



HIGH QUALITY Rubber Footwear
We are Sole Agents for
THE CELEBRATED "MALTESE CROSS" BRAND

This line of Rubber Footwear has that distinct touch of style—that high-grade of quality—and at prices to reach any pocket—which all tend to place them head and shoulders over any other make. They cover a complete range, including Rubbers, Overshoes, Rubber Boots, Sneakers or any other conceivable line included in Rubber Footwear.

Put out your family complete and prove for yourself the High Standard of "Maltese Cross Rubbers."



Waterbury & Rising, Limited
61 KING ST. 212 UNION ST. 679 MAIN ST.

RADIO COAL
TRADE NAME
Copyrighted

A Clean, Free Burning, Carefully Prepared Hard Coal

For Sale Only By
CONSUMERS' COAL CO. LTD.


FOR THE SMOKING ROOM and LIBRARY

¶ The Birks Gift Book illustrates in colour a very attractive selection of pieces in Brushed Brass Ware—those articles of personal comfort and convenience which appeal to the man of the house.

¶ Desk Sets, Smokers Stands, Cigar Boxes, Etc., and a host of small necessities for the man who smokes.

Write for the Birks Gift Book.

HENRY BIRKS & SONS
Goldsmiths and Silversmiths
LIMITED
MONTREAL



You may want to change your automobile, or your piano, or even your home—but you will never want to change the COFFEE, when once you taste the delectable flavour of Chase & Sanborn's "SEAL BRAND" COFFEE.

In ½, 1 and 2 pound tins. Whole—ground—pulverized—also fine ground for Percolators. Never sold in bulk.

Neponset

The Wonderful Floor Covering

Come and see the piece in my store. It was on the sidewalk for ten days, and thousands of people walked on it and still it is good for years of hard wear.

Price 65 Cents a Square Yard

A. O. SKINNER
Agent for New Brunswick

The World's Appetiser

H.P. Sauce

Made in England, but enjoyed all over the world.

The flavour of H.P. is so delicious and so different from any other sauce you have tried before.

War Menus

How to Serve Wheat, Beef and Bacon for the men at the front. Issued from the Office of the Food Controller for Canada.

MENU FOR WEDNESDAY.

Breakfast.
Baked Apples. Syrup.
Buckwheat Griddle Cakes. Syrup.
Tea or Coffee. Milk. Sugar.

Luncheon.
Tomato Soup. Croutons. Scones.
Syrup. Tea.

Dinner.
Baked Beef Heart. Potatoes. Onions.
Apple Dumplings. Sauce.
The recipes for scones and apple dumplings are as follows:

Scones—
Two cups flour.
Four teaspoons baking powder.
Two teaspoons sugar.
One-half teaspoon salt.
Four tablespoons shortening.
One egg.
One-third cup milk.
Mix and sift together flour, baking powder, sugar, and salt. Rub in shortening with tips of fingers, add egg well beaten (reserving a small amount of unbeaten white), and milk. Toss on a floured board, pat, and roll to three-quarters inch in thickness. Cut in squares, brush with reserved white, sprinkle with sugar, and bake in a hot oven fifteen minutes.

Apple Dumplings—
Make a crust as for tea biscuits, using suet instead of butter. Roll to a quarter of an inch. Cover with a layer of finely sliced apples. Sprinkle over with sugar and cinnamon. Sew this into quarters inch in thickness. Cut in squares, brush with reserved white, sprinkle with sugar, and bake in a hot oven fifteen minutes.

WOMEN HELPING VICTORY BONDS

Women's organizations to sell Victory Bonds are springing up all over Canada and in Montreal many women have pledged themselves to help their country.

This will be done by subscribing on behalf of the servant. The mistress pays for the bond in the usual instalments called for by the government while the servant pays at the rate of \$1 a week out of her wages. Thus at the end of the year the servant has a \$50 bond fully paid for and has a little nest egg, with her money in the safest investment on earth.

Some of the women's organizations are going to make an aggressive canvass among women's clubs and individual members.

They are planning entertainments and various social events, and the scheme in some cases is to buy Victory Bonds for charitable institutions.

In the States and England the women have played a very prominent part in making the war loans a success. The moving pictures recently have shown thousands of American women marching in the Liberty Loan parades.

MAJOR ARTHUR CHIPMAN
REPORTED SERIOUSLY WOUNDED

Montreal, Nov. 6.—A cable received here yesterday stated that Major Arthur Chipman, who went overseas with a local unit and reverted to the rank of lieutenant, and was attached to the Princess Patricia's, has been seriously wounded.

EVENTS IN THE CHURCHES.

The anniversary services at the Main Street Baptist church were continued last night. The greetings of the other North End churches and of the combined Baptist churches of the city were presented to the congregation.

