

Don't Bother with "Special Pastry Flour"

You can get the same flaky lightness in your Pie Crusts, Tarts and Cookies, with

BEAVER FLOUR

as you can with any pastry flour. Beaver Flour is milled of the famous Ontario fall wheat, strengthened with western spring wheat.

And more than that—Beaver Flour makes a loaf of bread that is a joy to eat—with fine, even texture and a delicious, "homey" nutlike flavor, unknown to those who still use the tough, tasteless, western spring wheat flour. Make the change today—order a barrel of Beaver Flour at your grocer's and have really delicious Bread and Pastry.



DEALERS—write us for prices on Feed, Coarse Grains and Cereals.
THE T. H. TAYLOR CO. LIMITED,
CHATHAM, Ont.
205

"Canada Food Board Flour Mill License No. 10"

WRIGLEY'S



Helps teeth, breath, appetite, digestion.

Sealed tight—kept right

"Give it to me, please, Grand-daddy."

"Why Bobby, if you wait a bit for it you'll have it to enjoy longer!"

"Poo-poo! That's no argument with WRIGLEY'S 'cause the flavour lasts, anyway!"



Made in Canada

—After every meal

LUMBER FOR Ship Building

We are open to contracts for immediate delivery and also for delivery during coming winter of

Yellow Birch, Maple and Spruce

in lengths 20 feet and up, 13 inches at top end, also **Spruce Knees.**

Specifications Furnished by applying to:

MARITIME FOUNDRY & MACHINE WORKS, LTD.
CHATHAM, N. B.

or at the Ship Yard at Nordin.

INTERNATIONAL SHIP BUILDING CORPORATION

Upper Nelson Boy Falls In Battle

Private H. McKinley The First Boy From Upper Nelson to Give up His Life

The following letter has been received by Mrs. Alexander McKinley of Upper Nelson regarding her son, Private Harry McKinley who recently gave up his life on the field of battle.

France; Sept. 10th

Dear Mrs. McKinley:

It is my painful duty to confirm the reported death of your son No. 799608 Pte H. McKinley, who was killed on the night of August 22-23, by an enemy bomb. He was buried at Hillside Cemetery, next day by our Regimental Chaplain and the exact location of the grave is as follows:

Reference Map "Demuin" E. 21c 65.75, Plot 2, Row 3 Grave 7

Please accept my heartfelt sympathy for your bereavement in which all the company officers join me.

Sincerely yours

STUART S. HAWKINS

Capt. O. C. "C." Co

Private McKinley was the first Upper Nelson boy to give up his life in the present conflict. He enlisted in Campbellton about two years ago with an infantry battalion.

The deceased hero was 37 years of age and leaves his parents Alexander and Charlotte McKinley four brothers Privates John and Alexander with the Canadian forces in England William and Perley of Upper Nelson also two sisters Mrs Robert Cassidy of Newcastle and Mrs George Gallor of Upper Nelson

Strong People Needed

The need for people to be healthy is urgent. Those whom illness has put outside the ranks of robust men and women feel their position keenly. They are handicapped in every walk of life and weak men and nerve-worn women need more earnestly than ever to put their health right and become active and strong. Many who began "patching" months ago are as ill now as on the day they began vainly tinkering with common drugs. Every ailing man and woman should remember that the ills of debility, nerve exhaustion, indigestion, sleeplessness, neuritis and depression come from a faulty blood supply. Worry, over-work or other causes have impoverished the blood and left the life-stream impure. The nerves thereby are starving and the whole system is languishing for new blood. In this condition many thousands have won back strong nerves and new health and strength through the new, rich blood Dr. Williams' Pink Pills actually make. In a weak or bloodless condition it is not only a waste of time and money but also a further menace to your health to tinker with common drugs. Follow the example of so many thousands by giving Dr. Williams' Pink Pills a fair trial and they will transform you into healthy active men and women.

You can get these pills through any dealer in medicine or by mail at 50 cents a box or six boxes for \$2.50 from The Dr. Williams' Medicine Co Brockville Ont.

PROVIDE THE GOODS THEN ADVERTISE

(St. John Globe)

Frank Stockdale in his address at the Board of Trade rooms Tuesday evening discussed the cooperation between the merchant and his sales force. He said the man who isn't trying to lift up his help shouldn't be in business and an employe should be willing to uplift his employer. Mr. Stockdale said the customer comes before the clerk and the way to bring custom was to study their needs from past experience and keep their posted through the medium of advertising as to what they could procure to meet their wishes.

The clerk should be of the greatest assistance in knowing the goods and where to find them readily. This meant proper classification and intelligent display.

Mr. Stockdale advised merchants to cater to the needs of the people. He suggested that at this time druggists should advertise special preventions for Spanish influenza and should have a list prepared of the best remedies. Mr. Stockdale gave his audience many practical suggestions on business methods and answered many questions.

BROKE HIS ARM

Coun. Donald Watling of Black River had the misfortune to fall from a load of lumber last week and fracture his arm. The Councilor's many friends regret to hear of his misfortune and trust for a speedy recovery.

