

FAMILY DOCTOR'S GOOD ADVICE

To Go On Taking "Fruit-a-tives"
Because They Did Her Good

ROCHON, P. Q., JAN. 14th, 1915.
"I suffered for many years with terrible indigestion and constipation. I had frequent dizzy spells and became greatly run down. A neighbor advised me to try 'Fruit-a-tives'. I did so and to the surprise of my doctor, I began to improve, and he advised me to go on with 'Fruit-a-tives'."

I consider that I owe my life to 'Fruit-a-tives' and I want to say to those who suffer from indigestion, constipation or headaches—'try Fruit-a-tives' and you will get well'. CORINE GAUDREAU, 50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-tives Limited, Ottawa.



Royal Reserve
The Whisky of Quality
Aged in Wood 8 Years before bottling
GUARANTEED BY THE GOVERNMENT OF CANADA
Demand the Brand

Salvation Army.
Public meetings, Tuesday
Thursday and Saturday at 8 p. m.
Sundays at 7:30 p. m.



This Superior COFFEE

As its name implies is a blend of four special coffees.—
It has a splendid body and will produce a rich, strong, and
invigorating cup of coffee.

AT ALL GOOD GROCERS
\$0.45 per lb.

WM. BRAID & CO., DIRECT IMPORTERS
VANCOUVER - B.C.
Stewart & Mobley, Ltd., Wholesale Distributors, Prince Rupert.

Ramsay's Empire Cream Sodas

In 2-lb. Tins

Have attained their enviable reputation by their superior
quality and uniformity. The most discriminating house-
wife insists upon "Ramsay's Empire" when buying Soda
Biscuits.

They are made in B. C. and your grocer gets his supply
frequently and quickly, insuring freshness, which means
crispness.

Prove it by buying a tin with your next order.

Manufactured by

RAMSAY BROS. & CO., LTD.
Vancouver, B. C.

Let Us Save You Money on your Gasoline or Distillate

We guarantee to save you 25 per cent. on gasoline or distillate and
upkeep and free any motor from CARBON troubles. A seven ounce
box of Carbonvoid is equivalent to 50 gallons of gasoline. Every box
of Carbonvoid will save you 400 to 500 additional miles.
Carbonvoid is a just drop in the tank. Will re-
move all carbon from cylinders.
The largest companies in the world use it. THE ALLIES ORDERED
IN JUNE 288,000 CARTONS. Previous order 250,000 cartons. Fully
guaranteed or your money refunded. Mailed anywhere on receipt of \$1.50

Carbonvoid puts the
"GO" in Gasoline

For Sale Only by
Geo. L. Clayton, - Prince Rupert, B.C.

CROWN PRINCE IS BLAMED FOR WAR

The Echo Belge, which, since the occupation of Belgium, has been published in Holland instead of in Brussels, records an interview with a Hollander, the member of the staff of one of the boats plying up and down the Rhine, all of which are now staffed by Hollanders, as the German members of the crew have been recalled for some form of war service. As having unique opportunities for observation, he was asked to describe the state of mind of the German people, and he remarks:—

"In general, astounding; yes, I must say, admirable! Why aren't such energy and such a spirit of sacrifice put to the use of a better cause?"

An astonishing discretion prevails everywhere. Warning placards are all around one. If soldiers are speaking together, they grow silent at the approach of a civilian.

"People reckon that the war is the doing of the militarist party and its chief, the Crown Prince. They never talk of him, and their silence is significant. Only once, when my attention was elsewhere, I thought I heard something whispered about 'the big empty-head.' That is the current nickname for the Crown Prince, 'der dicke eitel Kopf.' The Emperor



LIEUTENANT GUYNEMER, the most daring of French aviators, who brought down three German aeroplanes in two and a half minutes the other day and then dropped ten thousand feet to earth and alighted unhurt. He is known throughout France as the "Fokker-Killer."

is still as popular as ever. His portrait is everywhere. People have no grudge against him. He is pitied rather for allowing himself to be dragged by his entourage into this dreadful war. But the wine is drawn, and must be drunk. It concerns the safety and the welfare of the Empire."—Exchange.

SIR SAM HUGHES NOT GOING TO THE FRONT

The London Daily Mail says that there is no danger of Sir Sam Hughes going to the front as he now realizes that conditions there have changed since the early days of the war.

