



Little  
Miss  
MAIDEN  
CANADA  
Registered

## Help Yourself!

COCOA ICING.

It's delightful—a beautiful light layer cake, chocolate iced, having the real, rich chocolate flavour.

It's ever so simple to make—just follow directions in recipe and you will be rewarded with the daintiest and most tasty layer cake you ever baked.

CAUTION!—Be sure it's Cowan's Perfection Cocoa you use—no other gives such a perfect chocolate color or so pleasing a taste. Remember the name.

# COWAN'S

## COCOA—

"Perfection Brand" Purest and Best

4 teaspoonfuls Cowan's Perfection Cocoa  
2 cups icing sugar  
2 tablespoonfuls cold water  
3 tablespoonfuls hot water  
½ teaspoonful vanilla.

Place the cocoa in a saucepan and mix with cold water until of a perfectly smooth appearance. The hot water is then added and the whole is then cooked from 1 to 2 minutes. Add the flavoring and a pinch of salt. Enough sugar should then be added to make the whole mixture sufficiently stiff to spread evenly. To ensure against lumps beat these ingredients until smooth and glossy. Should the mixture be too thick a little cold water may be added, and, on the other hand, add a little sugar if not sufficiently thick.

Write for Cowan's Dainty Recipe Book on Cakes and Desserts—mailed free. A-65

## SOME DIFFERENT KINDS OF JELLIES

White currants make a jelly of a splendid color. Allow ¾ lb. of sugar to one pint of juice.

The red berry of the mountain ash makes a jelly of fine flavor for serving with game. Boil the berries 30 minutes before straining and add a little blackberry juice with the sugar.

Peach jelly makes a delicious cake filling.

Parsley jelly for serving with roasts is made by boiling fresh parsley with water 30 minutes, then boiling for 10 minutes after sugar is added.

A clean rose geranium leaf adds to the attractiveness when imbedded in a jar of cedar red jelly.

The oddest of jellies is made from rose hips. Cut the hips in halves before boiling. Some cooks combine equal parts of rose hips and vegetable marrow.

Wild grapes and elderberries make a tart jelly of curious color. Use one quart of grape juice to two quarts of elderberry juice.

Honey is often used in place of sugar to vary the flavor of fruit jellies.

## THE WAR IN MACEDONIA.

London, Sept. 7.—An official statement reporting military operations in Macedonia is as follows:

"On the Struma front several raids were made by our patrols and some prisoners were captured.

"The naval forces successfully shelled a battalion of the enemy opposite Necchali.

"On the Doiran front there was considerable artillery action. We shot down an enemy aeroplane into Lake Doiran.

## TO THE POLICYHOLDERS OF THE PRUDENTIAL INSURANCE COMPANY OF AMERICA.

NOTICE is hereby given that a meeting of the policyholders of The Prudential Insurance Company of America will be held at the Home Office of the said Company in the City of Newark, New Jersey, on Monday, the fourth day of December, 1916, at twelve o'clock noon, for the purpose of selecting fifteen persons to be voted for by the policyholders' Trustee as members of the Board of Directors, at the annual election of Directors of the Company to be held on the eighth day of January, 1917.

At such meeting every policyholder of the corporation who is of the age of twenty-one years or upwards and whose policy has been in force for at least one year last past, shall be entitled to cast one vote in person or by proxy. FORREST F. DRYEN, President.

## CELESTIAL FLOUR

MADE IN FREDERICTON from Choice Hard Wheat by the best patent process.

Now fully equipped for custom grinding, Wheat, Oats, Buckwheat, etc.

Prompt service, and satisfaction guaranteed.

## F. H. EVERETT

Aberdeen St., near C. P. R. Station.

## WORLDLY WISDOM.

There is no hope for the man who acts the hypocrite even when he is alone.

Misery loves company—and she usually has plenty of it.

Too much noise in this world tries to pass itself off as music.

The more a woman argues the more she is unable to convince herself.

It's better to be wrong at the right time than right at the wrong time.

Many a man's love for his club is due to the fact that his wife never gives her tongue a rest.

Books are desirable companions; when they bore you it is an easy matter to shut them up without giving offence.

Many a business man has been swamped by the weight of his dignity.

When a miser marries he picks out a woman who looks nice in her old clothes.

If we could only see ourselves as others see us—but we can't so what's the use?

## SANK THE LUSITANIA.

The Stifts Tidende, of Ribe, Denmark, is quoted in a Reuter despatch from Copenhagen to the effect that the commander of the submarine which sank the Lusitania was Captain Max Valentiner, son of the Dean of the Sondersburg cathedral.

Captain Valentiner, this newspaper says, has been decorated with a number of orders since the sinking of the liner, including the Iron Cross of the first class and the Hohenzollern House order with sword, a special distinction which is the personal gift of the German Emperor.

## TRANSATLANTIC ZEPPELINS.

"Double" Zeppelins, to Carry Mail to United States, Rumor Says.

Chicago, Sept. 6.—Two "double" Zeppelins, unarmed and each with a capacity of sixty tons, have been built in Germany to carry mail between Berlin and the United States, according to statements here by Morris Epstein, agent of the German-American Alliance, who returned from Europe yesterday.

Epstein stated the Zeppelins had been christened "Deutschland" and "America." He was permitted to view them, he declared. The engines are powerful and the Zepps can make the aerial voyage between Berlin and New York in 72 hours.

Some men never give a thought to the hereafter except when they have occasion to pass a graveyard on a dark night.

