

GREETINGS

MAY the New Year be a Happy and Prosperous one, is our sincere wish to our many friends and customers who have done so much to make the past year a banner one in our business history. We desire to heartily thank our customers for their valued patronage and trust by renewed efforts and up-to-date business methods to merit a continuance of your confidence during 1916.

Sincerely yours,

CLARKE BROS.

We also beg to announce that stock-taking commences at our store January 1st, 1916. Immediately at the close of this, our first work of the New Year,

We will hold our Annual Remnant Sale January 20th.

Following this sale we will hold our Annual Whitewear Sale.

WE SOLICIT YOUR ORDERS

FIRST, Because the materials are selected from Cloths firm in texture, soft in finish, and possessing excellent wearing qualities. The lace and embroideries are also chosen because they will wear as long as the materials.

SECONDLY, Because we meet competition.

THIRDLY, You can examine the garments before you purchase. Close buying connections with the leading manufacturers enable us to meet every possible need and give prompt service. No occasion to send away for a single thing.

Soliciting your Whitewear orders, we are,

Yours very truly,

CLARKE BROS.

BEAR RIVER, Dec. 28th, 1915.

THE PATRIOTIC FUND

(Journal of Commerce)

The Chairman of the Canadian Patriotic Fund has found it necessary to make an urgent appeal to the public for additional aid for the important part of the war service. He intimates that no less a sum than seven and a half million dollars will be required to meet the needs of the organization for the next twelve months. There is no question as to the good purpose for which the money is asked. The making of adequate provision for the families of the soldiers who have gone to the front is one of the most necessary services, and one that must be fully met. But how is this large sum to be raised? Private subscription is expected to provide the money. This means that those who have already contributed liberally must again open their hearts and their purses. They will do so if this is found necessary. But a question arises whether this service is one that should be left to private liberality.

Our Toronto contemporary, "Saturday Night," in recent issues, has set forth strong reasons why the fund should become a charge upon the public treasury. We quote from one of its articles:

"To our way of thinking it would be well if the taxation principle were applied to the whole fund either by the Federal or Provincial Governments. The care of soldiers' dependents is a national obligation which should be a present time generous men and women who can perhaps at times ill afford it, are bearing burdens which charge on the whole community. A selfish persons of greater means of times refuse to share. Then it must be remembered that the giving powers of even the well-disposed are limited, and that most of those who give to the Patriotic Fund must curtail their subscriptions to the Red Cross and other important objects. A general tax for the support of soldiers' dependents is one that any government could easily defend and that no Opposition critic could successfully oppose. Since the war is likely to continue for a considerable time to come, it is necessary that Canada as a whole should systematize its giving on public and equitable lines."

A question somewhat similar in character has arisen in England and is the subject of an article entitled, "Supplementary Pensions and Grants," in the last number of the "Empire Review." That the ordinary pensions allowed to soldiers and sailors were likely to prove quite inadequate was recognized by a Select Committee of the House of Commons who were appointed to consider the matter. This Committee recommended and the House agreed to the appointment of a Statutory Committee with full powers "out of the funds at their disposal" to supplement pensions and grants and separation allowances out of the public funds, and to make grants of allowances in cases where no separation allowances or pensions are made out of public funds for the provision for the care of disabled officers and men after they have left the service, including provision for their health, training and employment, and in special cases to make grants for the purpose of enabling widows, children and other dependents of deceased officers and men to obtain training and employment and to perform other duties in connection with these and kindred objects. The Select Committee seem to have made excellent provision for the objects in view except in one important particular, viz., that of the funds by means of which all this good work was to be done. It appears to have been assumed that the Committee would obtain its money from the National Relief Fund, an organization similar to the Canadian Patriotic Fund, and that the War Office would refund certain funds which were properly chargeable to it, but had for the time been provided out of voluntary funds. But, said the Chancellor of the Exchequer in explaining the measure, "if when all is said and done we have not enough money we shall have to come to Parliament and say that our hopes have not been realized." The authorities of the National Relief Fund have taken the ground that they are not at liberty to contribute any part of their money to the Statutory Committee. It is evident, therefore, that if the work is to be carried on along the broad lines recommended by the House of Commons, the money will have to be provided by direct vote of Parliament.

