

Chicago Jazz Band

Where You Can Dance To Real
JAZZ MUSIC

Championship Waltz, Onestep and Fox Trot Contest Friday Night.

FOR THREE FRIDAYS STRAIGHT

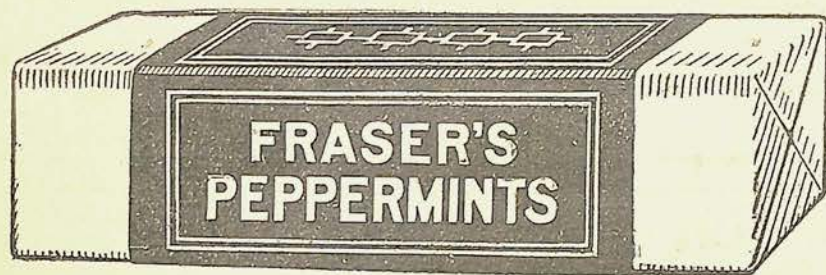
Dancing from 8.30 to 2.30 Every Night

Singers, Dancers, Entertain Every Night Dancing Every Sunday Afternoon

62 ST. CATHERINE STREET EAST

Refreshing after Dinner

Used by Smokers



Agents CANADIAN SANITAS CO.,

9 ST. NICHOLAS ST., MONTREAL.

Program-Continued

K Exit March—"Mary Lee" Lieut. Gitz Rice
 (Written at the battle of Neuve Chappelle March 1915)
 Pub. by G. Ricordi & Co., N. Y.



MAKE THE SOLDIER HAPPY

With pictures of the home folks
DOMINION STUDIO
 245 ST. CATHERINE ST. WEST
 UP. 447.

Tel. East 4655 Open Day and Night.
 AFTER THE SHOW, VISIT
THE GRAND CENTRAL OYSTER DEPOT
 26 ST. CATHERINE ST. EAST
 For Malpec Oysters, Lobsters and all Sea Food.
 DELIVERY TO ALL PARTS OF CITY

AFTER
 you have had an enjoy-
 able evening at the
 play why not
 take your
 friend
 to

Bryson's Tea Rooms

DRUMMOND BDG.

where you can complete
 the nights enjoyment.

What is better than a
 nice supper followed by
 a fascinating dance?

Riding School of Montreal

HORSES FOR HIRE

LESSONS FOR LADIES, GENTLEMEN and CHILDREN
 BOARDING STABLE

168 HUTCHISON STREET FOR RATES PHONE UPTOWN 1426

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SPECIALIST

Patent Balsam Remedies
 for all Chronic Diseases.

Dr. M. H. THUNA

427 St. Lawrence Boulevard



We are in the front rank in quality and
 color. Your linen beautifully ironed by
 hand "our method".

MARINE LAUNDRY

144-146 ST. URBAIN STREET

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NOT ONLY

do we launder well but your linen
 is sent home in proper condition
 — well parcelled and smelling
 fresh and sweet.

SHAVER'S HAND LAUNDRY

95 CANNING STREET

Tel. Victoria 1520.

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Forum Garage and Tire Repair

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END YOUR TIRE TROUBLES

Expert Machinists

ST. CATHERINE & ATWATER Ave.

Tires and
 Tire Repairing
 A Specialty

FREE AIR

Reasonable
 Rates for
 Motor Car
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 UP. 2600

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Importers of

WINES, LIQUORS & ETC.

All Outside Mail Orders or City Orders.
 Attended to Promptly.

We Carry a Full Line of Groceries and
 Provisions.

29 MCGILL COLLEGE Ave.,
 MONTREAL, Que.

The Oxford

UNIVERSITY STREET, MONTREAL.

Ladies' and Gentlemen's Café

WITHOUT A RIVAL. MEALS A LA CARTE.

Sumptuous PRIVATE DINING ROOMS for Family Dinners and Teatre Parties, etc.

"OH BOY"

after the show why not go over to the

Palais de Danse Café

and try one of their special

AFTER THEATRE SUPPERS

Including singing, Dancing and Music, no extra charge

PALAIS DE DANSE CAFE

62 ST. CATHERINE ST. EAST.

Tel. East 4697

Regular Meals Served from 11.30 to 2.30 and Supper 5.30 to 8.30—35 cts.
Chinese & American Cuisines.

