



Any Way You Turn

you will find WRIGLEY'S. Everybody thinks of WRIGLEY'S when chewing gum is mentioned. This is the result of years of effort to give mankind the benefits and enjoyment of this low-cost sweetmeat.

WRIGLEY'S helps appetite and digestion—always thirst—renews vigor.



K.C. ARMY HUT CAMPAIGN—SEPTEMBER 15th TO 21st.

YOUR CUP OF TEA



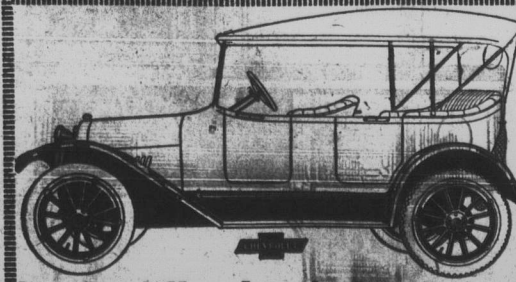
Your cup of Tea means much to you. It is more than an item in the daily fare. It is the one thing that "rounds off"—or spoils—an enjoyable repast. Tea is fortunately so cheap in this country that there are few who cannot afford Choice Tea. The cost per pound is only slightly higher than ordinary Tea, while the increased pleasure you get from every cup you make is worth many times the difference. It is true also, that a FLAVOR-FULL Tea like KING COLE Orange Pekoe will actually spread further—that is, make more cups to the pound. KING COLE Orange Pekoe is, repaired particularly for lovers of Choice Tea.

UNUSUAL QUALITY EXCLUSIVE FLAVOR Ask your grocer for it by the full name SOLD IN SEALED PACKAGES ONLY



THE EXTRA in CHOICE TEA

K.C. ARMY HUT CAMPAIGN—SEPTEMBER 15th TO 21st.



Crowd More Into the Busy Day

THE CHEVROLET 490 is an investment, not an expense or luxury. Doctors, business men, farmers, salesmen and ladies—all should use the Chevrolet Four-Ninety and crowd more energy, activity and business into the busy day.

The Four-Ninety stands unchallenged in its price class. The electric starting and lighting equipment is most efficient. The car is powerful, roomy, comfortable and economical. The time gained by operating a Chevrolet more than pays for the cost.

Three Car Loads of Various Models in Stock.

The Lounsbury Co., Ltd.
E. A. LeGallais, Manager :: CAMPBELLTON, N. B.

WAR'S INFLUENCE FELT UPON PULPIT

Great Majority of Future Ministers Wearing the Khaki.

Seventy-five to ninety per cent of the future ministry are wearing khaki, handling guns or carrying stretchers. This is the estimate of George E. Robins in the Christian Guardian restricting his survey to Canadian Methodists, but implying something of a widespread application. The question naturally arising is, "What new contribution will these soldier-preachers make to the college, church city and country?" Methodism, which speaks in this case, is recalled as a faith that has "always emphasized personal experience," and the writer in the Guardian easily foresees that "the unique personal experiences of the boys during this war will prove an inexhaustible collection." He also sees that "Professor James, 'Varieties' will be greatly augmented."

Thus:

Lot of Military Ministers.

St. Paul's account of his perils will be paralleled, possibly written with additions. Shipwrecked, torpedoed, dangers from mines and airships, gassed, taken prisoners, escaped, recaptured, punished, with many a sleepless night in hunger and thirst, in frequent fastings, in cold and with insufficient clothing—these things are the lot of our military ministers. Such modern apostles of freedom, bearing on their body the marks of wounds, exhibiting by their physical disability their willingness to suffer for righteous causes, will surely make a dramatic appeal to the future congregations. They indeed, gave their bodies to be burned, gassed, wounded, to be served out to the hungry jaws of the merciless instruments of destruction used in modern warfare. And because they had love it will profit them much. One factor in deciding the contribution they will make is the opportunity they are getting to test the theories of the lecture-rooming the arena of the great war. The theories of the atonement will be viewed in the light of the noble sacrifices of the tens of thousands of young men, throbbing with the hope of a useful life, who willingly gave their lives for the world's good and salvation. The question of total depravity will be dealt with as they bear in mind the reappearance of elemental virtues in the hell of war. Christian perfection and entire sanctification will not have the theological confectionery flavor that some protected lives have often associated with these ideas. The problem of suffering will present new aspects to those whose bodies have had to be repaired. The subject of death will be interpreted by those who have had to face it many times, and who have witnessed the grim reaper's operations on a colossal scale.

