

THE DAILY MAIL

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ROAD MAKING.

At the annual convention of Union of Municipalities of Nova Scotia, at Liverpool last week, it was stated that the Provincial Highway Board has had under consideration the question of instituting in connection with the Technical College at Halifax, a department for instruction in road-making, and the compulsory attendance of road superintendents there for a course of instruction in road-making. The Antigonish Casket warmly commends the idea and goes on to say: "The days of hit-or-miss road-making are gone, never to return. In future public opinion will require that this vital factor in the prosperity of the rural communities be dealt with in all its aspects in a thoroughly business-like and scientific manner, and that involves education specially suited to the nature of the case. Our weakest point in Nova Scotia is our revenue. We are a small province, with only about the same population as the City of Boston. We must not forget that fact. Improvements must be paid for, and our means are limited. But when we shall have realized how much money we throw away in our private expenditures for folly and mere show or passing pleasure, and get ready to put our money out to better purpose, we may find that even the cost of good roads is not beyond our means. The people of the towns have become very much interested in the rural roads in recent years, owing to automobile travel, and rural roads are now by many regarded as a town interest. We shall have to pay if we want good roads, and there are signs that the people of Nova Scotia are, or soon will be, ready to pay."

New Brunswick, like Nova Scotia, also has a limited revenue, and being a larger province in point of territory, more miles of highway have to be kept up by a smaller population. While good progress has been made in the matter of road making in recent years, there is still room for improvement. One of the difficulties is to get men in the different parishes who thoroughly understand the principles of road-making. There are a great many who pretend to know all about it, but their services never appear to be available; they prefer to stand back and grumble at those who do the work. No doubt it would be a splendid thing if some means could be provided by which road officials could be given a special course of instruction in road making, under men who have made it a life study.

POETRY OF ADVERTISING.

A traveller who lately visited the Orient was much impressed by the style of advertising employed by Japanese merchants. This advertising man points out in an American paper that Japanese merchants and manufacturers who have occasion to make use of printers' ink are not disposed to limit themselves to dull, prosaic statements concerning the excellence of their wares. The enterprising little Oriental goes in for the thrilling and the picturesque. He applies to the advertising of his commodities a unique descriptive skill. He selects his similes from the fields which command public interest and concern.

Among the most striking and entertaining bits of advertising which the traveller compiled in his study of Japanese publicity are these:

Goods despatched expeditiously as a cannon ball.
 Parcels done up with such loving care as a wife bestows upon her husband.

The print of our books is clear as crystal; the matter as charming as a singing girl.

Customers are treated as politely as by rival steamship companies.
 Our silks and satins are as smooth as a lady's cheeks and colored like a rainbow.

It ought to be possible, a contemporary points out, to get advertisements read in Japan without scattering them around next to "pure reading matter."

It is said that Mr. D. B. Hanna, vice-president of the Canadian Railway,

will be appointed chairman of the Board which is to administer the affairs of the government roads. Hon. Frank Cochrane, Minister of Railways, was promised the job, and will probably make a big kick if he does not get it. There is a feeling at Ottawa that the position should go to a practical railway man, and Mr. Hanna seems to fill the bill.

Boston Globe: A guaranteed price of \$2.20 a bushel for wheat would have seemed fabulous to the farmer only a few years ago. How much more does it cost to raise wheat now than it cost then? The President next spring is going to find out.

Toronto Globe: Those two brave Quebec boys who went through the enemy's lines to his artillery position and brought back the shoulder straps and cap badge of the Hun commandant represent the true spirit of our French-Canadian fellow citizens.

THROUGH OUR SIEVE

Nothing amuses a body that doesn't annoy grown folks.

An ounce of get-up-and-get is better than a pound of that "tired feeling."

Archangel seems to have come out on the side of the other angels.

This is a time when one imagines that the Kaiser would enjoy a vacation.

Pretty soon Von Hindenburg may begin to suspect that he is not wanted in France.

Knickerbockers for men may save wool and sheep, but they would place a terrible strain on the calves.

Possibly the Germans are not retreating with more speed because the allied armies are holding on to their coattails.

Mrs. O'Heavens assures us that not only are allies going to take Ham, but they will also bring home the bacon.

Bombing their cathedrals and hospitals might annoy the Germans, but to make them real mad we must bomb their breweries.

Whoever told the crown prince he was competent to command armies was the greatest kiddier of the age.

Artillerymen tell us that we must never say "shells," the correct plural form being the same as the singular, "shell." Thus our grammar becomes a victim of shell shock.

Women's skirts are to be higher and scantier, saith the Paris oracle. Ladies with Chippendale legs, or those with mission ankles will protest that this is not making the world safe for democracy.

SAVE THE CHILDREN

Mothers who keep a box of Baby's Own Tablets in the house may feel that the lives of their little ones are reasonably safe during the hot weather. Stomach troubles, cholera infantum and diarrhoea carry off thousands of little ones every summer. In most cases because the mother does not have a safe medicine at hand to give promptly. Baby's Own Tablets cure these troubles, or if given occasionally to the well child will prevent their coming on. The Tablets are guaranteed by a government analyst to be absolutely harmless even to the newborn babe. They are especially good in summer because they regulate the bowels and keep the stomach sweet and pure. They are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

Restaurant keepers are having their troubles, but if they expect sympathy from the embittered coffee drinkers, some of them will have to give stronger coffee.

AMHERST BOY DIED OF WOUNDS

(Canadian Press direct wire.)
 Amherst, N. S. Sept 10—Lieutenant Douglas McKinnon Lawson, son of B. J. Lawson, well known educationalist, has been officially reported as died of wounds. Lieut. Lawson enlisted as a private with a Nova Scotia Highland Battalion, and was wounded in the recent offensive. He is a nephew of Captain G. A. Lawson, formerly pastor of the Baptist Church Moncton, but now overseas, in the front lines.

