

A Word With Subscribers

It is a popular misconception that in times of War a newspaper makes money. As a matter of fact, any newspaper which tries to do its duty by its subscribers, loses money during war time. This is true of The Daily and Semi-Weekly Mail. Both of these papers, in spite of their tremendous increase in circulation, are not making any profit out of the war. This being the case, we have to ask our subscribers who are in arrears to be good enough to REMIT. If we are properly doing our duty toward you as a subscriber, we have to ask that you will carry out your duty to us by remitting promptly any amount that may be owing to us.

If you want to help us make our paper better, send us your subscription in advance. We assure you that we will spend it in improving our news service.

Accounts are now being sent out, and we will be very much indebted to you if you will give the same your prompt attention.

The Mail Printing Company

GERMANS LOSE HEAVILY

London, Oct. 5.—A graphic account of the frustration of an attempt by the Germans to cross the Niemen River is given by The Daily Telegraph Petrograd correspondent.

"The Germans appear to have fallen into a Russian trap," the correspondent says. "On Sept. 23 the rear guard of the Russian General Rennenkampf's army was transferred to the right bank of the river, and the following evening the Germans approached the stream. The next day, seeing no signs of opposition the Germans proceeded to construct pontoon bridges and completed this work without molestation.

"It was only when the troops were pouring across to the right bank in fancied security that a sound like the roll of thunder was heard, and dozens of Russian guns, cleverly posted and screened, opened their concentrated fire on the crowded bridges.

"Before the blast of shrapnel and machine gun projectiles the Germans were swept into the river by hundreds. Speedily, however, the challenge of the Russian guns was taken up by the German artillery, and for a long time the duel continued.

"At last the Germans, thinking they had got the measure of the Russian gunners, made another attempt to throw their troops across the Niemen. But this time also they had no better luck and not one of the soldiers who stepped upon the bridges either reached the opposite shore or returned.

"The bodies of the slain floated in hundreds down the yellow flood of the Niemen. Still the Germans vigorously maintained their bombardment,

and about six o'clock in the evening made a last and desperate effort to utilize the bridges, on which they had spent such pains.

"Columns in close formation were sent forward to the crossings, but once again every man was mowed down by the murderous fire of the Russian machine guns.

"With the fall of evening the German batteries were silenced, one after the other, by the steady and well directed fire of the Russian artillery. The enemy then fell back eight miles, pursued and harassed by Cossacks, who had crossed the river on the German bridges.

"According to one account, no fewer than twenty thousand German corpses were carried down the Niemen after this awful carnage.

"In the fight at Sredniki, on the Niemen, Sept. 15, the German casualties also are said to have been large. An eye witness of the battle says that in the river and on one of its banks, no fewer than eight thousand Germans perished. On the opposite shore from the city the bodies of 1,500 Germans were lying unburied for some days afterwards."

DR. DEVAN'S FEMALE PILLS Reliable medicine for all Female Complaints. \$5 a box, or three for \$10, at drug stores. Mailed to any address on receipt of price. THE SCOBELL DRUG CO., St. Catharines, Ontario.

PHOSPHONOL FOR MEN Restores Vims for Nerve and Brain; increases "grey matter"; a tonic—will build you up. \$3 a box, or two for \$5, at drug stores, or by mail on receipt of price. THE SCOBELL DRUG CO., St. Catharines, Ontario.

Sold in Fredericton by A. J. Ryan.

IS YOUR WIFE BAD TEMPERED?

Chances are she has corns that ache like fury. Buy her a bottle of Putnam's Corn Extractor. It acts painlessly, gives instant relief and cures every kind of corn. Insist on getting only Putnam's Extractor, 25c. a all dealers.

VERANDAH STORIES

SAVING COIN FOR FATHER.

Papa Smith was seated in his luxurious den one evening wondering how he was going to juggle the money market to make his assets and liabilities meet, when his beautiful daughter walked into the room.

"Papa," she remarked with a defiant air, "I have decided that unless you buy me that five thousand dollar necklace I will elope with the chauffeur."

"My darling child!" joyously exclaimed the old man, extending his hands toward the fair one. "Come right into papa's arms!"

"Oh, papa!" was the pleased response of the daughter, yielding to her father's embrace. "Do I really and truly get the necklace?"

"No, my dear," answered Papa Smith. "You get the chauffeur. I owe him eight months' salary."

BROUGHT HOME TO HIM.

General W. L. Alexander was discussing the European war.