The annual meeting of the superintendents of the Methodist Church Sunday schools was held in the Y. M. C. A. building last night. Duncan Smith was elected chairman, Gordon Stevens secretary and James E. Arthurs treasurer.

A tablet in memory of Rev. Canon Clarence P. Hanington was unveiled yesterday in the Anglican church at Norton. Canon Hanington was a nephew of T. B. and A. H. Hanington of St. John.

BORDEN'S Reindeer Coffee

Cooked with Milk and Sugar

Just add boiling water and you have a cup of delicious coffee.



USE THE WARM AD. WAY

JACK FROST HAS ISSUED HIS MANDATE

It's Winter Overcoat Time

There May be a Few Mild Days Yet to Come But For Comfort and Protection, Heavier Overcoats Are Necessary

IN selecting our Winter Overcoats we have secured the models that combine the latest style features with an extra degree of comfort and service.

AT A MODERATE PRICE

A great many styles are shown, the practical 3-4 length being the most popular, though numerous other attractive models are presented for approval.

THE BOYS' COATS follow closely the lines of those for men, except in the case of the little fellows, where many novelties and fancy effects are shown.

Tweeds in plain effects, fancy mixtures and checks are used; also Naps, Whitney Fleece Cloths and Meltons.

Prices for Men's Overcoats..... \$15.00 to \$30.00
Prices for Boys' Overcoats—7 to 18 years... 6.75 to 18.50
Prices for Small Boys' Overcoats—3 to 10 years... 5.25 to 13.00

Among the models shown are those of "Society Brand."

MEN'S CLOTHING DEPARTMENT

MAY WE SHOW YOU SOMETHING DIFFERENT?

Come to the Veiling Department. We have something different in Veils. We shall not tell you what they are. You must come and see them. But—just a hint—they are

Van Raalte Veils

Absolutely the last word of fashion. Beautiful, becoming, and they stretch without tearing—wash without wearing—outlast three ordinary veils.

COME AND SEE SOMETHING DIFFERENT!

Except Those Chenille, Appliqued or Embroidered.

VEILING DEPARTMENT—ANNEX

Manchester Robertson Allison, Limited.



Few Register For Active Service

New Brunswick's Showing Slightly Better Than Average

Returns received by the Military Service Council, up to and including Saturday, for the entire Dominion, show that only 7.79 per cent of those liable under the act have reported for service. In New Brunswick the percentage of those reporting for service is 10.62. Quebec is at the bottom with a percentage of 0.66. Instead of nearly 2,000 names going through the registration office, which number was looked upon as a necessary daily average, in order that all those liable under the act in the province might register before the end of the week only 181 names were received yesterday. Six of these signed service cards and 125 filed exemption papers.

A total of twenty-one recruits were secured in the province last week. The county totals follow:—St. John, 14; Carleton Place, 5; and York, 2. There were no recruits in the ten other counties.

Casualties.

Word was received yesterday by Mrs. Edmund Williams, 160 Adelaide street,

that her son, Driver Thibert Doyle Williams, had been wounded by gunshot in the left thigh and had been admitted to No. 11 Field Ambulance Hospital on October 24. Prior to going overseas he was formerly employed in Dearborn & Co's office here.

R. B. Travis, North End, received word yesterday that Lieutenant Douglas Aird, son of Hugh Aird, of Saskatoon, formerly a resident of this city, had been killed in action.

Word has been received in Halifax to the effect that Lieutenant John Egan Almon, of the Princess Pats has been killed in action. He was a son of the late Thomas R. Almon, M. D., and grandson of the late Senator Almon.

Acting Adjutant General.

It is understood in military circles in Ottawa that Brigadier-General E. C. Ashton, of the fifth division overseas, has been appointed acting adjutant-general in succession to Major-General S. C. McBurn, now minister of militia.

TO CONTROL NEWSPRINT

Ottawa, Nov. 5.—R. A. Pringle, K. C., government commissioner inquiring into the cost of newsprint, has been appointed controller of newsprint and book print for Canada.

His duties will include fixing of both quantities and prices of news and book print to be sold in the Dominion and he will co-operate with the United States authorities in securing adequate news print supplies.

THE BOSS OF THEM ALL IS ATLANTIC UNDERWEAR

It's made of rich, pure Maritime wool, spun and knitted into the warmest and best-wearing garments you can possibly buy.

It has no equal for strength and lasting ability—after years of testing under the hardest conditions.

The Atlantic Trademark is a sure sign of the best quality in men's underwear. It means your money's worth.

Atlantic Underwear Limited, Montreal, N. B.



Satisfaction

¶ The correct coat or set of furs is the one with faultless style and unusual quality

¶ Style without quality tricks your purse

¶ Quality without style begets dissatisfaction

¶ Our furs possess both to an uncommon degree—at a price that cannot fail to please you

H. Mont Jones
92 King Street St. John, N. B.