Rich granules of sweet, nut-like flavor
Grape-Nuts
 Delicious Economical
 Canada Food Board License N° 2-026

HOW TO GET RID OF RHEUMATISM

"Fruit-a-tives" Point the Way to Quick Relief

VERONA, ONT.
 "I suffered for a number of years with Rheumatism and severe Pains in my Side and Back, caused by strains and heavy lifting.

When I had given up hope of ever being well again, a friend recommended 'Fruit-a-tives' to me and after using the first box I felt so much better that I continued to take them; and now I am enjoying the best of health, thanks to your wonderful fruit medicine."

W. M. LAMPSON.
 "Fruit-a-tives" are sold by all dealers at 50c. a box, 6 for \$2.50, trial size 25c.—or sent postpaid by Fruit-a-tives Limited, Ottawa.

MR. GIBBONS' NEW NOVEL

"Drums Afar" Has War Tinge and is Likely to Make a Hit.

War is the background for most of our thoughts today, and a novel without a war tinge would seem almost out of keeping. In "Drums Afar", the new novel by John Murray Gibbon, the war interest is kept subdued till the latter part of the story, which indeed vibrates with echoes of the great conflict. Canada plays its part in this international romance, the author obtaining some vivid color from a Patriotic Fund Campaign and from the sailing of the first Canadian Expeditionary Force. Described in a subtitle as an international romance, "Drums Afar" has as its hero a happy-go-lucky young englishman who after three years of Oxford University with vacations in Germany and France, becomes director of an illustrated weekly newspaper in London. The charms of an American girl lead him to the United States, where he arrives just on the outbreak of the war. All through the pictures of life at Newport, Rhode Island, at Chicago and at Lake Geneva, Wisconsin, the drums of war are heard beating ever louder. On the one hand is the call of the Mother Country; on the other is the prospect of luxurious ease in a country of mixed races which at the time of the story was aiming to be neutral. It is the influence of Canada, however which brings the hero to his great decision—a decision which first entangles and then disentangles the skeins of love woven into the story. "Drums Afar" is published in London and New York by John Lane, and in Toronto by S. B. Gundy of the Oxford University Press, who also published "Hearts and Faces", the well-known novel by the same author.

OVERSEAS JOURNALISTS WELL PLEASED

London, Sept. 9.—The South African, Australian and Newfoundland Journalists have returned from the front more than satisfied with what they saw. Representatives from each Dominion were allowed to visit their own troops as far as possible. The party visited the scene of South African achievements and were much impressed with the cheerfulness of the troops and their confidence of victory. They gained the impression that the capture of Mont St. Quentin was one of the most brilliant and the most important features of the war.

The most cordial feelings exist among the men from the Dominions and the Americans. The men asked: "We did the last advance without the Americans. What will the next advance be like with them helping us?"

It's seldom safe to judge a man by his own opinion of himself.

SOAPS ARE STILL STYLISH

Still using soap, and probably always will. True that it is a little bit scarce now, but fortunately this store has a good line and they are offered for your ready selection.

Prices are lower now than they will be later. Come and buy now.

STAPLES' PHARMACY

ALONZO STAPLES, Prop.
 Agency for Miller Standard Rubber Goods.

Linen Handkerchiefs Are Going To Be Higher.

We have still a good assortment of prices.

1-2 doz. pure linen hdkfs. . . 88c. 1-2 doz. pure linen hdkfs. . . \$1.10
 1-2 doz. pure linen hakfs. . . \$1.38 1-2 doz. pure linen hdkfs. . . \$1.65
 Pure linen hdkf centres 12c

Our pure linen embroidered hdkfs (white or colored embroidery) at 35c each, is the best value to-day.

John J. Weddall & Son

EVER READY
The Military Flashlight

Hang it on your belt. Hang it on your coat button.
 Hang it anywhere. LEAVES BOTH HANDS FREE
 The ideal light for the soldier, vacationist, boy scout and all out-door people.

Flashlights all sizes and styles. Batteries and Bulbs.

R. Chestnut & Sons

PLUMBERS AND HEATERS THE HARDWARE PEOPLE
 WHOLESALE RETAIL

RALLY TO THIS JOB

Ten Dollars Bonus to each and every man who helps complete the Valley Railway and stays on the work until it is complete.

Every man paid 35 cents an hour for ten hours a day or twelve hours if he wants to work long hours.

Two hundred men wanted at once.

Board \$6.00 per week.

Residents of the River Counties who want this work complete by November 30, 1918, and have another railway to St. John rally to the job.

Apply to
 NOVA SCOTIA CONSTRUCTION CO.,
 Westfield, Browns Flats or Gagetown.

WHEN THE MAPLE LEAVES TURN RED.

(New York Sun)
 "Astride the Arras-Cambrai road Canadian troops advance." Again the faithful message Echoes out of France—
 Call of plain and wood and river;
 Call of English blood and French! Sounds to us across the waters Out of hallowed field and trench.

You bet they straddle highroads. There is not a road in France That could swaddle their boldswagger When the devil starts to dance—
 Call of ranch and desk and mine shaft;
 Call of Scotch and Irish blood! Pipes of kilties send their message, Skirling back across the flood.

Sweeping onward 'long the highroad, Overflowing field and lane;

Pressing, ever-pressing legions, Past the graves where lie their slain Call of woodsman and of ploughman Call of all the blood they've bled! You gotta "keep your head down, Fritzle," When the maple leaves turn red. —Walter Deffenbaugh.

Jas. A. Kelley of St. John is registered at the Barker House.