

The Advertiser

Printed Every Tuesday and Friday
H. G. HARRIS,
 Editor and Publisher.

Kentville, February 1st, 1916.

EDITORIAL BREVITIES.

Help home industry by subscribing to "The Advertiser"—"Made in Kentville News."

We aim to please—The best in none too good for our readers. Our energies are in that direction.

Boost your Town, don't knock it. Don't forget your Town is what you make it.

By buying goods from the home merchants you not only help yourself, but help others. Remember it is the home merchants that build up the Town, not the Mail-Order houses thousands of miles away. Our merchants carry a line of goods of superior quality. Patronize them. Our advertisements will direct you in the right way.

THE QUESTION OF THE HOUR.

Election Day! The day when the question of the hour—"who shall direct the civic affairs of our Town?"—shall be decided. Five candidates are in the field—Three merchants—one hotel proprietor and one master mariner—all wide-awake business men—who should have the best interests of the town at heart—but they can't all be elected as only three vacancies are to be filled. Now the question is which three of the five will best fill the position at the Council Board? Look at this matter in a straight-forward, business-like manner. Cast aside your prejudices, and use your franchise in a way which will be the very best for the Town in which you live.

Some of our young men are to use the franchise for the first time. Now young men this is a great privilege, to have a voice in the Town's affairs, see to it that you use it in the right way, without fear or favor, in a way ennobling to your manhood.

A chance remark of a young man in our Town was to the effect that he would place his vote where he could get the most money. Surely he was not in earnest, no young man, worthy the name would sell his franchise.

Another chance remark was that the young man did not know whether he would vote or not. This attitude is wrong also we would judge, as every man should take a keen interest in this matter.

Now electors this matter rests with you.
 Aim to make a bigger, better, more progressive Kentville.

MARRIED IN ENGLAND

Chipman-Manners

The marriage took place on Dec. 21 at the Parish church of St. Peter and St. Paul, Saltwood, Kent, England, by the Rev. A. Galpin, D. D., Canon of Canterbury and Rector of Saltwood, of Leverett de Veber Chipman, Royal Highlanders of Canada, Orderly Officer, 11th Canadian Reserve Infantry Brigade, eldest son of the late W. H. Chipman, Esq., Middleton, N. S., and Mrs. Chipman, Annapolis Royal, N. S., and grandson of the late Col. L. deV. Chipman, Kentville, N. S., to Muriel, third daughter of Captain John Manners and Mrs. Manners, Bank House, Deal, Kent. The groom was formerly editor and proprietor of the Annapolis Spectator.—Ex.

Mr. Jacob Vidito announces the engagement of his daughter, Mable, to Mr. Roy Hickey of Stellarton. The wedding will take place at Stellarton some time in February.

RECRUITING FOR 112TH BATTALION.

The 112th Battalion is now recruited to about 900 strength. Here in Kentville we have already 165 men and we need less than 70 more to make a complete company for Kings County. We also have about 16 men from this county who joined the 112th at Windsor and about half as many more who are at Middleton. These men should be allowed to join the Kings County Company now at Kentville, but in case they do not the number required should be raised here within the next three weeks.

A complete Kings County Company will certainly be a credit to us when it is composed of the sterling qualities and noble determination of the men now here. The company would be entitled to six officers and Lt. Morris now in charge will be one. A loud call is made for the recall of Lieut. Emery Howe to Kentville and we fully expect he will be another of the officers. He has done noble work in assisting Lieut. J. D. Spidell in recruiting the men already here, and will be in Kentville and Kings County this week on the same business.

We want Kings County to be aroused to the necessity of filling up this company at once. Let pastors, and all other professional men, merchants and our farmers, the backbone of the Valley, help to rally to the standard the required number of young athletic men.

Act on the impulse, and act quickly. Let February not pass without doing your share in the work of recruiting.

LT. COL. GUTHRIE COMING TO KENTVILLE.

