



"Make me a Kite—"

Hardly Excusable Even in a Child

IF a child were to enter one of our aeroplane factories and interrupt a workman with a request to have a kite made—the workman would smile indulgently—and proceed with his aeroplane.

You yourself would condemn the man if he stopped his vital war work to build a toy.

Condemn yourself, then, if you employ labor and material to make such goods as cater only to your self indulgence.

Every time you buy a thing you do not need, you interfere with Canada's war work.

Every dollar you spend on goods not strictly necessary, is a dollar—not merely wasted—but used to employ labor on things that have nothing to do with our efforts to win the fight for freedom.

Too many of us, in Canada, are flying the "luxury kite." Too much of the time of Canadian workmen is being purchased by us to make the things that are for show and pleasure. Too great a quantity of material that our soldiers could effectively use against the foe, goes into the

making of superfluous things for us, whom they are so valiantly defending.

Stop the reckless spending. Stop acting like children. This war we are fighting calls for men and the brains of men. If you cannot fight—at least do not interrupt the war-work by buying the things you merely want and do not need.

The money you have been spending wastefully—with no result but to divert labor from war-essentials—will make a worth-while sum.

Use that money to build up a fund, that you can lend your Country, when your Country calls.

Published under the authority of the Minister of Finance of Canada.

A Wise Judge.

A Judge will be influenced more in his decisions by one salient fact than by reams of theory. Advertisers will do well to remember that the women of Canada are their judges, and as the buyers for the family it rests with them to make the purchasing decisions. Like the judge on the bench, they want facts. One fact is worth more than many generalities. The advertiser that gets down to basic principles and gives some real price and quality news, about even one article, accomplishes something. Make your advertising interesting. Tell people something they want to know. They will read your advertisements all right, and prove to you that real advertising pays.

REGISTERED TRADE MARK
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SOLE SYNDICATE

WEDDING.

WHITTEN-LEGGÉ.

A very pretty wedding took place at the home of Benjamin Leggé, Centre Bay, Road, Kings Co., on Thursday, Aug. 29, when his daughter Effie Laurentine, was married to Conductor Edward D. Whitten, of the Boston and Maine Railroad, Fitchburg, Mass. Rev. A. J. Prosser of Canard was the officiating clergyman.

The double ring service was used. The bride, who was attended by her sister, Pearl B. Leggé, wore a dress of white crepe de chene, with the conventional veil, and carried a bouquet of sweet peas and asters. The bridesmaid was prettily gowned in blue crepe de chene and carried pink sweet peas.

The groom was supported by Fred C. Reynolds, of Hantsport.

Mrs. Ralph S. Lyoas played the wedding march. The groom's gift to the bride was a handsome gold watch; to the bridesmaid a gold pendant and chain and to the groomsmen cuff links.

After the ceremony the happy

couple left for Halifax and points of interest along the South Shore. They will be at home in Fitchburg, Mass., after Oct. 15.

There were present at this wedding; ten children; the eldest son in New Hampshire being the only absent member of the family.

Marie Morrisey to Sing Thursday Night at the "Strand" at 9 o'clock.

"The Strand" will be the scene of an unique recital on Thursday night, Oct. 3rd, when N. H. Phinney & Co., Ltd., will introduce Marie Morrisey, the popular contralto, and Joel Belov, to a specially invited audience of music lovers.

Wherever Marie Morrisey has been heard she has been pressed to singing engagements. Her popularity is country-wide particularly so with the soldier boys for whom she has sung on numerous occasions.

Miss Morrisey is American born and trained and is a convincing refutation of the statement that a foreign reputation is essential for musical success. Her singing is invariably the feature of whatever program she may appear on. Her rich, clear contralto is a pleasure to listen to. Her songs create a longing to hear more and her magnetic personality endears her to everybody she meets. She ranks among the finest artists before the American public today.

Music lovers should derive solid satisfaction from the program that will be rendered by Miss Morrisey and Joel Belov. Joel Belov is perhaps no less popular. He is an artist of unusual ability and delightful personality and will receive a hearty welcome.



An Illicit "Still" at Truro

Truro, Sept. 19—An important booze capture was made late on Monday night at Onslow Mountain about nine miles from Truro. The stuff seized included an illicit still and 210 gallons of "moonshine" booze. The capture was made by Chief of Police Fraser Officer Boss and an official from the Halifax office of the inland revenue department. The officers destroyed the booze and (all the "still" except the "worm" and cover of copper pot in which the liquor was heated; the "worm" and copper cover were brought to Truro as evidence. The moonshiners were not present, but there was a small fire burning under the copper pot. The "still" was in the woods and near a brook about a mile from the nearest house.

