

CHRISTMAS AT CLARKE BROS.

How often has the question "What would be a suitable gift?" come before you, and what an amount of time and thought has been expended in deciding on the right thing for the recipient. The "quiet of the home" has many advantages over the "hustle of the store" for the selecting of Christmas presents, and the object of this adv. is merely to suggest suitable Gifts before starting on a shopping expedition. Show it to every member of the household, thus finding out what would be appreciated, and allow us to show you the articles themselves. This will save you an endless amount of trouble and reduce your worries to a minimum.

When visiting our store if you should see any article that you would like later on, we will gladly put it aside for delivery at a future date. We would suggest, however, that you do this at once while our stock is complete and before the best is taken.

Fancy and Useful

We have purchased many novelties in fancy and useful things for Christmas Gifts, including Mirrors, Manicure Sets, Photo Frames, Leather Goods, Hand Bags, Music Rolls, Work Baskets, Ink Wells, Tobacco Jars, Brass Novelties, etc. Many other articles that space does not permit us here to mention.

Gifts for Women

Had you thought of a Dress Pattern for Christmas? Such a practical gift as this would be welcome surely and then it would serve to remind the one who wears it of the giver. We offer you from now until Xmas A CASH DISCOUNT OF TEN PER CENT (10 p. c.) on all Dress Good purchases. Among the multitude of things she needs, likes and would appreciate are: Fancy Neckwear, Handkerchiefs, Table Linen, Napkins, Towels, Plain and Fancy Towelling, Gloves, Boots and Shoes, Rubber Footwear, Rain Coats, Coat Sweaters, Winter Jackets, Umbrellas, Fancy Linens, etc.

Special Discount Sale

Women's and Children's Winter Jackets. From now until Christmas we offer you a Special Cash Discount of twenty percent (20 p. c.) on all Women's and Children's Jackets you purchase.

Gifts for Men

There are many nice appropriate things to give a man and yet when one sits down alone to think of something suitable and serviceable it is not an easy task. What to give Father, Brother, Husband, Son or Friend, can be found in our store. Neckwear, Gloves, Boots and Shoes, Rubber Footwear, Handkerchiefs, Suspenders, Hosiery, Coat Sweaters, Fancy Waistcoats, Hats, Caps, Mufflers, Overcoats, Suits and Underwear.

Special Discount Sale

We offer you a Special Cash Discount of Ten Percent (10 p. c.) on all purchases of Men's and Boys' Overcoats and Suits from now until Xmas.

Xmas Cards and Booklets

We have them in endless variety, remembrances of the Season such as everybody is looking for.

Cards 12c per dozen

Booklets 15c up

Bibles

You will find at our counter just the styles and type you need.

Prices 50c to \$2.50 Each

Books

A good book for the boys or the girls is the choice of Gifts. We invite you to our Book Department.

Holiday Stationery

Always an acceptable gift and will be appreciated by young and old. We have a most attractive assortment: dainty boxes containing high class fashionable Stationery, quality the very best and style strictly up to date.

Prices 15c to \$1.00

Fountain Pens

What could be more acceptable than a real Fountain Pen? But let it be a good one. We can recommend and guarantee the Waterman. There are none better and very few as good.

Prices \$1.25 to \$5.00 each

Calendars

The pretty Calendars must not be passed over. These are useful for the whole year, and will be a reminder of the giver more than many other articles.

15c to \$1.00 Each

Soliciting your Christmas trade and wishing you a Merry Christmas, we are
Yours very truly,

CLARKE BROS.

BEAR RIVER, N. S.

Bear River

Nov. 30th.

Mrs. Paton is visiting Mrs. I. D. Vroom.

Beh. Valdere sailed for Boston on Sunday last.

Mr. O. P. Goucher was in town for a few days last week.

The annual roll call of the Baptist Church will be held on Wednesday evening.

Paul Nicholl spent the week-end with his parents Mr. and Mrs. J. L. Nicholl.