A most interesting recruiting campaign for the benefit of the units now being raised in the Province will be conducted shortly and, it is hoped, will meet such success as to bring these units up to strength, and so clear the way for the Highland Brigade. Lieutenant Colonel Percy A. Guthrie, of Fredericton, wounded and returned from the front, will carry on a campaign in this province, commencing at Yarmouth on the 1st of February. Lt. Col. Guthrie has seen considerable fighting and is an eloquent, impressive speaker, so that the meetings he is to hold in this Province are sure to be largely attended and productive of recruits. Lt. Col. Guthrie's itinerary will be as follows:

Yarmouth, Feb. 1st; Digby, Feb. 2nd; Bridgetown, Feb. 3rd; Kentville, Feb. 4th; Halifax, Feb. 6th; Truro, Feb. 7th; New Glasgow, Feb. 8th; Pictou, Feb. 9th; Parrsboro, Feb. 10th; Annapolis, Feb. 11th.

It is expected that Lt. Col. Guthrie will return later and will go to Cape Breton and there conduct recruiting meetings.

Lt. Col. Guthrie has been appointed a sort of special recruiting officer. He went over to England as a Major in the 12th Battalion, of the First Contingent and then was appointed to command the 10th Battalion at the front. At Festubert he was 3 times wounded and he also had the somewhat unpleasant experience of being on the Allan liner Hesperian when she was torpedoed off the Irish coast. He was then being returned to Canada as a wounded officer and was so ill, when he Hesperian was struck, that he had to be carried to the side and was saved from drowning by being thrown into a boat after it had been launched.

Do You Need a Suit or Coat This Spring? Why not buy your material now at manufacturers' prices at H. E. Born's, and have it made up later when you need it, either here or elsewhere.

Giff's Annual Discount Sale is the big attraction for men of King's County, we invite you to inspect these goods at once as we only have a limited number. See add on Page 5. McQuarrie's.

GREAT CLEARANCE SALE

Ladies' Suitings, Coatings, Tailor's Trimmings, Buttons

Our Entire Stock of High-Grade Woolens etc will be Offered at This Sale at and Below Manufacturers Prices

This should prove an unprecedented opportunity to all, and especially to those ladies who require a Suit, Coat or Skirt the coming Spring-Season.

The price of Woolen-Goods has risen steadily and is still rising, you can therefore save a large portion of the price of your Spring Garments by taking advantage of this Sale. The choice of our entire stock is at your disposal, at and below cost price, why not buy your material now, and have it made up whenever you need it. It is not necessary to have it made up by us, anywhere you like, what we want just now is to sell the goods, the more the better, regardless of cost.

Remember our stock consists of High-Grade Materials mostly regular Men's Suitings, the kind that works up well, keeps the shape gracefully, always looks right and never wears out. — Here are some of the values offered:—

English Serges

Per Suit Length	Present Value	Sale Price
Dark Grey, Special	\$14.00	\$9.90
Oxford	12.75	9.00
Light Gray	12.00	8.00
Black	13.00	8.75
Navy	9.60	6.90
Others in Navy at	9.40	6.75
	11.40	8.25
	8.50	5.25
	11.90	7.50
	6.00	3.90

Fine English Worsteds, many shades

	Present Value	Sale Price
at	14.00	9.35
	10.60	7.90
	9.00	6.00

Others at \$5.45, 5.50, 6.50 and 6.90 Suit length
 A number of Fine Black and White Checks at \$6.95, 7.60 the Suit length,
 Other Suitings of various designs and shades at corresponding low prices.

A Few Special Values in Coatings Suitable for Spring

Per Coat length of 3 1/2 yds.	Present Value	Sale Price
Black and White Checks	\$9.00	\$6.10
	8.50	5.70
Plain Navy	7.50	4.50
Gray	9.50	6.35
Dark Brown	8.50	5.00
Light Brown	8.25	5.00
Blanket Cloth, (extra Heavy) in Green	6.50	4.50
Tango	6.00	3.65
Scotch Plaids at	7.50	5.00
	7.00	4.15
	8.75	6.15