Seeing Life All Round.

New points of view cannot fail to be a contribution of the war to life: "A criticism often made of the ministers is that they are too bookish and impractical, out of touch with the business and industrial world. But this massing of men from all stations of life, standardizing their dress and drill, linking lawyer and laborer, teacher and trainman, farmer and salesman, preacher and pressman, what result will it have? Outward uniformity there is, but it is impossible to standardize the conversation in barracks, tent and trench. What an opportunity to hear views representative of all phases of life! Crude and cultured conceptions given with equal candor. The untrained mind's solution of moral problems competing with that of the trained thinker. Each social doctor advertising his remedy for all ills, educational and religious, political and industrial.

The Next War.

"The warring probationers will give valuable aid in representing the soldiers' ideas of the post-bellum reforms and reconstruction politics which should emerge out of this fight. No one expects that events will run like a well-oiled machine when peace is declared and demobilization commences. Prussianism, tyranny, discontent, and intolerance will not die when the hatchet is buried and the pipe of peace is lit. The declaration of peace with Germany will mean starting another offensive against all forms of social injustice. The religious and social leaders who have proved themselves 'over there' will be the ones to go 'over the top' in the fight against all the unprogressive and un-

The CANADA FOOD BOARD says:

Do householders in Canada seek to evade the food regulations. Are you merchants of Canada conniving at the evasion of the food regulations? Let us see about that.

The main objective of the Canada Food Board is to supply Great Britain and the Allies with vital foods. With this in view food regulations are made, which, if respected by the people of Canada, will enable Canada to keep faithful with the Allies on food.

Do the people of Canada want to keep faithful with the Allies on food? THEY DO. Are the people of Canada keeping faith with the Allies on food? THEY ARE.

To take any other position is to suggest that the people of Canada would rather keep their pre-war food habits than keep faith with the Allies on food. No true Canadian is breaking the regulations of the Canada Food Board for he knows those regulations are made in order that Great Britain and the Allies and the Canadian Army at the front may be properly fed. WHO OF US WILL EAT WHAT SHOULD BE CONSERVED FOR THE CANADIAN ARMY AT THE FRONT?

The hearts of the people of Canada are sound and in this war to a finish Food is a first class munition of war and Canadians so view it. It will be time enough to go in for rations in Canada when the people of Canada refuse to conform to national efforts to conserve food for Great Britain and the Allies, and the Canadian Army at the front. WHEN THAT TIME COMES A POLICEMAN, NOT A FOOD CONTROLLER, WILL BE NEEDED.

Taking Precautions.

In a Surrey village lived a doctor noted for his reckless motor driving. One day when he answered the telephone a woman's voice asked him if he were going out driving that afternoon.

"No; I hardly think I will have time this afternoon," replied the doctor. "But why do you ask?"

"Well," replied the anonymous questioner, "I want to send my little daughter down the street for some thread if you are not."

Knew His Grandfather.

The School teacher put a question to the class: "How long will the war last?"

A sudden silence came over the class, when suddenly Tommy sprang up and cried: "Not so long as you think; my grandfather's off next week!"

desirable elements 'over here'.

Canada a Holy Land?

"From the trench-trained ministers we can expect unconventional methods and—languages. The pungent phrases of the boys will be brought into action and used as watchwords and battle-cries. The petty bickerings which unfortunately have characterized some church meetings will be dealt with drastically, for such smallnesses will be intolerable to those who were members of the Allied forces.