Miss Florence Vroom arrived home from Toronto on Thursday last for the winter.

Mr. C. O. Anthony is filling in between the sidewalks and his wharf with stone.

S. S. Bear River sailed for St. John on Tuesday with the usual cargo of apples.

The Misses Josie Soules and Delta Kennedy have returned to their duties at Clarke Bros.

Mrs. Jessie Balcorn who has been visiting Mrs. F. Dittmars returned to Clementsport on Friday.

From the 5th to the 12th inst., Miss H. E. Wade will sell ladies' hats at bargain prices to clear stock.

There should be a good opening for a good dentist in Bear River. Lots of work but no one to do the job.

Mr. Roy Kinsman of Dalhousie University who was in town for his sister's wedding returned to Halifax on Friday.

The Rev. J. W. Smith lectured on Temperance and Moral Reform in the Methodist Church on Monday evening Nov. 23rd.

Miss Cora W. Whitman who has been visiting Mrs. O'Brien returned to her home in Hantsport on Monday, Nov. 23rd.

At the Adventist Church next Sunday at 2.30 p. m. the pastor will preach the fourth in a series of prophetic sermons, from the subject, "Past or Future? the thousand year period of Rev. 20." All are cordially invited.

A very pleasant event took place on Thursday evening when a number of the young people met at the home of Stewart Reade to give him a surprise party in honor of his sixteenth birthday. In the course of the evening he was presented with a fountain pen as a mark of esteem.

After a very pleasant evening of games and music a dainty lunch was served and after wishing him many happy returns of the day the company broke up well pleased with the evening.

PATRIOTIC FUND

Previously acknowledged \$17.00

Fred O. Purly 1.00

Melburn Rice 2.00

Fred M. Rice 1.00

William Hinman 2.00

J. W. Freeman 1.00

B. A. Freeman 1.00

G. F. Freeman .50

G. A. Nichol .50

J. E. Wood 1.00

Wm. Jefferson 1.00

W. F. Crouse 1.00

B. J. Harris 1.00

Mrs. B. J. Harris 1.00

The treasurer of the executive has also received from Mr. E. B. Haines \$114.50, amount collected to date in Freeport.

HYMENEAL

On Thursday morning the home of Wm. H. Rice was the scene of a very pretty wedding when his granddaughter Miss Clytie Viola Rice was given in marriage to Mr. Leonard Sautell Clark, of Greenwich, Conn.

The house was tastefully decorated for the occasion by the friends of the bride. The ceremony was performed by the Rev. L. H. Crandall in the presence of the immediate relatives and friends.

The bride was becomingly attired in a travelling suit of navy blue broadcloth with hat of white.

The ceremony and congratulations were followed by a dainty collation.

At twelve o'clock the bridal party left via automobile for Digby en route to their future home in Greenwich.

FINAL WORD

Buying early is an immense advantage. In the first place it is possible to make better selections as the stock is more complete.

In the second place you have more leisure and can take your time in buying. We are always pleased to put away goods selected early and deliver them at any time you desire.

When the war broke out he was only eighteen, but he immediately joined the artillery. As a subaltern he took part in the defence of Paris during the siege, and attracted much attention. Immediately after the war he was employed in the reconstruction of the Paris fortifications. One day Marshal MacMahon, after inspecting his work, put a hand upon his shoulder and said, "I congratulate you, Captain Joffre," and thus it was that France's Commander-in-Chief first became a captain at 22.

Joffre has now been in supreme command of the French army for three years, and during that time has worked practically night and day for the struggle with Germany, which he always said was inevitable sooner or later.

In appearance Joffre is typical of the French merchant who has prospered well and happily. Stout, heavily-built, with white hair and white moustache, and calm, clear blue eyes, it is difficult to realize that this man is the supreme head of the French army, which is now determined to wipe out the memories of 1870.