The Mail goes on to say, "Early in the war, certain political soldiers received unwise commands, but as the sanguinary nature of the struggle developed, it became obvious that the front is no place for politicians, however eloquent, active or astute."

"We agree with our Canadian contemporaries that political appointments might bring about disaster of the first magnitude to the Canadian army," says the Mail. It also says that Sam is doing good work in keeping Canada in the limelight.

Sterling THE ENGINE REFINEMENT

FISHERMAN'S ENGINE

2 Cyl.—5 1-2 in. by 7 in., 12-15 Horse Power.

4 Cyl.—3 3-4 in. by 5 1-2 in., 25 Horse Power.

4 Cyl.—5 1-2 in. by 8 in., 25-35 Horse Power.

For Further Information
Apply to

W. E. WILLISCROFT
Prince Rupert, B. C.

Coughing scatters germs —Stop it

Coughing increases the irritation of the already inflamed mucous membrane and is moreover apt to carry disease to others.

Mathieu's Syrup of Tar and Cod Liver Oil promptly stops coughing, and soon, thanks to its tonic properties, effects a permanent cure.

The wonderful popularity of Mathieu's Syrup of Tar and Cod Liver Oil is especially due to its great value as a permanent lung and bronchial healer.

Sold everywhere, 35c large bottles.

J. L. MATHIEU CO., Prop.,
Sherbrooke, P. Q.

For further information see Mathieu's Syrup of Tar and Cod Liver Oil. It is the only one of its kind. It is a true cough medicine.



2,000,000
Belgians
Depend on us
for Bread!

Since shortly after the German invasion, the Belgians have depended for food entirely on the "Commission for Relief in Belgium". Their own store of food, even if not destroyed or pillaged, would last only three weeks—they have had no chance to raise more—and the ruthless Germans refuse to supply them!

Backed by the

Belgian Relief Fund

so generously contributed in the British Empire and the United States, the neutral Belgian Relief Commission has imported enough wheat, flour and other foods to feed the whole nation so far. The great majority of the 7,000,000 Belgians left in the country have been able to pay for their daily allowance of bread—but a steadily growing number have no money left.

Unless we are willing to let these hundreds of thousands of women, children and old men starve, they must be fed at the expense of the Belgian Relief Fund. To make this possible someone must contribute nearly \$3,000,000 a month—every month—all this winter!

No people under the Allied Flags are as well able to contribute generously as we Canadians! No cause has ever been more deserving of help! In the name of Justice and Humanity—for the sake of our own self-respect—let us give all we can to help our martyred Allies!

Send your subscriptions weekly, monthly or in one lump sum to Local or Provincial Committees, or to the

Central Executive Committee, 59 St. Peter St., Montreal

\$2.50 Feeds A Belgian Family A Month.



CANADIAN WOMEN SHOULD KNOW THIS—

"CANADA FIRST" Milk is the BEST Milk sold by Your Grocer. The Government Bulletin No. 305 tells the story—IT COSTS THE SAME.

ASK YOUR GROCER FOR THIS CANADIAN OWNED CANADIAN MADE PRODUCT—INSIST If you want whipped cream, chill "Canada First" Evaporated—then whip as with fresh cream.

THE AYLMER CONDENSED MILK CO., LTD.
AYLMER, ONT., CANADA

Three Mighty Forces Close Linked

Have you ever noted how an audience yawns in the face of an uninspired speaker?

On the other hand, have you noted how an audience will lean forward and grasp the chair arms when the speaker reveals enthusiasm?

Enthusiasm is the buoyant expression of truth. To impart belief in anything, a man must believe it deeply himself. We call such a man an enthusiast.

This applies to the written word also—particularly to advertisements. When the manufacturer really believes in his wares, his enthusiasm will almost inevitably find expression in Advertising. And enthusiasm will be contagious—his audience—the readers of the newspaper—will, figuratively speaking, "lean forward and listen intently."

To be convincing an advertisement must convey an unmistakable impression of enthusiasm. This it will only do when the article advertised has inherent worth.

Thus we have:

Sincerity -- Enthusiasm -- Advertising:
Three mighty forces, close-linked.

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper. If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.