



In the teeth of the gale

Atlantic Underwear protects its wearer against the benumbing cold. Men who sail the seas, or tramp the forests, or those whose work keeps them out-of-doors all winter, know that

ATLANTIC UNDERWEAR

means warmth, comfort and long, sturdy wear. The extra heavy weave protects against cold and blows, yet fits so easily that the muscles have full play. Ask for Atlantic Underwear—and see that every garment has the Atlantic Trademark, the guarantee of long wear.

ATLANTIC UNDERWEAR LIMITED MONCTON, N.B.



Utilizing all the Heat

Any furnace will burn fuel, extract the heat from it. But only a properly built and installed furnace will utilize all the heat to warm your home.

McClary's Sunshine Furnace installed the McClary way is guaranteed to warm your home—every room in it.

For Sale by

R. A. GILLMAN

McClary's Sunshine Furnace

London St. John, N.B. Toronto Calgary Montreal Hamilton Winnipeg Edmonton Vancouver Saskatoon

HILL'S LINEN STORE

Still Have a Substantial Supply of

LINENS

and wish to impress upon their patrons that real Linens will be fifty per cent. higher next year, if obtainable.

Our prices as quoted in the Summer list hold good.

WRITE FOR PRICES

HILL'S LINEN STORE

St. Stephen, N. B.

Try a Beacon Adv. For Results

ODE TO AUTUMN

SEASON of mists and mellow fruitfulness!
Close bosom-friend of the maturing sun;
Conspiring with him how to load and bless
With fruit and vines that round the thatch-eaves run;
To bend with apples the moss'd cottage-trees,
And fill all fruit with ripeness to the core;
To swell the gourd, and plump the hazel shells
With a sweet kernel; to set budding more
And still more, later flowers for the bees,
Until they think warm days will never cease;
For summer has o'erbrimm'd their clammy cells.

Who hath not seen Thee oft amid thy store?
Sometimes whoever seeks abroad may find
Thee sitting careless on a granary floor,
Thy hair soft-lifted by the winnowing wind;
Or on a half-reap'd furrow sound asleep,
Drows'd with the fume of poppies, while thy hook
Sparest the next swath and all its twined flowers;
And sometimes like a gleaner thou dost keep
Steady thy laden head across a brook;
Or by a cider-press, with patient look,
Thou watchest the last oozings, hours and hours.

Where are the songs of Spring? Aye, where are they?
Think not of them,—thou hast thy music too,
While barr'd clouds bloom the soft-dying day
And touch the stubble-plains with rosy hue;
Then in a wailful choir the small gnats mourn
Among the river-sallows, borne aloft
Or sinking as the light wind lives or dies;
And full-grown lambs loud bleat from hilly bourn;
Hedge-crickets sing, and now with treble soft
The Redbreast whistles from a garden-croft,
And gathering swallows twitter in the skies.

JOHN KEATS.

(Born October 31, 1795; died February 23, 1821.)

NATIONAL FISH DAY

October 31st. is National Fish Day. It is the new national day which for its benefits ought to be as well known as Thanksgiving. The intention is to make known the tremendous wealth of our Canadian seas and lakes, now largely going to waste because people's tastes have run toward meat. At present the annual value of Canadian fisheries is \$52,000,000 or only about one-eighth of a dollar a week for each person. Forty-three years ago it was \$35,000,000. The fish industry and fish consumption have not kept pace with the general progress of the country. A revival is long overdue. The average price of fish is about one-half that of meat, so that the housewife who insists upon getting fish from her local dealer combats the high cost of living. National Fish Day was established to give a right direction to the thought of the people respecting fish in the ordinary home diet. Eat fish October 31st.

FISHERMEN HAVE LOST HEAVILY

Wreckage from Point Lepreau to Courtenay Bay marks the location of the wier properties on which local and down-shore fishermen had depended to recoup their losses sustained in a backward and stormy fishing season. Monday's storm practically wiped out the industry for this year, a prominent fisherman stated this morning. "My loss in gear on account of Monday's gale is \$4,000," he added. It is estimated that in gear alone the destruction wrought to twenty weirs which were ready for use when the storm wrought havoc will total at least \$70,000. In view of the fact that the fish were just beginning to move inshore, the loss in profits is estimated to bring the total loss of the operators up to \$200,000.

Some of the weirmen have been hit very hard, in that they recently completed restoration of their weirs after the properties were badly damaged some time ago. The double loss is all the heavier on account of the sharp advance in the cost of webbing, poles, and rope.

The sardine season, which, with the high, fixed price of \$25 per hogshead, was expected to prove a bonanza period for the fishermen, and in which local men invested heavily, has fizzled and petered out through the late summer, and has finally been swept into the realms of wreck by the crowning and disastrous blow of a full gale.

The latest development in the sardine industry is all the more regrettable owing to the effort of Maine buyers to help the local men out of a poor season. An exceptionally large fleet of schooners came here from Maine last week in order to take up all fish caught here and to give the weirmen every dollar possible, but the fates were fickle and unfavorable to the forlorn hope measures, with the result that the buyers and operators will probably have to await the coming summer before recouping.—*St. John Globe*, Oct. 22.

Freemen Buy Bonds.
Slaves Wear Them!

The Dominic—"I'm glad to see you realize what our country is fighting for. This war will make the world a better place to live in." "Betchure life it will, boss! De wimmin are beginning to do all de work."—*Life*.

Minard's Liniment Cures Dandruff.

