

POOR COFFEE

We Keep the Quality Up
It is one thing to make flour that is occasionally good.
It is quite another thing to make flour that is ALWAYS good.

PURITY FLOUR

Never disappoints. Whether you buy one barrel or a hundred the quality is ALWAYS the same and makes

More Bread and Better Bread---and Better Pastry, too.




MENTHOLATUM

The Irritation
caused by shaving or chapped skin is

Quickly Relieved
by applying

Mentholatum

A Healing Salve
which is sold and recommended by the leading druggists throughout the Maritime Provinces.

2 sizes—25c and 50c

Always keep a jar handy
Send 3c in stamps for a generous size sample.

The Mentholatum Co.
Bridgport, Ont.
150-17

A Constipation Cure

A druggist says: "For nearly thirty years I have commended the Extract of Rhus, known as 'Riker's St. Peter's Carative Syrup' for the radical cure of constipation and indigestion. It is an old reliable remedy that never fails to do the work. 30 drops three times a day. Get the Genuine at druggists."

Intrench or Retrench.
Willis—What are you going to do in this war?
Gillis—What do you mean?
Willis—Go to the front and intrench or stay home and retrench?

His Luck.
"Been off hunting, I hear. Have any luck?"
"Yes bet! Shot two cows and the farmer never found out who did it."

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Fit-Reform

YOU know Fit-Reform as the greatest high-collared organization in Canada—and you probably know why.

Because Fit-Reform stands for values.

The first in Canada to give men flawless tailored garments—the real founders of the art of the craftsman—Fit-Reform is the acknowledged leader among the well-dressed men of the Dominion.

Suits and Overcoats, \$20 to \$45.



McRae & McRae

WANT STEAMER FOR GASPE COAST

Farm Produce and Fish Piling Up With No Way of Getting It to Market.

At a meeting of the Council of Montreal Board of Trade held recently the matter of transportation to points along the Gaspe coast was discussed.

The president said he had been approached regarding the need for the immediate provision of a steamer to bring to Montreal from ports on the Gaspe Coast surplus stocks of potatoes and fish which had accumulated owing to the regular steamers being taken off the route. The places at which the produce is stored are far from the railway, none being nearer than sixty miles and its conveyance by vehicle is not possible owing to the bad condition of the roads, so that unless transportation by sea be provided it must spoil and thus the several owners thereof will not secure the return its sale would bring, upon which they largely depend for support through the winter months. The Council unanimously agreed to support the request of the Gaspe people for the provision of a steamer, an added reason for this action being that, in view of the present demand for all food supplies, it is grievous that for lack of transportation facilities the stocks of potatoes and fish should not be available where they are so much needed.

NO GRAIN OF ANY KIND USED FOR MAKING LIQUOR

This is New Order of Food Controller Affecting Barley, Corn and Rye As Well as Wheat.

No grain of any kind and no substance that can be used for food shall be used in Canada after Nov. 30th for the distillation of commercial liquors. An order-in-council to this effect has been passed, upon the recommendation of the food controller. It will remain in force "until the governor-general-in-council has, by order, declared that the present abnormal conditions have ceased." The penalty for violation of the regulation is a fine of up to \$5,000, or imprisonment for a term not exceeding six months, or both fine and imprisonment.

Under an order-in-council of Aug. 9 the use of wheat for distillation or manufacture of alcohol was prohibited except that the food controller may license the use of wheat in the distillation of alcohol for manufacturing or munitions purposes. The new order will save for food purposes considerable quantities of barley, corn and rye, although for months the distilleries have been using these grains principally in the manufacture of industrial alcohol and not for beverages.

Safety First For Tommy.
"Oh, hubby, such an instructive lecture. The gentleman told us that what you eat, you become."
"Fah?"
"What you ate, you become."
"Take that all-day sucker away from Tommy."

The following report from Mrs. Jas. Miller was received stating the number of pairs of socks sent to us since March, 1917:—

March, 50 pairs of socks.
April, 60 pairs of socks.
May, 21 pairs of socks.
June, 45 pairs of socks.
July, August and October 97 pairs of socks.

Let us hope that this good work may continue and that the Committee may meet with the same generous response in future, as they have in the past. The war is not nearly over and we earnestly ask the hearty cooperation of all to help supply the needs and comforts of those who are "over there" or on their way to fight our battles and win for us peace and liberty.

During the first week of October, the members met at St. Mary's Hall for the purpose of packing Christmas boxes for the Overseas Soldiers. Seventy parcels containing gifts were boxed. A parcel was sent to every Dalhousie boy who had enlisted for active service whether at the front or still in training, as well as to those from St. John's, St. John's Falls and Dalhousie.