Like our General French, he talks very little. When he gives orders, woe betide those who do not carry them out. For this mild-looking, quiet, elderly gentleman is as hard as nails where duty is concerned.

—TIT-BITS.

NORTH RANGE

Mr. J. W. Wright had the misfortune to lose his horse last week.

Mr. J. V. Andrews shipped a car load of Xmas trees to Boston last week.

Mrs. Charles Andrews spent Sunday with her parents, Mr. and Mrs. Edward Cook.

Mr. Alfred McAulley from Tusket was the week-end guest of Mr. and Mrs. C. Andrews.

Mr. Watson Height from Plympton, was the guest of his son, Mr. Jessie Height on Sunday.

Preaching by the pastor, Dec. 6th, at 10.30. Sunday School immediately after the close of service.

Mr. Henry Foster from Marshfield, Mass., is home visiting his brother, Mr. Frank Foster, after an absence of fifteen years.

The sum of \$8.10 was realized by the temperance concert held in the church Saturday evening by the children and choir.

Mrs. H. Armstrong from Lower Granville and Mrs. Avard Marshall from Bear River, are visiting their mother, Mrs. E. J. Andrews at the home of their brother, J. V. Andrews Earl with her.

PRINCE DALE

Nov. 30th.

Lloyd Wright went to Massachusetts on Saturday.

Truman Fraser is spending a few days at Litchfield.

Miss Flora Banks, of Springhill, spent the week-end at Mrs. William Dunn's.

Rev. O. P. Brown, of Clements-ville, made several calls here on Wednesday.

Misses Martha and Esther Potter, of Springhill, were week-end guests at Mrs. O. A. Dunn's.

Dennis Wright, accompanied by his friend Carol Clarke, of Bear River, spent Saturday at his home here.

Miss Gladys Milner spent Wednesday with her grandmother, Mrs. Martha Milner at Clements-ville.

Mr. and Mrs. Samuel Wright and children, of Virginia East, spent Sunday with Mr. Wright's parents, Mr. and Mrs. G. H. Wright.

DEEP BROOK

Nov. 30th.

Miss Annie Ross is the guest of Miss Ruth Adams.

Mr. L. E. Sherman is spending a short vacation with his parents at Camden, Maine.

Augustus Purdy just finished gathering his large crop of turnips on Saturday. (1100 bushels)

Archie Adams made a business trip to Bridgetown on Friday returning on Saturday.

E. V. Hutchinson arrived home on Saturday from P. E. I., where he has been the last few weeks.

Herbert Vroom, Manning Nichols, and Guy Adams have returned from Horton Landing where they have been employed.

CLEMENTSVILLE

Miss Florence Danielson is spending the week with friends in Digby.

H. S. Dickie, of Bridgetown, was here on business last week.

W. R. Perkins, of Annapolis, was the guest of friends here on Sunday.

Miss Gaunce, Missionary, held a service here on Monday night which was very interesting and helpful.

Mr. William Crouse met with a painful accident on Wednesday. While hauling rocks his hand got caught in the chains taking off one finger and badly crushing two others.

MORGANVILLE

Nov. 30th.

The ladies of Morganville are knitting for the soldiers.

The men are preparing for their winter's work in the woods.

Mr. Charles Morgan was fortunate in catching a wild cat of good size.

The children of the day school are practicing for a Christmas entertainment.

Mrs. Tufts is quite ill again, and under the doctor's care. We hope for her speedy recovery.

YOU CAN HELP THE

Canadian Patriotic Work of Relief

And Yet It Will Not Cost You a Cent

HOW?

Simply by Purchasing Rexall Toilet and Medical Goods and Other Rexall Products at the Rexall Stores

Over 400 Rexall Stores—the Best Drug Stores in Canada—are contributing FIVE PER CENT of all Rexall Goods they purchase from October 15th to December 31st, to the Canadian Patriotic Fund. Therefore, every time you spend a quarter or a half dollar for a Rexall Product you are helping to swell this fund, and besides, you are helping keep Canadian work people employed—two most worthy objects at the present time.