There is much to be said in favor of the proposal of our Toronto contemporary that the additional money required for the purposes of the Canadian Patriotic Fund should be made a charge upon the Canadian treasury. It is, of course, desirable that there should still be channels into which may flow the generous gifts of private citizens. But there are many other funds to provide opportunity for such liberality. As a rule, it is essential that public moneys be expended by officials responsible through the Government to Parliament, but probably a sufficient con-

nection could be established between the Government and the present managers of the fund to permit the retention of the services of the organization which, from its experience during the past year, should be the best qualified to carry on the work.

PEACE! PEACE!

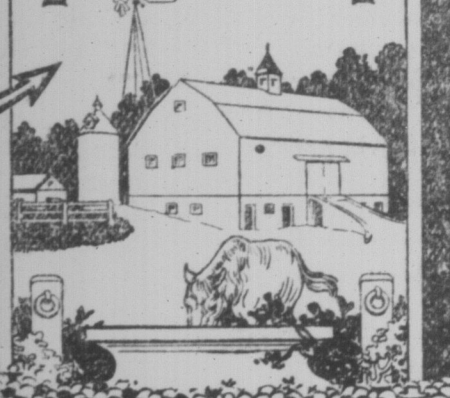
(Montreal Witness)

As a pleasant interlude amid the overstrain of the war tragedy, Mr. Ford the admirable but fantastic auto-millionaire, is going to lead a sort of Coxey army to Europe to exert moral suasion on the warring powers. The movement seems to have been long in the clouds. It has made its overture in a smothering pyrotechnic shower of telegrams upon the devoted head of the president. Poor man, between the barytone, Arm! Arm! of the Jingos balled into one ear, and the shrill peace cries of the pacifists at the other, it will bother him to enjoy his honeymoon. Mr. Ford has a ship going to Christiania in Norway—may, to The Hague in Holland, which is it? He has sounded all the powers and found them all favorable. He has invited all the neutral powers to be represented and got approval but no consent. He has invited all the governors of states, the great Edison, the great Wanamaker, who wanted the United States to pay Germany a thousand million dollars for Belgium as a reward for crushing it, also honorable women not a few, Miss Jane Adams, Miss Ida Tarbell, and Miss Helen Keller. He has invited Mr. Bryan, who will surely preside and supply Mr. Ford's lack of speech-power, and, it is said also, that proud wearer of the "Nobel" peace trophy, Mr. Roosevelt. With these two on board, there would be fine practice at peace-keeping on the way over. He has invited all the student bodies of the colleges to nominate in each case their most pacifist student. The outstanding peacemakers in the United States are the Germans. They are doing what they can with bombs and brands to put an end to belligerency. Every pro-German there is a pacifist. What they want is to bring the war to an end forthwith, and leave Jupiter-Hohenzollern on the throne, in possession of all he has taken, and, as general dictator to Europe, enriched by indemnities and other extras. Mr. Ford says, this is the psychological moment and so thinks the German chorus. The Ford pilgrimage will propose as a settlement in conference. The peacemakers had better go to work on the chief criminal. He could end the war tomorrow and save several million lives and much else by confessing the greatest crime on record and retiring to Elba, to St. Helena or to Devil's Island, no matter, so long as he eked out his days away from the abhorrence of mankind. The German people, once told what they have been fighting for, namely, to increase the brute power of a self-worshipping sovereign, to the advantage of none else upon earth, would then be a sadder and a wiser people, and would be amenable to good will.

Minard's Liniment Cures Distemper.

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FARMER
CAN DO WITH
CONCRETE



It contains information that has saved them time and money in making farm improvements. It has taught them the economy of building everything of everlasting concrete. There's no other building material as durable, as adaptable, as easy to use or as low in final cost as concrete. Practically everything that can be built of wood, stone or steel can be made better with concrete and this book tells you how to do it. It is fully illustrated with photos and diagrams and contains 52 practical farm plans. If you haven't a copy, send for one today. Keep it handy. Refer to it often. It is free and will be mailed to you immediately upon receipt of coupon below.