The city of Winnipeg during the last year charged for electric current for Light Power three cents per kilowatt hour; and made the handsome surplus on the year's operation of \$54,000. Is it any wonder that industrialists of all kinds are racing to establish themselves in Winnipeg?

The Only Medicine The Baby Needs

Baby's Own Tablets is the only medicine a mother needs for her little ones. They are a gentle but thorough laxative which instantly relieve all stomach and bowel disorders thus banishing all the minor ills of little ones. Concerning them Mrs. Jos. Levesque, St. Simon, Que., says:—"Baby's Own Tablets are a marvelous medicine for little ones. They never fail to cure stomach and bowel troubles and either my sister-in-law or myself would use any other medicine for our little ones." The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

COULD NOT STOP THE HEADACHES

Until She Tried "Fruit-a-lives" — Made From Fruit Juices

112 CONSUME ST., ST. JOHN, N.B.
"I feel I must tell you of the great benefit I have received from your wonderful medicine, 'Fruit-a-lives'. I have been a sufferer for many years from 'Violent Headaches', and could get no permanent relief. A friend advised me to take 'Fruit-a-lives' and I did so with great success; and now I am entirely free of Headaches, thanks to your splendid medicine".
MRS. ALEXANDER SHAW,
50c. a box, 6 for \$2.50, trial size 25c.
At all dealers or sent on receipt of price, postpaid, by Fruit-a-lives Limited, Ottawa.

Setting Himself Right

"A man is known by the company he keeps," sentimentally said good old Parson Bagster, desiring to point a moral in the course of a recent sermon.

"Scuse me, pahson," said a recently arrived brother, rising in his place in the midst of the congregation; "but to fix my statutory wid dissemblage I'd just like to enumerate dat dem ratty looking niggers dat I was seen wid yiste'd'y isan't no company dat I keeps any mo' dan I kin he'p-dey's some o' muh wife's triffin' kinfolks from way over at Judranville."—St. Louis Globe Democrat.

THE TIME HAS COME

When people cannot afford to accept anything but the very best for their money, Zam-Buk has been proved by thousands to be the best ointment obtainable for skin ailments and injuries, because it cures when other treatments fail, and because its cures are permanent. You take no chances when you buy Zam-Buk. Only the really good things are imitated! Proof of Zam-Buk's superiority is provided by the great number of imitations and substitutes which have been put on the market. Don't be deceived, however, by anything represented as "just as good." There is nothing "just as good" as Zam-Buk. All druggists, 50c. box, 3 for \$1.25, or direct from Zam-Buk Co., Toronto. Send 1c. stamp for postage on free trial box.



Five American Planes Missing

WASHINGTON, Sept. 18th.—Five American planes are missing as a result of an Attack by a superior German force during a bombing expedition in Lorraine, General Pershing reported in today's communique received tonight by the War Department.

Notice

Coronation Lodge will hold its annual parade and Church Service and memorial service for our late "Brother Herbert Beach" who was killed in action, "Some where in France, on Sunday, Sept. 29 at 3 p. m. if the day is fine. Service will be held on the School ground at Woodville, if stormy, service will take place in "Woodville Hall." Sisters and Brothers are requested to meet at 2 p. m. at the home of, A. W. Wood, Woodville. The Sermon will be preached by, Rev. A. H. Whitman, Dorchester, N. B.

The Canard Male quartette will be in attendance, and furnish special music for the occasion. All Sister lodges are cordially invited to attend and take part in parade and Service by order of the lodge.

F. W. PORTER, Secty.

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This is a rare opportunity for the public. Miss Morrisey is a great favorite.

All Music

"Look for the

"His Master's Voice"

98 cents for When We Meet in the Old Dan Tucker The White Cockade

10-inch France, We Have No I'll Pray for You

Hear them at any Victrolas from \$34. Ask for free copy of pictorial listing over 900

Berliner Gramophone

MONTREAL 1918

DEALERS IN N. H. Phinney & Co. Musical Instruments

Do

There are no others like "His Master's Voice" records

Remember—

HEAR THE

Marg

A Complete