"This war," he said, "will affect even us. We must economize to weather it. And our economy must be general, too.

"We mustn't be like Gayboy, whom a friend asked over a bottle of champagne on a roof garden:

"Well, apropos of the war, old man, did you give your wife that lecture on economy?"

"Yes, I did," Gayboy answered, "and she went right out and bought me a safety razor."—Pittsburgh Chronicle-Telegraph.

WHITHER THE JURY WENT.

One day the judge met a party of congenial friends, and in speaking of his court told of a rather remarkable jury.

"The jurors," related the judge, "were serving in that capacity for the first time. When they came into the room the court officer addressed them in the usual way, saying:

"Gentlemen of the jury, please take your accustomed places."

"Immediately,"

"I see," interjected one of the congenial friends, "they waded in and took a seat among the spectators."

"Oh, no, they didn't," was the startling rejoinder of the judge, "they walked straight into the dock."—Philadelphia Telegraph.

Men and women everywhere who are willing to work a few hours in their spare time for \$15 weekly. No experience required. Outfit free. The Co-Operative Union, Windsor, Ont.

VAL CARTIER CAMP AS SEEN BY AN AMERICAN

(Continued from page three.)

their position to my right. Except for an occasional bugle call it was the only music.

It was three o'clock when the parade began. The artillery led, and there seemed to be an almost endless succession of guns, drawn by the finest horses in the Canadian west. They rattled by, quickening to a fast trot as they passed where I was standing. I am told there were three hundred machine guns in addition to many other larger field pieces with this first contingent.

Then came battalion after battalion of infantry, the greater part on foot. This section of the parade was in two divisions, the second consisting of kilties. The men marched without music, and except for an occasional clapping of hands as they broke into the double or changed their formation, the crowd that watched maintained an impressive silence.

CARRY FIXED BAYONETS.

Some of the men marched with fixed bayonets, and I heard the comment around me:

"That's what the Germans are scared of."

There were a few companies of mounted infantry. More mounted men will probably be sent with the second contingent, of which the people are already talking.

A small corps of cyclists followed the infantry and the rear was brought up with the Red Cross detachment. The sacred emblem that speaks for the cause of humanity was displayed in bold enough form on the covered wagons to be visible to the enemy a mile away.

When the last of the soldiers had left the parade grounds I wandered back to the tents. There the men were washing up after their march or lying about in little groups chatting over the prospect for departure.

HYMNS IN Y.M.C.A. TENT.

In one of the Y.M.C.A. tents a little company was gathered near a piano singing hymns under the leadership of a Y.M.C.A. worker. There was real fighting spirit in the way they sang "Hold the Fort," but when somebody called for "God Be With You Till We Meet Again," the strains of the sweet old hymn rose with a vibrant feeling that brought tears to the eyes of not a few who listened.

When the Y.M.C.A. worker turned the piano over to the boys the character of the music changed. A khaki-clad accompanist pounded out "It's a Long, Long Way to Tipperary," and I heard for the first time the rollicking Irish song to the measure of which the soldiers of the king have gone to war. It is well adapted to cheer the spirits of the men, and it has just enough of the simple sentiment of the soldier heart to appeal to those who have left home far behind to fight its foes in a foreign land.

RAG-TIME SONGS POPULAR.

Many a rag-time song that is being sung in American theatre today was heartily shouted by the merry group, and I doubt not the French soldiers and the German prisoners will learn some strange airs and stranger words from these Canadian lads.

As I turned away, loath to leave a company so cheery, I heard them singing:

"I'm here and you're here, so what do we care."

I had heard a vaudeville team sing it at the Hippodrome in Chicago a week before; but it took on a new meaning here at Valcartier. Who knew where the "I" and "YOU" so merrily celebrating their comradeship would ever sing together again? If we could only be sure they would be here after the war is over; if the mothers and wives and sweethearts they are leaving could be sure, then indeed we might not care. It is the uncertainty of this, nay, the practical certainty that it cannot be, that back of all the smiles and the song lies like a dark shadow over Valcartier and Quebec tonight.

B. C. Water Power Survey

A party of engineers of the Conservation Commission examined the water power situation in the district tributary to the watersheds of the following rivers in Interior British Columbia: Skeena, Kispox, Bulkley, Morice, Telkwa, Zymoetz and Kitsumgallum rivers. The season was an unusually wet one, and the country traversed very rough with consequent poor trails, that in many instances required clearing, so that progress was necessarily slow. In spite of this, twenty-six streams in all were examined and twenty-eight power sites reported upon.