NO SUGAR FOR GRAND MANAN

By order of the Food Board of Canada no shipments of sugar have been made to the island of Grand Manan for the past month and will not be made for some time to come. This restriction was imposed because the people of the island have been illegally selling sugar to the border towns of Maine and have thereby been making large profits. At a sugar conference held in Washington some months ago the yearly allowance of sugar per capita for Canadians was fixed at ninety-two pounds and for Americans at eighty. Grand Manan has been receiving sugar at the rate of 240 pounds per capita.—*Telegraph*.

ONE FIFTY DOLLAR VICTORY BOND WILL:

Buy 1,400 rifle cartridges or,
100 hand grenades, or,
104 rifle grenades, or,
10 gas masks, or,
50 pair of soldiers' socks, or,
10 pair of soldiers' boots, or,
Knives, forks, and spoons for a company, or,
Pay Canada's war bill for 4 1/2 seconds, or,
One soldier for 40 days, or,
Feed 100 soldiers for 40 days, or,
Buy 1,000 yards of adhesive tape.

"Rather an odd chap, isn't he?" "Oddest ever. So far as I know, since the war started he has never even suggested a dead-sure way to beat the U-boats."—*Buffalo Express*.

Miss Passy—"Children nowadays do not pay the proper amount of respect to age." Miss Pert—"And I suppose that annoys you a great deal."—*Boston Transcript*.

"Does he come of good stock?" "The best—all his vices are hereditary!"—*Life*.

Boss—"Robert, I wish you wouldn't whistle at your work." Office Boy—"I wasn't working, sir, only whistling."—*Boston Transcript*.

KENNEDY'S HOTEL

St. Andrews, N. B.
A. KENNEDY & SON, PROPRIETORS
Beautifully Situated on Water Front. Near Trains and Steamboats.
Closed for the winter.
Rates quoted on application.

THE ROYAL HOTEL

LEADING HOTEL AT
ST. JOHN, N. B.
Conducted on European Plan in Most Modern and Approved Manner
NEW GARDEN RESTAURANT
200 Rooms 75 With Bath
THE RAYMOND & DOHERTY CO., PROP.



THE EDISON TONE TEST

ANSWERS YOUR QUESTION!
"What instrument shall I buy?" That's been your question, and the Edison tone test has answered it. The tone test has proved that an instrument has finally been perfected which Re-Creates the singer's voice so faithfully that the human ear can not distinguish between the renditions of the artist and that of

The NEW EDISON

"The Phonograph With a Soul"
Call at your nearest dealer's and learn what is meant by the phrase Music's Re-Creation.

W. H. THORNE & CO. LTD., ST. JOHN, N. B.
Distributors

THE USE OF THE APPLE

"Those who make a liberal use of apples will serve the dual purpose of saving for shipment overseas such articles of food as are fit for that purpose and at the same time furnish a useful and valuable food for the household."

"The apple without question is the king of fruits, whether fresh, dried, evaporated, or canned, it is a wholesome food, easily prepared, attractive, and palatable at all times." "Always cook apples in earthen or granite utensils and use silver, granite, or wooden spoons for stirring. The use of the apple as the basis for all manufactured jam is well known. This is due to the large amount of pectose which it contains. There is no waste to a good apple; even the paring and core may be utilized for jelly. Fruits are classified as flavor fruits and nutritive fruits—the apple comes under both of these heads." Extracts from a little booklet issued by the Fruit Branch of the Dominion Department of Agriculture giving 160 recipes for the use of the apple. The book can be had free on application to the Publications Branch, Department of Agriculture, Ottawa.

Freemen Buy Bonds!
Slaves Wear Them!



The Little Doctor always ready—always on hand to relieve kidney and bladder troubles, and help nature purify the blood.

The National Drug & Chemical Co. of Canada, Limited, Toronto, Ont.

A GOOD OPPORTUNITY

There is a vacancy in the BEACON printing office for a Boy to learn the printing business. This is an excellent opportunity for a lad who wishes to become a printer. The BEACON office is splendidly equipped with type and presses, and there is no better office anywhere in Canada for a boy to learn hand-composition and press work.

Only the right kind of Boy need apply, and the applicant must be one who is willing to accept apprentice's pay until he is able to earn journeyman's wages. The difficulty in the way of boys learning a trade in St. Andrews is the fact that they can get easy and big money by acting as Caddies in the summer time on the Golf Links. But this leads to nothing permanent, and in some cases it has a tendency to unfit boys for steady work all the year round. On the other hand, there are not many openings in St. Andrews for boys to learn useful trades that pay big wages and give permanent employment.

Much can be said in favor of the printer's trade, but it requires a person of special qualifications to pursue it successfully. An ideal Boy to become a printer's apprentice would be one who has a fondness for books, a mechanical bent, and some skill in drawing; and if such a boy has parents or friends to help him over his apprentice years they will be amply recompensed if the boy applies himself diligently and with a determination to master all the details of the printer's craft.

The BEACON OFFICE is an excellent one wherein to learn the printer's trade, and there ought to be in St. Andrews or nearby places at least one suitable boy for the present vacancy.

BEACON PRESS COMPANY.

Minard's Liniment Relieves Neuralgia.

If for the past four years you have enjoyed home comfort while others have been fighting on the battlefield, shew now your keen appreciation by buying

VICTORY BONDS TO YOUR LIMIT

CANADA MUST HAVE MONEY TO WIN THE WAR

KING COLE TEA

"YOU'LL LIKE THE FLAVOR"