THE PROGRAM COVER

of the

NEW PRINCESS THEATRE

was designed and
executed by the

Montreal Lithographing Co.
Ltd.

925 ONTARIO EAST

PHONE UPTOWN 2097.

O. LEGER

Automobile Electrical Engineering

REPAIRS OF STORAGE BATTERY,
MAGNETOS, GENERATORS, STARTERS
AND ALL KINDS OF ELECTRICAL
APPARATUS.

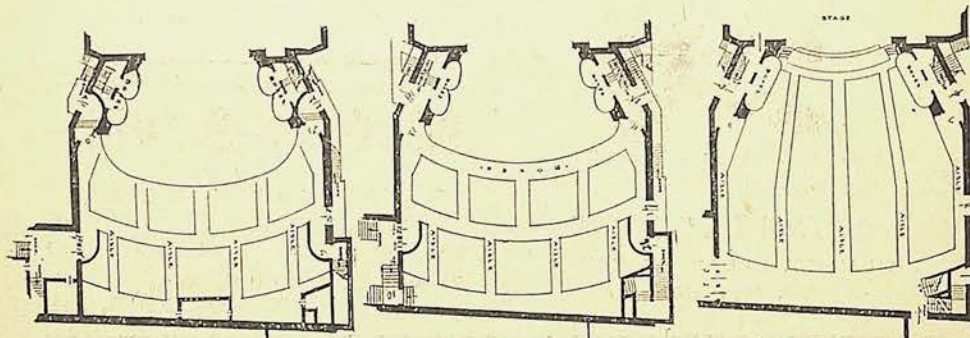
234 SHERBROOKE ST. WEST

PLAN OF THEATRE SHOWING EXITS

2nd BALCONY

BALCONY

GROUND FLOOR



SPECIAL NOTICE

This Theatre, under normal conditions, with every seat occupied, can be emptied in less than four minutes. Look around now, choose nearest exit to your seat, and in case of disturbance of any kind, to avoid the dangers of panic, (WALK DO NOT RUN) to that exit.

Somewhere in

Dear Mick

I got a sheet of paper from you last week with some writin on it - you called it a letter - but if that's a letter you write letters like I write short hand - darn short.

Well old top things is just about as usual working parties etc. and the game of duckin shells is played as extensively as ever. Say Mick, you lost your reputation in the company for taken ditches on high. We got a gurl here now who can play tag with the bottom of a ditch quicker than you can talk about it - all he's got to do is hear the whistle of a shell and he just naturally fades into the landscape. He'll never get hit, he's so fast he hears a shell twice - once when it passes him, once when he passes it.

Fritz put on a strafe last night and I think he musta had a consignment of Bolshevikes from dear old Russia for never did I see a gang that needed shavin like that bunch. We had good shootin while they were comin over but our wife was all shot up and they got in close with the bombs. I thought I was due for an R.I.P. but I couldn't even draw a blighty. Dave got a dandy in the leg and is decorating a cot somewhere on the Island. Haven't heard where yet.



In my last letter I touched you for a Gillette Safety Razor and here goes to remind you that I want it bad. That old stuff about two hairs in the head being worth ten on the chin, is O.K. especially in the Army. Ship that razor soon and I hope it don't get torpedoed by the tin fish for I sure need it and am sick of wrenching the face off myself with the Army issue.

Well, Mick be good and go to the movies, look out for wooden money and ship that razor or I'll have your pension cut off & keep dry.

An revoir old dear & keep dry.

Yr. old pal,

Joe



OTTAWA



1900



Established
1865

PARIS



1900

IT IS A

PLEASURE

To lessen the cost of living if using Small's Maple Butter.



A tasty, wholesome, nourishing, bread—spread for all classes and all ages, especially the young. Made from absolutely Pure Corn, Cane and Maple Syrups with other equally pure ingredients. 20 cts. a pound or 25 cts. a tin. Half the price of Dairy Butter. At all grocers.

SMALL'S LIMITED

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