A painful silence is unknown to men—but women know all about it.

## CANADIANS FOR THE BRITISH NAVY

Canada Offers to Maintain Them at Same Pay as Army Men.

Toronto, Sept. 7.—At a dinner held at the Royal Yacht Club last night, Hon. J. D. Hazen, Minister of Marine and Fisheries, made the announcement that the government had made an offer to the British Admiralty to recruit men for the British navy in the Dominion.

Canada is to maintain them at the same rate of pay as the men of overseas forces receive. The excess over the rate paid to the men of the British navy is to be credited to them. This offer, he said, had been accepted.

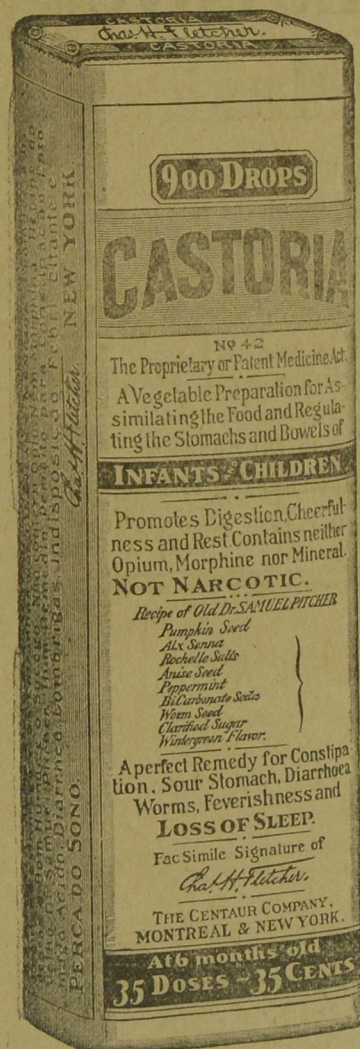
## CRANBERRY CROP SHORT.

Cape Cod Harvest Reduced by Rains at Critical Stage.

Boston, Sept. 6.—Owing to the excessive rainfall at a critical stage of growth, the Cape Cod cranberry harvest, it is estimated, will fall 5 to 10 per cent. below last year's crop, which was a comparatively short one. This means high prices in the opinion of the commission men.

The crop this year is placed as low as 240,000 barrels. Three years ago the Cape Cod bogs were producing as high as 455,000 barrels, nearly 90 per cent. more than this year.

This year the blossoms showed a 500,000 barrel crop, but about that time the rains came and some of the bogs were under water for two or three weeks.



Exact Copy of Wrapper.

# CASTORIA

For Infants and Children.

Mothers Know That  
Genuine Castoria  
Always  
Bears the  
Signature  
of  
*Chas. H. Fletcher*  
In  
Use  
For Over  
Thirty Years  
**CASTORIA**

THE CENTAUR COMPANY, NEW YORK CITY.

## Plumbing a House



This work demands something more than skilful hands. Technical knowledge, experience and a clear head are also necessary.

Our work—and there's much of it in this town—proves that we possess all these qualifications. Besides this, we have a full line of Plumbers' Supplies and can do all ordinary or extraordinary jobs promptly and well.

## D. J. SHEA & SON

We Sell the Famous  
**Sherlock-Manning Player Piano**

All the Latest Sheet Music on hand

**E. O. MacDonald**  
Music Store 560 Queen Street

## NEW MODEL 75 OVERLAND

--Has Arrived

It is admitted by all to be the most wonderful value ever produced at the low price of...  
Call in and look it over. Send for catalogue.

**Wm. C. BURTT, Fredericton N.B.**  
CHALMERS AND OVERLANDS.

## No. 2 Improved Moody Thresher Titan Kerosine Engines

This combination gives a threshing outfit that is unexcelled capacity, durability and all round satisfaction to operator and customer. They have been thoroughly tested and proved.

If you have regard for your own best interests you will get information about these machines before buying any other.

A number of improvements have been put on the thresher but is no advance in price.

## J. Clark & Son Ltd.

**WALKER BROS** MERCHANT TAILOR  
QUEEN STREET, WEST END.

We have on hand a full range of Winter Overcoatings and Suits in all the latest patterns. With 25 years' experience in tailoring we are in a position to guarantee entire satisfaction.

**SUITS . . . from \$18 to \$33**  
**OVERCOATS,, \$20 to \$35.**

## Friday and Saturday September 8th and 9th.

—AT—

## A. Murray & Co's

THROUGH SPECIAL EFFORT we have secured the Representative of one of the BEST MANUFACTURERS of LADIES' DRESSES and WAISTS, who will exhibit and take SPECIAL ORDERS at our Store on FRIDAY AND SATURDAY OF THIS WEEK.

SPECIAL EFFORT HAS BEEN MADE to get together a range MUCH SUPERIOR TO ANYTHING WE HAVE EVER SHOWN. The Dresses comprise Satin, Duchess, Taffeta and Crepe de Chine; also Georgette combination with above materials; also Paillette and Messaline.

THE LINE OF WAISTS WAS NEVER BETTER, and contains a Large Variety of Materials, with Georgette and Crepe de Chine the materials mostly in demand.

WE WILL EXHIBIT FOR YOUR APPROVAL some really exclusive styles. THEY ARE THE NEWEST MODELS, as shown by the foremost designers and manufacturers, and you are cordially invited to call and inspect them on FRIDAY and SATURDAY OF THIS WEEK.

## A. MURRAY & CO.

WHERE COURTESY AND QUALITY GO HAND-IN-HAND