A Vapor Cabinet

To convert an ordinary bath tub into a vapor cabinet there has been invented a cover to clamp tightly over it, with an opening for an occupant's head.

PERSISTENCY IN ADVERTISING

One stroke of a bell in a thick fog does not give a lasting impression of its location, but when followed by repeated strokes at regular intervals the densest fog, the darkest night can not long conceal its whereabouts. Likewise a single insertion of an advertisement—as compared with regular and systematic ADVERTISING—is in its effect not unlike a sound which, heard but faintly once is lost in space and soon forgot.—Printing Art.

TRY AN ADVERTISEMENT IN THE DAILY MAIL

If your Stock of Stationery is getting low Telephone THE MAIL PRINTER

The Gold Dust Twins' Philosophy

THE floors and doors appear to wait until the dust germs congregate; the housewife hails each dawning day with grin and harrowing dismay. Says she: "My work will NEVER end: o'er dusty stretches I must bend, until, with aching back and hands I finish what the day demands."

The "Flour-and-Door-a" Girl

work and the endless doors, until when Hubby saw them, too, reflections said: "Why, howdy-do!"

"The Gold Dust Twins," said she, "I find, help leave the woes of dust behind. Each mark of sticky hands on doors, each tread of muddy feet on floors, all fade before the slightest touch of Gold Dust, and the work is such that, when the woodwork has been done, I find said work was only fun." This line of reasoning must show that those who've tried it OUGHT to know. If you, in one day's duties, find that there's a Grouch in every Grind, invite the Gold Dust Twins to share such tasks as fire and fret and wear.



From kitchen floor to bedroom suite, these tireless little chaps make neat, and best of all, the sum expense is measured up in meager cents. They put both dust and dirt to rout and run the last old microbe out.

The Gold Dust Twins

MOIR'S CHOCOLATES

have established a new and higher standard of purity and deliciousness in candy-making. They are prepared from the best cocoa beans the market affords, personally selected by us, and ground in our own factory by skilled confectioners.

The chocolate coating is of the finest quality and the centres are dainty and varied, forming a combination which results in the most delicious chocolates you ever tasted. Try them.

MOIR'S LIMITED, HALIFAX, CANADA

Sold by Best Dealers Everywhere



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A RESIDENTIAL AND DAY SCHOOL FOR BOYS. TORONTO, ONTARIO

Boys prepared for the Universities, Royal Military College and Business.

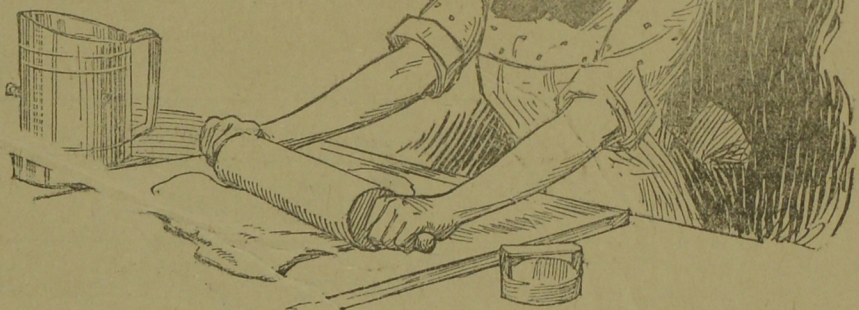
UPPER AND LOWER SCHOOLS

Calendar sent on application.

Term Commences Sept. 10th, 1914.

Rev. D. BRUCE MACDONALD, M.A., LL.D. Headmaster

Of course, they'll need a second helping



Indeed the best way to make Rainbow flour biscuits is to bake twice the number you'd make of ordinary flour.

Put two thirds of the biscuit on the table. When they're gone and the folks still look wistful, see them smile when you go to the

kitchen and bring in some more.

Rainbow Flour makes whiter, tastier biscuit or bread than any other flour produced—and you can prove it in one trial!

In using Rainbow Flour for pastry, less flour is required and more water (added slowly).

RAINBOW FLOUR
MAKES GOOD BREAD

At your grocer's. In convenient 3½-lb. and 7-lb. boxes, 7-lb., 14-lb., 24-lb., 49-lb. and 98-lb. bags and in barrels.

Canadian Cereal and Flour Mills Limited, Toronto, Canada
Makers of Tilton's Oats—Rainbow Flour—Goldie's Star Flour