Among other shipments was a box containing fifty (50) Xmas stockings to be distributed to the wounded of the Hospital.

DON'T NEGLECT THAT COLD!

You never know what a bad cold may develop into. Many a serious illness has resulted from "only a cold." Take Peps at the start and you will have nothing to fear. When a Peps is dissolved in the mouth Pine vapor is liberated and breathed down the bronchial tubes into the lungs, soothing and healing all the sore and inflamed membranes.

Mr. J. Wall of South Nelson, N.B., writes: "I had a very obstinate cold and sent for a free trial package of Peps, which helped me so much that I immediately secured a box from the druggist. These I took regularly, with the result that my cold soon disappeared."

Peps cannot be equalled for such ailments as bronchitis, asthma, sore throat, laryngitis, catarrh, colds, coughs and all other affections of the throat, bronchial tubes and lungs. All dealers. 50c. box.

PEPS

MILITARY CROSS FOR LIEUT. VENIOT

Son of Minister of Public Works Commended by General O. C. for Good Work.

Fredericton, N. B. Nov. 7.—Word has been received by relatives in New Brunswick of Lieut. Walter Veniot, son of the minister of public works, who has been in the trenches since March last, that he has been recommended for the military cross. Lieutenant Veniot went overseas with the 132nd Battalion. Recently he received a letter from the general officer commanding the Canadian forces warmly commending him for excellent work done in some operation carried out under his direction.

REPORT OF RIVER CHARLO SCHOOL

Primary Department, Perfect attendance:—

Anabelle Doucette, Irene Doucette, Helen Hamilton, Mary Hamilton, Audrey Roy.

Highest Standing:—

Grade I.—Irene Goulette, 97; Stella Roy, 95; Gilbert Hamilton, 93; Herman Morin, 85; Robert Miller, 85; McLean Henderson, 84; Margaret Lane 81; Joseph Boudreau, 81; James Henderson, 81.

Grade II.—Anabelle Doucette, 96; Helen Hamilton, 93; Royal Vair, 91; Irene Doucette, 88; Gertrude Marston, 87; Wilfred Groux, 86; Cécile Vair, 86; Tressa Boudreau, 84; Margaret McLean, 84; Alex. McPherson, 80; Omer Babin, 7.

Grade III.—Clara Thompson, 83; Ritchie Sheppard, 81; Audrey Roy, 80; Arthur Roy, 77.

IRENE MILLER, Teacher.

Advanced Department, Perfect Attendance:—

Thorburn Hamilton, Lillian Hamilton, Henrietta Hamilton, Billy Hamilton.

Highest Standing:—

Grade V.—Raymond Doucette, 84; Grade IV.—Billy Hamilton, 81; Cluny Reid, 78.

ELIZABETH COOK, Teacher.

He was always boasting about his ancestors, and one day employed a genealogist to hunt them up. In due time the connoisseur of pedigrees returned, and was cordially received by his patron.

"So you have succeeded in tracing back my ancestors? What is your fee?"

"Forty pounds."

"Isn't that high?" objected the patron. "What's it for?"

"Principally," responded the genealogist, "for keeping quiet about them."

END STOMACH TROUBLE. GASES OR DYSPEPSIA

"Peps's Diagepsin" makes sick, sour, gassy stomachs surely feel fine in five minutes.

If what you just ate is working on your stomach or has like a lump of lead, or you have gas and cramps, sour, indigestion, or have a feeling of distress, heartburn, flatulence, nausea, bad taste, lip-smell and stomach-ache, you can get relief in five minutes by immediately taking Peps at once to such stomach distress now by getting a large 25-cent box of Peps's Diagepsin from any drug store. You will see in five minutes how quickly it is so effective. Most indigestion, heartburn or any stomach disorder caused by food fermentation due to excessive acid in stomach.

GREAT NEED FOR INCREASED PRODUCTION

Call on Farmers of New Brunswick to Speed Up in Production.

The following telegram is self-explanatory:

OTTAWA, Ont., Nov. 9th.

E. A. Schofield, St. John, N. B.

Necessity for greatest production of wheat very urgent, situation becoming more serious. Every farmer in the province should arrange to produce some wheat next year. Seed can be produced if early arrangements are made. Days count if frost has not reached province. Market for hay not promising. Advise some hay land for wheat. Acreage must be increased many times. Feeling here tense over gravity of situation.

