



## BEAVER FLOUR

Requires Less Shortening

And it makes lighter, flakier Pie Crusts, Tarts, Doughnuts and Cookies than you ever got with Western Spring Wheat Flours.

"Beaver" Flour is milled of blended wheat. It contains Ontario Fall Wheat (famous for pastry making) blended with Western Spring Wheat to add strength.

You save shortening—and you get a flour that is always the same in quality and strength—when you use "Beaver" Flour, the only kind of flour that is equally good for Bread and Pastry.

DEALERS—write us for prices on Feed, Coarse Grains and Cereals. 203 THE T. H. TAYLOR CO. LIMITED, CHATHAM, Ont.

## WEST NORTH'D READY FOR THE VICTORY LOAN

Organization Completed in Readiness for the Great Event of November 12th When Canvassing Begins

The adjourned Victory Loan meeting was held Monday night, J. D. Creagh, president for West Northumberland in the chair, J. A. Creagh secretary.

Among others present were: Rev. Dr. C. W. Squires, Walter Omy, R. H. Armstrong, R. Corry Clark, Archibald H. Cole, D. S. Creagh, A. A. Davidson, D. A. Jackson, R. A. N. Jarvis, C. E. Fish, J. E. T. Lindoa, Mayor Morrissy, C. P. McCabe, G. G. Stohart and the local press.

D. S. Creagh submitted the report of the committee appointed at last meeting to nominate a Central Executive and chairman of committees, as follows:

E. Hubert Sinclair, chairman  
D. A. Jackson, Secretary  
R. H. Armstrong, chairman of committee to prepare lists and obtain canvassers

Mayor C. J. Morrissy, chairman of committee to procure public speakers

C. C. Hayward, chairman of committee to procure transportation  
A. H. Cole, chairman of advertising committee.

Each chairman of sub-committee to name his associates.

Following associate committeemen were appointed:

By Mr. Armstrong—Town Clerk J. E. T. Lindoa and Police Magistrate J. R. Lawlor

By Mr. Morrissy—A. A. Davidson and Ex-Mayor C. E. Fish

By Mr. Cole—Walter Amy and D. S. Creagh

Mr. Hayward not being present, was granted a day's extension, to report his associates to the secretary.

Report with above additions was adopted.

J. D. Creagh remains District President and J. A. Creagh District Corresponding Secretary.

Following Parish Executives were appointed:

Blackville—Councillors Geo. Hayes and D. G. Schofield; A. Alcorn, D. P. Sullivan, Major Cuthbert Donald and Revs. S. J. Crumby, E. S. Murdoch, A. E. Kochaly and A. K. Dunlop

Bilsfield—Councillors Thomas Parker and Ernest Mersereau, J. T. Sutherland, F. D. Swim, Jas. Holmes and Revs. H. E. Allaby, A. J. MacNeil and A. J. Patstone

Derby—Councillors E. J. Parker and John W. Vanderbeck, James Robinson, J. D. Volkman, W. G. Thurber and Revs. Alex. Rettle and E. Rowlands

Ludlow—Councillors Arthur O'Donnell and Ernest Hovey, Daniel Lynch, Dr. Ryan, Charles Duffy and Rev. T. Hubert Smith

Nelson—Councillors G. Percy Burchill and Richard Gill, Dr. Hayes, J. Mac O'Brien, Roy Saunders, Wm. McGrath and Revs. N. Power and E. J. Bannan

Newcastle—Councillors Joseph McKnight and L. Doyle, Harry Gray and Revs. J. G. Cormier and Alex. Firth, Douglastown and Principal J. D. Keane, Nordin

North Esk—Councillors M. O'Shaughnessy and Alfred Sinclair, James Parks, Peter Forsythe, John McColm, Paul Kingston, Rev. J. F. McCurdy and Rev. Father Duffy.

South Esk—Councillors Wilbur Somers and James Power, Wallace Johnston, LeRoy White and Wm. Sullivan.

Mr. Cole said that his Express Co. would give free carriage of all Victory Loan advertising matter.

The chairman explained that only preparation work was needed until November 12th, then canvassing would begin in all quarters simultaneously. He expected the provincial organizer soon to instruct committees. He thought the loan would take well. The first loan was issued at 97½ at 5 per cent; the second at 96 at five per cent; and this would probably be at par at 5½ per cent. It was a great investment.

Messrs. Armstrong and Cole urged direct and perfect advertising.

Mr. Davidson said that the first thing was to call attention to the necessity of the loan.

Rev. Dr. C. W. Squires advocated the setting apart of Sunday, November 11th, as Victory Loan Sunday, the clergymen to present the matter that day from their pulpits. The meeting heartily endorsed this idea subject to instructions from headquarters.

