



War Time Economy COCOA versus TEA AND COFFEE

THE war is being fought in the kitchens of Canada, just as truly as it is in the trenches of France.

The housewife that is genuinely anxious to help the cause of our Empire will use Cocoa on her table in preference to tea and coffee, which—delightful as you may find them as mild stimulants—have no real food value, and hinder the proper digestion of starchy foods, bread, cakes and potatoes.

Saving at Home Serves in the Trenches

There is more nourishment in a cup of cocoa than in a cup of chicken soup, bouillon or beef extract. You require less of other foods when you drink cocoa. You save money on your table expenditures.

The money you save will enable you to purchase War Savings Certificates. For \$21.50

you can buy at your nearest bank or Post Office a Certificate worth, in three years, \$25.00.

Cowan's Perfection Brand Cocoa for the table, and Cowan's Maple Buds or Milk Chocolate Bars for most delightful confections will be found at the stores of all dealers throughout Canada.

Ask for Cowan's ACTIVE SERVICE Chocolate, just what our Soldiers in the trenches appreciate. Specially manufactured to meet their needs.

COWAN'S
Perfection
COCOA

CONTROLLER WANTS MILK PRICES STEADY

Endeavoring to Find Effect of North American Grain Crop on Prices—Dealers Asked to Co-operate.

Marysville, Sept. 27. — His Worship Mayor Gilbert has received a communication from the Food Controller for Canada, requesting him to endeavor to have the prices of milk remain unchanged until the latter part of the month of October, in order to ascertain the effect of the present year's crop of grain Canada and the United States. The letter received is as follows:

"All milk producers and all wholesale and retail dealers in Canada engaged in the supply of fresh milk for daily consumption, are earnestly requested to make no advance upon the prices for milk obtaining in their district on September 1st until the committee appointed to deal with milk supply and prices have reported on what action, if any, should be taken. It is expected that the committee will begin sittings during the week of September 24th and should be in a position to report by November. Before a just basis for cost of milk production can be arrived at, the effect on prices of this year's crop of coarse grain in Canada and the United States must be ascertained. Reports indicate that the total production of coarse grains will be above the average. The effect of this on the prices of cattle feeds, however, cannot be properly estimated at this time, because the effect of the new crop feeds must be ascertained before any action may be determined. Therefore it is deemed advisable that any change in

APPLES, ORANGES, FIGS AND PRUNES

Are The Four Fruits Used in Making "Fruit-a-tives"

"FRUIT-A-TIVES" is the only medicine in the world that is made from the juices of fresh ripe fruits. Thus, it is manifestly unfair to say, "I won't take Fruit-a-tives because I have tried other remedies and they did me no good". On the other hand, the fact that "Fruit-a-tives" is entirely different from any other preparation in the world, is just why you should give it a fair trial, in any trouble of the Stomach, Liver, Bowels, Kidneys or Skin. "Fruit-a-tives" is composed of the active principle of fruit and the greatest nerve tonic ever discovered. 50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-tives Limited, Ottawa.

prices by producers and dealers be delayed at least until after October 31st. It is confidently expected that this very reasonable request will be complied with as it will entail little hardship and will make unnecessary the adoption of drastic measures. All mayors and reeves are requested to give this statement the widest possible publicity by requesting their newspapers to publish it in a prominent position and by mailing copies to all milk producers' associations and all dealers engaged in supplying milk to their city, town or village. "Copies of this request are being mailed directly to mayors and reeves of cities, towns and villages.

(Sgd) "W. J. HANNA,
"Food Controller for Canada."

The life work of some men seems to be criticising others.

Slants of Humor

"STORY IS TOLD OF THE LATE—" Lives of great men all remind us, Some day we'll be mute and cold, And departing, leave behind us, Stories that we never told.

A LINGERING ILLNESS.

(Mexico, N. Y., Independent.) For Sale—Chestnut driving mare and three-year-old cold. Inquire of C. M. Smith, Wayne street.

PREPAREDNESS.

(Kalamazoo Gazette.) The officers of the Young Women's Christian Association are being painted and put in condition for the winter.

PIERCE FIGHTING VIRGINIANS.

(Winchester Star.) I hereby announce that I will not be responsible for any debts contracted by my wife, Mary K. Whetzel—she having left me. H. A. Whetzel. I was not aware that H. A. Whetzel had any financial standing, as his father paid his bills. Mary K. Whetzel.

THEY ALL DO IT.

Superfluous candor from a garage: "Experts in charging."

SMALL TOWN STUFF.

(Niles, Mich., Star.) The Edwardsburg village council has ordered a 40 foot derrick made up, on which they will swing a bell to be used in giving fire alarms. Heretofore fires have been announced by shouting, but this was found unsatisfactory, as the noise made confused the firemen.