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EFFECTS OF INDIGESTION

Imperfect digestion lies at the foundation of a greater variety of diseases than any other one cause. The various vital processes, the sum of which makes up the life of every individual, depend most largely upon the digestive organs for their character and continuance. All the energy manifested in the vital processes is latent in the food we take. In order that the different organs of the body may appropriate this energy for the performance of their functions, the food taken must be properly digested. When the digestive organs do not perform their work naturally the whole system suffers from lack of nourishment. Nor is this all. When indigestion supervenes fermentation or decomposition of food always takes place. Food material thus affected becomes poisonous to the system and this poison absorbed into the circulation and carried to every part of the body, poisons and consequently weakens every organ and every cell.

An acute attack of indigestion temporarily weakens the system and may give opportunity for the contraction of many forms of disease, but when such a condition becomes chronic it

greatly favors the inception of many serious forms of disease. There are doubtless many cases of tuberculosis which would never have been contracted had not the system been weakened by chronic indigestion. Many disorders of the liver, kidneys, and intestines, and a great variety of nervous affections, can easily be traced to the poisoning of the system resulting from the imperfect digestion.

It is reported that in order to fill the depleted Nova Scotia Bank staff ranks the corporation has decided to employ women. The Empire's call for men has met ready response from the young men of that great financial institution.

Posters are placed in all railway trains and omnibuses, with these words, "Do not talk, be careful, enemy ears are listening." This is by order of the Minister of War, and is a significant retort to Germany's system of espionage.

The London Daily Mail and fifteen other British Journals have refused to publish the Ford Company's Motor ads, because of Henry Ford's offensive remarks about Britain and her Allies.

SHELLS FROM OUR INLAND WATERS

One of Canada's Little Known Resources Being Utilized in the Manufacture of Buttons

Canada has natural resources of which little is known. One of these, which is of but recent development, is the clam-shell fishery. In many of the inland streams, large quantities of shells may be found. From the Grand river, in south-western Ontario, alone no less than 165 tons of the clam or washboard shell have been taken. Other species found in the Grand River are the mucket shell and sand shell.

A use has been found for these shells in the manufacture of fresh water pearl buttons. For this purpose, from two to three hundred tons are used annually, a considerable portion of which comes from the United States. These shells have a market value of from \$14 to \$25 per ton. The fishing for the shells is done under license from the Ontario Fisheries and Game Department, under a royalty of one dollar per ton.

The button discs are cut from all parts of the shell, some of the discs being 11-16 of an inch in thickness. They are afterwards split to the required thickness for buttons.

After the discs are cut from the shell, there is still a use found for what might be considered a factory

waste. The perforated shell is ground up and sold for chicken grit, for which it is admirably adapted.

There is no doubt that, were it generally known that the shells have a market value, a much larger supply could be secured from the inland streams in other parts of the country.—Conservation.

IMPORTANT NOTE REGARDING DIPHTHERIA

Special attention is called to the fact that a very mild form of diphtheria is now prevalent in our province. In many cases, the symptoms are merely those of a trifling sore throat, and the diagnosis is established only by a bacteriological examination of a swab taken from the throat. It should be borne in mind that these mild cases are just as infectious as severe ones, and that young children infected from them frequently develop the disease in very virulent form. Everyone who is suffering from sore throat should, therefore, consult a physician, in order that a correct diagnosis may be established. This is a matter of the utmost importance. Neglect of this precaution may result in a very serious epidemic. Bacteriological examinations of swabs taken from suspicious throats are examined free of charge at the Public Health Laboratory, Halifax.

SHIPPING FISH TO ENGLAND

Hope of Establishing a Market for Canadian Fish

Although the United Kingdom is the greatest fish-producing country of the world, Canada is at the present time exporting fish to the Old Country. This, of course, is owing to the war. So many trawlers have been taken by the Admiralty that the normal catch of fish has been greatly reduced—it is said as much as 60 per cent. Fish forms such a staple product of diet in Great Britain that this unwonted shortage is very serious. Under these circumstances, Mr. Bonar Law, the Colonial Secretary, appealed to Canada to come to the rescue, and a sample shipment has been sent over in the hope of developing a market for Canadian fish in London, at least for the duration of the present war. Part of the shipment was fresh, frozen fish, but the greater proportion was smoked and prepared. If the experiment proves a success, this consignment will no doubt be the forerunner of many more and larger cargoes. It is even possible that a market may be thus established for certain kinds of high grade fish which will remain after peace is concluded and become a permanent item in Canada's commerce with the Motherland.—Conservation.

Minard's Liniment Cures Diphtheria