



# Keeping up with the Joneses

One great bar to the practice of thrift to-day is the tendency to let others set for us our standards of living.

MRS. Jones appears on the street in a new gown and at once her neighbour vows she'll have one like it. Or if a new motor car is delivered to a certain home, a nearby family, not to be handicapped in the social race, plan to discard their old car for a new one. And so it goes from one thing to another—a ceaseless, senseless competition which often ends in debts, distress and disaster.

Such silly rivalry is bad enough indeed in normal periods. It is positively unpatriotic in times like these when the country needs all available labor and material

and every available dollar with which to carry on the war.

It is perhaps difficult for us to appreciate that the purchase of things we do not really need may be the direct cause of loss of life on the firing lines.

But you can't escape the fact, no matter how unpleasant the thought, that millions of individual selfish demands at home may prolong the war by causing a shortage of the very things essential to our success at the front. For the money we spend in satisfying these desires represents equipment, clothing, shot and shell that are so urgently needed for our boys in France.

**Remember that** when you are tempted to spend foolishly in an effort to "keep up with the Joneses."

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Provide Yourself With Good Luck.

That was Napoleon's formula for success, and it merely meant foresight and knowledge.

If you would provide yourself with good luck in your daily life, read the advertisements, and take advantage of the information live merchants give you in regard to their merchandise. You will find valuable and many saving points in the advertising columns.

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### Bulgarians Leave Serbia

Evacuation of the Country Has Begun—Views of Serb Leaders on Situation.

London, Oct. 2.—Serbia is being evacuated by the Bulgarian troops, who are returning to Bulgarian territory, according to the Serbian official statement of Tuesday night.

The Bulgarian Parliament Sofia, via Bazel, Oct. 2.—King Ferdinand's speech, which Premier Malinoff read to the Sobranje, announced that the National Assembly would be adjourned until Friday, in order that a complete statement of Bulgaria's situation might be laid before the representatives of the nation.

### Panic In Vienna.

Amsterdam, Oct. 2.—Saturday's Vienna newspapers, which have reached here, describe the tremendous sensation caused in the Austrian capital by the Bulgarian collapse. Rumors spread with lightning-like rapidity that Turkey had followed suit, that King Ferdinand had

abdicated, that his palace had been blown up, and that a revolution had broken out in Bulgaria.

These rumors were promptly denied, but the impression remained that Bulgaria's secession had administered a grave blow to the Dual Monarchy. There was a panic on the Bourse, where the losses, according to the Neues Journal, ran up 190 points in some cases. The pandemonium on the Budapest Bourse was such that business had to be suspended.

### Moving On

The big German command in its all wise movements has decided that Foch has made it too hot for safety in many parts of Belgium and northern France; so the evacuation of the region of Lille, Lens, and Douai, is contemplated, if it has not already begun.

The great Hindenburg Line between St. Quentin and the midway post to Cambrai, Te-Catelet, is completely destroyed; and between these two points, Cambrai and St. Quentin in the British with their advance lines threaten the enemy's rear.

The Bosches are retreating on a wide front north and south of La Basse. The Huns are stealing booty and removing it from the city of Lille; and the High command of Germany is using even wheel barrows to carry away the valuables they have stolen. What now do you think of such educated Vandals?

It looks as if the Hun was preparing to evacuate Belgium.

The Canadians at Cambrai were in the hottest part of the fight and in the most desperate engagement they have yet been in, but they made good again, God bless these noble boys, and hurled the enemy before them; and again broke their boasted impregnable Hindenburg Line.

Important developments are expected hourly from Turkey. Sit around, lads, wait till the Turkey is carved, and we'll all get a slice. The Bulgars are leaving Serbia as fast as war-weary legs can carry them.

It's all good. Hip burrah!

### There's A Warning in Trade Figures

Our Unstable Financial Position Indicated—Thrift Will Make Canada Secure.

For those who understand Canada's financial conditions there is a significant lesson in the trade figures recently issued from Ottawa.