CASTORIA

For Infants and Children
In Use For Over 30 Years

Always bears
Signature of
Dr. J. C. Watson

Capt. March Takes Sackville Bride

Popular Commandant at Wireless Garrison Wedded on Wednesday Last

An event of unusual interest took place in the Sackville Methodist church Wednesday afternoon at 4 o'clock when Miss Marie Desbarres daughter of Prof. and Mrs. F. W. Desbarres became the wife of Captain John Edgar March of Newcastle. Rev. W. C. Watson B. D. officiated in the presence of a large number of relatives, friends and acquaintances.

The church was prettily decorated for the occasion by girl friends of the bride and the wedding was one of the most pleasing that has taken place in Sackville for many a day.

The bride who was prettily gowned in white georgette crepe with veil and orange blossoms carried a beautiful bouquet of white roses. She was given away by her father Prof. Desbarres. A quartet consisting of Mrs. Duncan Mrs. Burns Mayor Wood and R. Trites sang "O Perfect Love" Miss Burchell presiding at the organ. Misses Nora Desbarres and Edith Hinton were bridesmaids little Misses Bettle and Joe March pieces of the groom were flower girls while Major Fairweather Sussex acted as best man.

After the ceremony a reception was held at the home of the bride. About sixty-five guests were present. After the wedding Upper Captain and Mrs. March left on the Ocean Limited for a trip through Nova Scotia followed by good wishes of a host of friends.

SKILLED RIDERS CAST IN 15-CHAPTER PICTURE

Excelling in heart-interest and adventure thrills any preceding serial, the 15-chapter serial, "The Woman in the Web," Vitagraph's latest production, will be shown in the Happy Hour Theatre. It is announced by the management. The first chapter will be seen Friday and Saturday 18th and 19th, a chapter to follow each succeeding week.

Albert E. Spith, president of Vitagraph, and Cyrus Townsend Brady who collaborated in "Vengeance—and the Woman," are authors of "The Woman in the Web," and unhesitatingly stamp it as their master effort. It is totally different in theme and coloring, but not lacking in action. It is the story of the young girl bound by royal blood to a noble suitor, but whose heart is given to a young American. A great misadventure is forced upon her, and in carrying it out she is opposed at every turn by powerful influences reaching around the globe.

Hedda Nova, a young Russian actress of rare brunette beauty and exceptional talent is the heroine, and J. Frank Glendon, hero of many O. Henry pictures plays opposite her. Both are accomplished athletes and skilled in horsemanship.

HONEST OPINION

The Rev. "My personal opinion of Zam-Buk is that I know of nothing like it! Moving amongst sick people of my charge, I have proved it an absolute fact that for old wounds, cuts, eczema, and skin diseases, Zam-Buk is really marvelous."—Rev. A. D. MacLEOD, Harcourt, N.B.

The Magistrate "Eczema was my trouble, and I suffered for years. Tried practically everything, in vain! Zam-Buk cured me; and from the day the last sore was healed there has been no trace of return of the disease."—J. E. ARSENAULT, J.P., Wellington, P.E.I.

The Nurse "Speaking professionally, I would apply Zam-Buk to all cases of eczema, ulcers, abscesses and allied diseases. I have proved Zam-Buk able to cure the worst cases."—NURSE KEITH, Olds, Alta.

THE MOTHER "Give me Zam-Buk! It is the finest all-round healer known. It cured me of a poisoned hand, my 3 children of bad scalp sores, and my husband of a badly crushed finger. No home should be without it."—MRS. VILLIERS, Stadacona St., Montreal. Zam-Buk is purely herbal, and for piles, eczema, cuts, burns, baby's sores, ulcers, and all skin diseases and injuries is the best known and quickest cure. See box, all druggists and stores. The opinion of the majority of the mothers in the Dominion is—



FALL REPAIRS

PLERICO & PLERICO-BOND

Your furnaces lined with this will mean minimum coal bills this winter

STORMTIGHT PLASTER and LIQUID CEMENTS

Your Roofs, exposed Walls and Foundations treated with these makes you prepared for wind, rain or snow. FIREPROOF and ACIDPROOF.

LAPIDOLITH CONCRETE HARDENER

will make your Concrete Walls and Floors dustproof and moistureproof.

PAPER, PAPER GOODS AND STATIONERY

Buy Now—Prices are going to be still higher.

BEVERIDGE PAPER CO., LTD.

Water St. St. John N.B.



Appearances Count

Appearances count and public opinion always favors the well dressed man. The man particular about his clothes is judged as the one particular about his business and habits. Good clothes are the mark of refinement and character.

FIT-REFORM

Suits, Overcoats and Ulsters are made for men who don't buy—but invest in clothes.

Fit-Reform garments are stylish without being extreme or foppish. Up-to-the-minute in tailored tailoring.

For men who value appearance.

Fit-Reform

RUSSELL & MORRISON

NEWCASTLE