Fine English Tweeds in all Shades at the following values

	13.00	9.50
	10.65	7.60
	9.60	6.75
	9.00	6.50

Others at \$5.00, 4.75, 6.10, 6.35

Scotch Mixtures in several Shades at

	12.00	8.00
	11.40	8.45
	10.25	6.95

WINTER COATINGS, of extra heavy goods in Chinchillas, Double Faced Material etc., at especially low prices. Besides many others, too numerous to mention here, including a number of Skirt-lengths of different shades. ALSO Linings, Haircloth, Silk Braid, Frogs, Cords, Tassels, Machine Silk, (large spools, extra strong), Hand Silks, Baste Cotton, Mending Tissue and many others, all real Tailor's Trimmings of best quality only, at sacrifice prices.

We have made a Specialty of **BUTTONS** and have the largest variety, all to be sold at **LESS THAN COST.**
 COME EARLY AND GET FIRST CHOICE

H. E. BORN

CORNWALLIS STREET THE LADIES TAILOR OVER SEALY'S

NICKLET THEATRE A Playhouse of Satisfaction
 CLARKE & HILTZ, Mgrs.

TO-NIGHT

5 ACTS—CARLYLE BLACKWELL—5 ACTS

—IN—

"The Last Chapter"

A Story of Love, Romance and Adventure.

Entire Change of Program Wednesday.

"SPECIAL NOTICE"

On account of a big recruiting meeting being held in this theatre on Friday evening, this weeks episode of the "Exploits of Elaine" will be shown on Thursday and Saturday.

The little son of Mr. and Mrs. Charlie Schofield had a very narrow escape from being killed, he was standing in a chair looking out the window when frightened by a dog barking and fell against the window breaking the glass, the child falling about twenty-five feet, the doctor was at once called, and the child is now doing well, he has no serious injuries, but badly shaken up, but is now out of danger.

CARD OF THANKS

Mr. and Mrs. James Wilson of Steam Mill wish to thank their many friends who so kindly remembered their son, Maurice during his illness and for their assistance and sympathy in their sad bereavement.

For Sale at manufacturers' prices: Ladies Suitings, Coatings, Tailors Trimmings, Buttons, etc.
H. E. BORN'S, (Over Sealy's)

Jump. Jump. Jump.

Yes, Flour and Feeds have made a Big Jump within the last few weeks, but as we were fortunate enough to get in a good supply before this expected leap was taken, we can supply you with Co-operative and Regal Flour, Ogilvie's and Goldie's Best Middlings, the best Corn Meal on the market (Royal), Cracked Corn, Feed Flour, Rolled Oats (40 lb bags) and Bran at the lowest possible prices. It's a long way to Tipperary, but it's not very far over to our warehouse. If you cannot get here in the day-time, let us know, and we will meet you any night between 7 and 10 p. m.

The Kentville Fruit Co'y

For Sale—15 Shoats; nice ones; also 2 brood Sows.
C. H. Rockwell, Brooklyn St., Phone 94—23 1 o&a x

WANTED—From 600 to 800 cords good stave wood, landed at Kingsport M.H.s. For particulars, Apply to **C. R. REDDEN, Kentville.**

Miss Margaret Brady of Woodside, left last week on a visit to Boston.

Kentville, ISL
 You'll never
 yo
 It
 Com
 With a
 Ledgers, Si
 Cash and D
 Statement
 Receipt For
 Carter's and
 Mucilage, F
 Belcher's F
 R
 Box 98
 Thin
 R
 PUT
 Buggy
 V
 ILLS
 Quality of
 See V
 For Two W
 ings and C
 Worsteds o
 make, fit an
 Call an
 McQ
 Phone 12
 Cleaning ar
 North
 Ham and Ba
 Corn per tin
 Tomatoes...
 Peas per tin
 Baked Beans
 String Beans
 Heintz Bulk
 Heintz Sweet
 Fresh Groun
 Morses Tea.
 R. A.
 The most
 that can be
 is that Ca
 have to fight
 it is essenti
 affair. The n
 that the d
 is very muc
 ada's is eith
 densely igno