W. R. REEK.

OUR ELEGANT CLOTHES MAKE MEN LOOK YOUNG

Men, as well as women, are just as old as they look. Look young, feel young; you will do more work and get better pay.

It pays men to dress well. When a man "looks the part" he gets the better position over the man who is shabby or careless in his dress.

Try dressing better. Come in and order a new suit now. We will give you the choice of hundreds of patterns to pick from and make you a real tailored suit that you will find is the best investment you ever made.

PRIVATE ALEX. McMILLAN, AN AMERICAN WAS WHO WOUNDED AT COURLETTE WHILE FIGHTING WITH THE 42ND CANADIAN HIGHLANDERS, PAID A WARM TRIBUTE TO THOSE WHO ARE SENDING SUPPLIES TO THE MEN OVERSEAS.

Talking with a Boston reporter, Private McMillan said the people who are sending articles of food, candles, writing paper, peanuts butter and other articles to the soldiers do not half realize the great work which they are doing, and how their kindness is appreciated by the soldiers who are at the front. That is the kind of appreciation that encourages. It makes the workers realize how grateful the soldiers are for the tremendous efforts made in their behalf.



Private Alex. McMillan, an American who was wounded at Courlette while fighting with the 42nd Canadian Highlanders, paid a warm tribute to those who are sending supplies to the men overseas. Talking with a Boston reporter, Private McMillan said the people who are sending articles of food, candles, writing paper, peanuts butter and other articles to the soldiers do not half realize the great work which they are doing, and how their kindness is appreciated by the soldiers who are at the front. That is the kind of appreciation that encourages. It makes the workers realize how grateful the soldiers are for the tremendous efforts made in their behalf.

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Try dressing better. Come in and order a new suit now. We will give you the choice of hundreds of patterns to pick from and make you a real tailored suit that you will find is the best investment you ever made.

We have also a fine line of

MEN'S OVERCOATS
in the various shades of brown, grey and blue. Prices ranging from \$14.50 to \$30.00.

MEN'S MACKINAW COATS
in plain black, brown and black, maroon and black, and black checks. Prices \$6.75 to \$13.50.

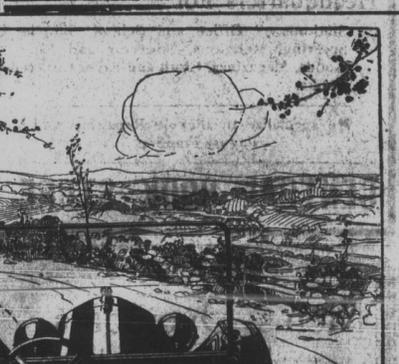
MEN'S WOOL GLOVES
75c to \$1.75. Mocha Gloves, lined \$1.75 to \$3.00.

Two pieces Wool Underwear \$1.75 to \$2.50 per garment. Combination at \$3.25 \$3.50 and \$4.50.

Boy's Suits, Bloomer Pants, at \$5.25 to \$15.00 in grey, brown and blue worsteds and tweeds.

Boy's Overcoats, heavy tweeds brown and mixtures, from \$5.75 to \$13.00, sizes 17 to 35. These are exceptional values at the prices quoted.

ANDREW'S CLOTHING STORE.



Get Behind the Wheel of a Ford and Drive

Try it just once! Ask your friend to let you "pilot" his car on an open stretch. You'll like it, and will be surprised how easily the Ford is handled and driven.

If you have never felt the thrill of driving your own car, there is something good in store for you. It is vastly different from just riding—being a passenger. And especially so if you drive a Ford.

Young boys, girls, women and even grandfathers—thousands of them—are driving Ford cars and enjoying it. A Ford stops and starts in traffic with exceptional ease and smoothness while on country roads and hills—its strength and power show to advantage.

Buy a Ford and you will want to be behind "the wheel" constantly.

Ford Runabout - \$475
Touring - \$495

THE UNIVERSAL CAR
F. O. B. FORD, ONT.

D. M. Martin, Dealer, Edmunston.
Chas. Biard & Co., Dealer, Perce.

Ever Tasted Crushed Coffee?

If you have, you'll know at the entire absence of bitterness, the small green grains of Red Rose entirely free from dust. You taste coffee flavor—and Red Rose Coffee quality that no other can clear it. It is as Red Rose Tea, of the pot bright and a fragrance that and your heart in the class.

Red Rose Coffee

AROUND

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To have gain selling gum

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It's liked above that its quality sealed pack is guaranteed. And that it appetite and

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W. T. HARDWARE ROSBURY ST.