The Rexall Stores of Canada ask for your assistance to make their Fund a big one, and right here in Bear River we want all the help you can give to make the contribution from the Rexall Store of our town one that we can be proud of.

Rexall Toilet Goods and Rexall Remedies are Made in Canada and are the Best that Science Can Produce

and you assume no risk in buying them, for if by any chance you are not well satisfied we will refund your money.

List of REXALL products, the purchase of which will materially assist in raising a big fund for the Humane Work of the Canadian Patriotic Organization—free at any store. All Rexall Products are being sold at the same price they were before the War.

BEAR RIVER DRUG STORE

L. V. HARRIS, Proprietor, Bear River, N. S.

THE REXALL STORE

"Good Dress Goes Hand in Hand With Good Manners"

To be well dressed you must first select stylish goods and then find a first-class tailor. If you can find Bear River any one can direct you to

F. A. BURRAGE'S

where a complete assortment of foreign and domestic woollens can be found including all the latest shades and designs in browns which lead this season

F. A. BURRAGE

Merchant Tailor.

Bear River, N. S.

Christmas

Now is the time to buy your

Christmas Groceries

Candy, Nuts, Fruit and Toys

Before the rush and the best is sold out

We have our new stock in. Give us a call and see if we cannot please you.

FRED SCHMIDT

BEAR RIVER, N. S.

Buy

CANADIAN GOODS

Made of

CANADIAN STOCK

in a

CANADIAN FACTORY

Business As Usual

WE COMMEND to our readers the courage, patriotism, and far sightedness of those advertisers whose announcements appear elsewhere in our paper. To their co-operation we are indebted for the fact that we have been able to carry on business on usual lines. We must lean on each other in this hour of trial. If we get panic and close up our pockets, the mania for economy is likely to throttle all enterprise, and will most surely recoil on the heads of those who practice it.

The printer who says "I'll give up eating meats these hard times" will likely get a letter from the Cash Market saying "We don't want any more printing these hard times."

So one might go on through the whole range of trades till we had economized each other out of our jobs. Such an attitude means stagnation, and stagnation is the next step to annihilation.

Is there any need for such unpatriotic economy? "No man liveth for himself." We must keep the banner flying—"BUSINESS AS USUAL." The trade routes are open, thanks to the British Navy. We must adapt ourselves to the new conditions. Britons are proud of the fact that they can never be conquered there is always a way out.

Why allow our knowledge of events to paralyse trade? The armies of the Allies are doing their duty. Let us do ours: Our duty is to keep the homes of our Province going. Let us give up sitting with folded hands waiting for the latest news from the battle front.

Be Optimistic. Be the Right Sort of a Patriot. . . .
Advertise as Usual. Our Motto is "BUSINESS AS USUAL"

THE MONITOR PUBLISHING COMPANY, LIMITED

"Joffer The Silent"

Like our own Kitchener, says one who knows him, General Joffre, the French Commander-in-Chief, is an organizer of victory. His thoroughness in reorganizing the army was illustrated last year, when he dismissed five generals who proved incompetent at the manoeuvres.

Joffre is France's strong, silent man. Not many of his countrymen knew much about him before the great war, for he hates the limelight. But Joffre stamped himself as a man destined for greatness during the Franco-Prussian War.

When the war broke out he was only eighteen, but he immediately joined the artillery. As a subaltern he took part in the defence of Paris during the siege, and attracted much attention. Immediately after the war he was employed in the reconstruction of the Paris fortifications. One day Marshal MacMahon, after inspecting his work, put a hand upon his shoulder and said, "I congratulate you, Captain Joffre," and thus it was that France's Commander-in-Chief first became a captain at 22.

Joffre has now been in supreme command of the French army for three years, and during that time

has worked practically night and day for the struggle with Germany, which he always said was inevitable sooner or later.

—TIT-BITS.