For the first five months of the present fiscal year there was a decrease in Canada's foreign trade of \$270,000,000, or about 20 per cent. There was a great falling off alike in manufactures and agricultural products exported. The trade was \$875,000,000, compared with \$1,146,000,000 a year ago.

These figures tell in potent terms of the instability of present conditions. Our trade, though still large and healthy, is on an insecure and unenduring foundation. War conditions have created a fictitious prosperity. There may be no reason for alarm but there is reason for caution. The Government must watch and prepare, so should the individuals. Few Canadians but are affected in some way by the present. The wise ones will prepare by practising thrift now.

The Nation can be no stronger than its individual citizens.

### Now is The Time to Fight Harder

Washington, Oct. 7.—In an appeal to the people not let victories on the battle-field and peace overtures from the enemy interfere with the Fourth Liberty Loan, Secretary McAdoo said today:—"Our boys in the trenches are not going to stop fighting because the enemy is on the run. Now is the time to fight harder and keep moving until the victory is clinched."

Minard's Liniment used by Physicians.

AT OUR EXPENSE

GIN PILLS

FOR THE KIDNEYS

To all sufferers from Aching Back, Lumbago, Rheumatism, etc., a sample box of Gin Pills sent free if you write to The National Drug & Chemical Co. of Canada, Limited, Toronto, Ont.

### Lakeville and Vicinity

We are glad to welcome to our community, Mr. and Mrs. Wilson and family formerly of Halifax. Mr. Wilson has recently purchased a farm from Mr. D. M. Reid.

A large number from here attended the service at Woodville Hall on Sunday the 29th. Ult. The occasion being the Anniversary service of "Coronation" Lodge I. O. O. F., M. U. also a Memorial Service for their late brothers, Herbert and Gordon Beach, and Willie McLean who were killed in action, "Somewhere in France."

Rev. A. H. and Mrs. Whitman and daughter Jean of Dorchester, N. B. have been visiting friends in this Vicinity the past week.

The private car of Manager Graham, hearing the Kentville Board of Trade, passed thru here on Thursday last.

Mr. Fader a merchant from Halifax has purchased the farm, from Ray Clark, now occupied by Mr. J. A. Kinsman.

Miss Mabel Westcott from Gasperaus, has been the guest of Miss Norma Morton. Miss Westcott will be remembered as a former teacher of this place.

Miss Sadie Haines of Freeport is the guest of her sister, Mrs. G. W. F. McLean.

The pic social held in Woodville Hall on Monday evening under the auspices of "Pride of the Valley" Lodge I. O. O. F., M. U. was a decided success. Proceeds one hundred and six dollars and fifty cents. We understand the largest part of this amount is to be devoted to a Monument for "our fallen heroes."

Mr. and Mrs. Mac McLean of Halifax are the guests of the former's father Mr. G. W. F. McLean.

Mrs. W. A. Ströag of Somerset was recently the guests of Mr. and Mrs. Blake Clarke.

FOR SALE—4 new milch cows D. H. Smith Kentville. 3ins. X.

Home Guard

OVER ONE HUNDRED YEARS

JOHNSON'S

Anodyne LINIMENT

(A Doctor's prescription for internal and external use.)

A wonderfully soothing, healing, pain relieving Anodyne for Coughs, Colds, Grippe, Sore Throat, Cramps, Chills and many other aches and pains. Quickly stops suffering.

LOST: Strayed from Joseph Benner's mountain pasture during summer a three year old heifer, white body, mixed red and white head and neck marked, crop off right ear, slit in crop hind gad in left ear. If found please inform.

MRS. EVERARD EATON, Lower Canard

### Notice to Apple Dealers and Growers

I have just received a shipment of "Gifford" Fruit Sizers, and am prepared to make immediate delivery. This is a perfect working machine and gives splendid satisfaction. For further information apply to

J. HOWE COX, Cambridge Station, Kings Co., N. S.

Aug. 30—3m.