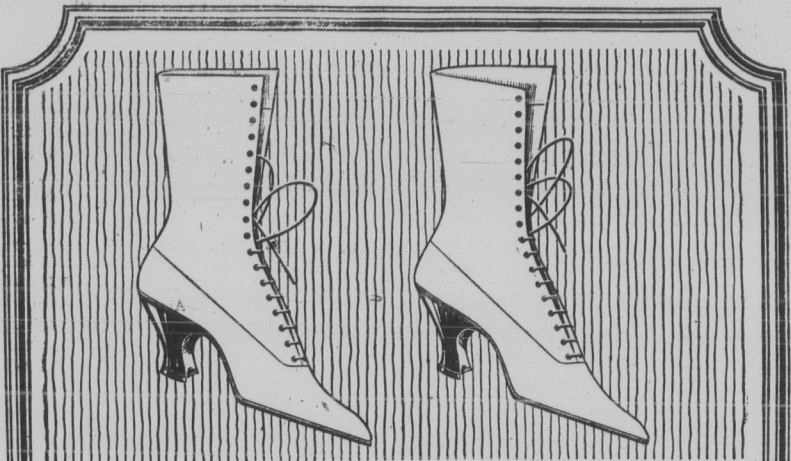
"The spirit of adventure which has characterized the soldiers will be gloriously used by those who 'continue on trial.' Those who had a tendency in pre-war days to become ideal divines will, by the process of war, be humanized. Is it too much to hope that our fighting parsons will become leaders of a new crusade, mercilessly attacking evil whether veiled or seen, challenging the 'Turkish' forces of retrogression and oppression that attempt to make Canada other than a Holy Land?"

TAROL CURES

COUGHS COLDS BRONCHITIS WHOOPING COUGH CRIPPE

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Dr. J. Morin & Co. Ltd. Quebec, Can.



Two Model Lasts for Women who prefer a long vamp with narrow or medium narrow toes. Made in all leathers 8 inch or 9 inch height, Louis or Cuban heels, \$6 to \$10.

Solving the Nation's Shoe Problem

A LARGE section of the Canadian public depends upon this company for shoes. Our financial resources and buying power are greater by far than those of any other Canadian manufacturer of shoes; our volume of output is more than twice that of any other. Our sales organization covers the nation from coast to coast, not merely a small section at a time.

Our six branches maintain adequate stocks within the reach of every dealer in Canada, and are now serving more than 5,000 dealers, enabling them to fill orders quickly and to cut down the amount of idle stock on their shelves.

We are making every effort to use this power to help solve the big problem of providing enough good quality shoes to go around. In the face of an actual scarcity of leather, it is difficult; but it can be done if you will co-operate with us. Buy wisely, for service rather than merely for style, and see that the shoes you buy are stamped with the manufacturer's trade-mark.

AMES HOLDEN MCCREADY LIMITED

"Shoemakers to the Nation"

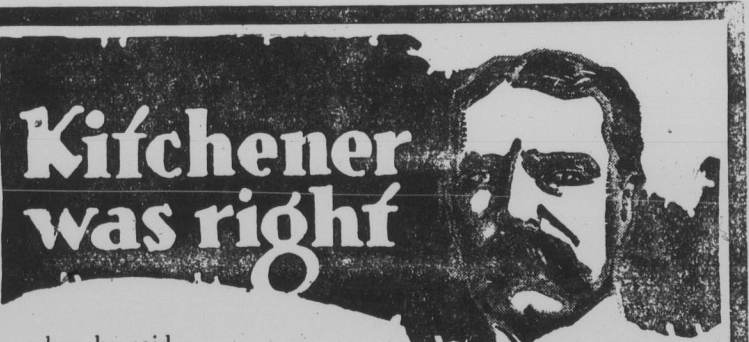
ST. JOHN MONTREAL TORONTO

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When you buy shoes look for—



—this Trade-mark on every sole



when he said—

"Either the civilian population must go short of many things to which it is accustomed in times of peace or our armies must go short of munitions and other things indispensable to them."

NOW the only way we can possibly live up to that obligation is by going without in order that our soldiers may have. For the money we waste is not money at all—it is equipment, clothing, shot and shell that are urgently needed in France. By denying ourselves, therefore, we enable Canada to procure to the fullest extent the materials and labor which she and our Allies need for the successful prosecution of the war. What happens when we fail to save? A pull on labor by the Government in one direction and a pull on labor by the people in the opposite direction.

Hundreds of millions of dollars are of no use to the country if goods and services can be secured only to the extent of eighty millions of dollars. So we must do everything in our power to release both goods and labor for the purposes for which Canada needs them.

WHETHER it be food, coal, wool, steel, leather, labor or transportation, the result in all cases is the same. Whoever competes with the nation by freely satisfying his own desires, selfishly appropriates to his own use that which is so urgently required for our fighting men in France.

For the sake of your country and the boys "over there," spend cautiously. Think of what Lord Kitchener has said, and ask yourself first, "Is this something I really need or can I do without it?"

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