The Only Grand Prize
(Highest Award)
Given to
Dictionaries
at the Panama-Pacific Exposition
was granted to
WEBSTER'S
NEW INTERNATIONAL

FOR
Superiority of Educational Merit.
This new creation answers with final authority all kinds of puzzling questions such as "How is Preeminent pronounced?" "Where is Flinders?" "What is a continuous voyage?" "What is a howitzer?" "What is white coal?" "How is skat pronounced?" and thousands of others. More than 400,000 Vocabulary Terms. 30,000 Geographical Subjects. 12,000 Biographical Entries. Over 6000 Illustrations. 2700 Pages. The only dictionary with the divided page—a stroke of genius.

Regular and India-Paper Editions. Write for specimen pages, illustrations, etc. Free, a set of Pocket Maps if you name this paper. G. & C. MERIAM CO., Springfield, Mass.

WANTED AT ONCE

Teams for twitching logs at the Mitchell Boom.

Apply to

ST. JOHN RIVER LOG DRIVING CO.

BOSTON BRAVES GET GOOD ONES

Scout Mike Kahoe of the Braves returned to Boston Monday from Cincinnati where he attended the draft meeting.

He says that the Boston club obtained two good outfielders in Massey and Wickland, the former from Minneapolis and the latter from Indianapolis.

Kahoe has followed Massey for the past three years. While a scout for the Washington club in 1914 he picked him up for the Senators in Galveston, but he was hardly ripe, and Griffith sent him to Minneapolis, where he

became properly seasoned. He was leadoff man and is a good hitter. He is married, and has one child, and so obtained exemption from the army draft. Wickland was formerly with the Federal league, and is also said to be a very promising player.

Miller, drafted from New Orleans, is, according to Kahoe, a wonderful player, and early in the spring did sensational work at second and third bases. In the middle of May he broke his leg and has not played since. He is said to be coming along all right and in no danger of being permanently injured.

The accident happened in a peculiar way. Miller was leading baserunner of the league, and a photographer asked him to give a demonstration of his slide into second for a snapshot. Miller did so, and broke his leg.

Kahoe says he will be as good as ever in the spring.

Entertainment at Zealand.

The church guild at Zealand held their monthly meeting at the residence of Mr. Fred Bird Tuesday evening. A very entertaining musical program was given by Prof. J. W. Smith of Fredericton who was enabled to be present through the kindness of Mr. G. F. Wilkes of the city. During intermission a number of baskets that had been prepared by the ladies of the guild were auctioned, augmenting the treasury of the society by a very satisfactory sum. The social was graced by the presence of two returned soldiers. Much credit is due to the president, Mrs. Amy Morehouse, for the success of the function. Rev. Mr. Maxwell has made a great success of his work at Zealand and closed the social with expressed thanks to Mr. Smith for his entertainment and the officers of the guild for their untiring zeal.

Couldn't Get in a Word

Blanche met Carolyn at a ball and they were talking of one of the young men.

"I don't care for him at all," remarked Blanche. "He's a regular bor. Indeed?" replied Carolyn. "Why, I thought he was perfectly lovely."

"Well, said Blanche, "he yawned three times while I was talking to him."

"Perhaps he wasn't yawning," suggested Carolyn. "He may have been trying to say something, my dear."

Think of Grape-Nuts

When You Think of
economy

**SAVES MONEY
SAVES TIME
SAVES WASTE**

The concentrated goodness of the grains—rich in flavor and eatable to the last morsel.

These saving times are introducing Grape-Nuts to thousands of new users.

"There's a Reason"

Canadian Postum Cereal Co.
Ltd., Windsor, Ont.

These Men Will Help You Decide

Are you liable to be selected for service under the Military Service Act?

The answer to this question is being made readily available for you. Remember that the first class to be called includes only men between the ages of 20 and 34, both inclusive, who are unmarried or widowers without children, those married after July 6, 1917, being deemed single for the purposes of the Act.

Medical Boards are now being established throughout Canada. These Boards will examine, free of charge and obligation, all men who wish to be examined as to their physical fitness for military service. They will tell you in a very short time whether your physical condition absolves you from the call or makes you liable for selection.

It is important that you obtain this information as soon as possible. A certificate of unfitness from a Medical Board will secure for you freedom from responsibility under the Military Service Act from any Exemption Tribunal. A certificate of fitness will not preclude an appeal for exemption on any ground.

In order that you may be able to plan your future with certainty, visit a Medical Board as soon as possible and find out if you are liable to be selected. Your family and your employer are interested as well as yourself.

Issued by
The Military Service Council.