The secretary said that detailed instructions were being sent that day. The meeting adjourned to meet at the call of the chair.

The Caravel "Santa Marie", a replica of the little fleet with which Columbus discovered America was sold at auction at Charlottetown, P. E. I. last week for \$800.

NORTH SHORE CASUALTY LIST Killed in action:

Wounded:  
E. Bushton, Donktown  
C. Lavigne, Bathurst

Prisoner of war:  
Albert Haley, Chatham

### WHICH MAN IS BETTER OFF?

A famous American weekly paper asks, in one of its editorials recently, which of two men is better off; the man with one hundred dollars in his pocket or the man with a one hundred dollar American war loan bond in the bank. The writer concludes that the man with the bond is the more fortunate, first because his capital is quite as safe if not safer than the \$100 bill since the government is the backer of both and the bond, if destroyed might be replaced whereas the bill could not; second, because the bond is earning money and the bill is not; and third because the bond-owner has learned to invest, is a partner in his own government's business enterprises and has made at least this one step on the road to saving up a competence.

This month we Canadians are to have a chance to convert all our spare money, from \$50 up, into Canadian Victory Loan bonds. What the American Journal says is true of the American with an American bond, is doubly true of the Canadian with a Canadian bond. No Canadian will for an instant admit that there could be any safer security than one which is guaranteed by the "bond" of the Canadian people backed by all Canada's wealth. And as for profit, it needs no argument that 5½% is much better than four per cent—which our American contemporary calls good.

Patriotism and good business are the two things that commend the purchase of Victory war loan bonds to each and every Canadian citizen. The loan is not issued just for rich men to subscribe to. Every household is asked to take at least one bond.

Every household in this district should prepare now to subscribe for one. Every part of Canada will, we understand, be expected to raise its share of the Victory Loan. Each district will be watched by its neighbors, and in this friendly competition the readers of this paper in this district are not going to be left behind.

### Children Cry for Fletcher's

# CASTORIA

The Kind You Have Always Bought, and which has been in use for over thirty years, has borne the signature of *Chas. H. Fletcher* and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. All Counterfeits, Imitations and "Just-as-good" are but Experiments that trifle with and endanger the health of Infants and Children—Experience against Experiment.

### What is CASTORIA

Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance. Its age is its guarantee. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Feverishness arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of Food; giving healthy and natural sleep. The Children's Panacea—The Mother's Friend.

### GENUINE CASTORIA ALWAYS

Bears the Signature of

*Chas. H. Fletcher*

In Use For Over 30 Years  
The Kind You Have Always Bought

THE CENTAUR COMPANY, NEW YORK CITY.

They will show that the enterprise, patriotism and good business judgment of our people is as alert and vigorous as ever.

Lieut. Gov. Ganong, is seriously ill at his home in St. Stephen.

### WITH THE HUNTERS

H. S. Bowns and C. P. Morrill of New York, are hunting on the Miramichi.

Lord Ashburnham with John Hart as guide, got a moose and a deer on the Northwest Miramichi a few days ago.

Messrs. R. S. Burns of Gloucester, Mass., and C. R. Russell of Everett, Mass., came out of the Miramichi woods Thursday. They had an enjoyable hunting trip.

The number of students registered at Mount Allison Ladies' College this year is over 300.

## CASTORIA

For Infants and Children  
In Use For Over 30 Years

Always bears the Signature of *Chas. H. Fletcher*

### Everywhere—

in work, study or play

# WRIGLEY'S

The Gum of Gumption

is a welcome help.

Teeth, breath, appetite, digestion and spirits are the better for it.

WRIGLEY'S makes the next pipe or cigar taste better. It pleasantly sweetens and soothes mouth and throat.

Three Lasting Flavours



Sealed tight—Kept right  
Be sure it's WRIGLEY'S

"After every meal"

### The Greatest Roofing Development of the 20th Century

NEPONSET Twin Shingles protect your home when fire is raging in the neighborhood, because burning brands falling on such a roof die out harmlessly. Dotted all over Canada you will find these roofs, destined for long years of service and making the most attractive finish possible to the home. The crushed slate finish, red or green, is permanent coloring and sheds rain water clean. Such a roof offers every imaginable attraction at a cost little higher than for good wooden shingles.

Write for Prices

## NEPONSET TWIN SHINGLES

Sold by Hardware and Lumber Dealers  
NEPONSET DEALER, NEWCASTLE

Canadian Gear Works, Ltd.



## Memories

of "the nicest cup of tea I ever tasted"

KING COLE  
ORANGE  
PEKOE

The "Extra" in Choice Tea

