

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.



The Whisky of Quality

Aged in Wood 8 Years before bottling

GUARANTEED BY THE GOVERNMENT OF CANADA

Demand the Brand

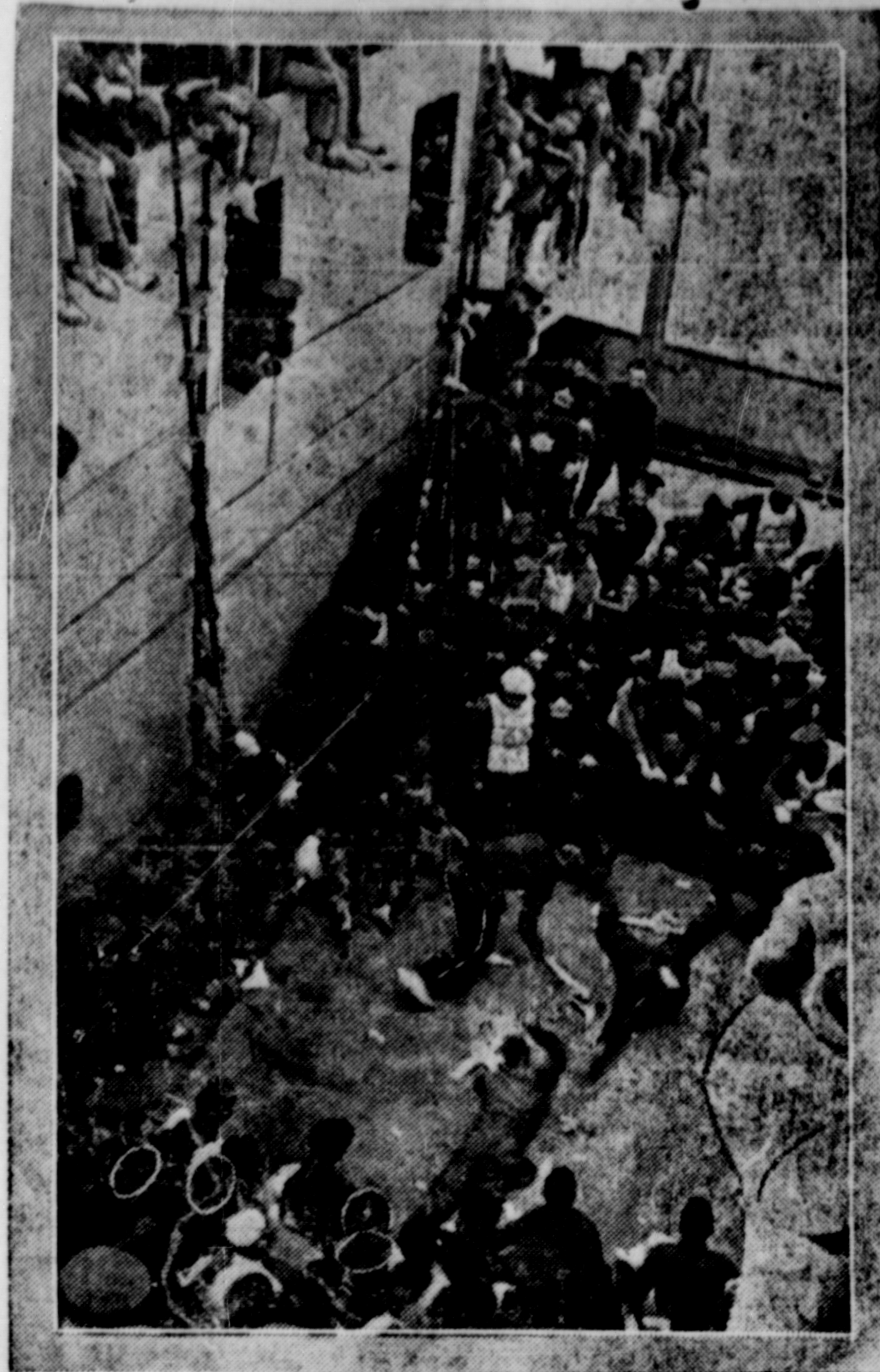
Salvation Army. Public meetings, Tuesday Thursday and Saturday at 8 p. m. Sundays at 7:30 p. m.

BRITAIN'S CAMPAIGN AGAINST SUBMARINES

Discussing our position at sea in his "History of the War" (Nelson & Sons, Edinburgh), John Buchan says:—

It is too soon to write the detailed story of our campaign against the German submarines. The Admiralty rightly refused to publish even the estimated numbers destroyed—a refusal which showed an acute knowledge of the enemy's psychology. A sinister silence without a word of news was far more trying to the nerves of the German undersea service than any advertisement of success. Famous submarine commanders went out and never returned. No man setting forth from the Elbe bases knew what he had to face. Some device which meant certain death might be waiting for him in the British coastal waters.

A few of our methods of defence were known to the world. The new type of monitors—vast torpedo-proof rafts carrying 14-inch guns—were able to operate in shallow seas with almost complete immunity from the underwater menace. Elaborate nets were constructed in the main sea passages, in which more than one submarine was fatally entangled. We know from the narrative of Lieut. Wenninger, commanding the German boat U 17, what might happen to a submarine which



NOVEL SPORTS ABOARD A CANADIAN TRANSPORT

Fighting with rolls of paper while blind-folded. The two men were held by their feet, making frantic efforts to hit each other. Their antics in the ring caused great delight to the audience. Note maple leaves on the men's sweaters, also life-belts worn by some.

fouled these steel meches. Even when he managed to get clear, he had to lie for hours at the bottom while our torpedo boats watched the surface.—Scotsman.

THE MAILS

From the East.
 Sunday, 6:15 p. m.
 Tuesday, 6:15 p. m.
 Friday, 6:15 p. m.
For the East.
 Monday, 8:30 a. m.
 Wednesday, 8:30 a. m.
 Friday, 8:30 a. m.
 Remo, Barrett Lake and North Bulkley, Monday and Wednesday only.
From the South.
 Monday, Wednesday and Friday mornings. Sunday nights.
For the South.
 Monday, 8 a. m.
 Tuesday, 8 a. m.

Sterling
 THE ENGINE OF REFINEMENT
 For the finest boats that float
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.
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W. E. WILLISROFT
 Prince Rupert, B. C.

Coughing scatters germs —Stop it
 Coughing increases the irritation of the already inflamed mucous membranes 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 specially 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 bottles and Mathieu's Formula Booklet—these are useful also in cases of colds and other ailments, when accompanied with the 50c box of 21 bottles. 4-1-13

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 Write today, address
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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



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.

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 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 housewife 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

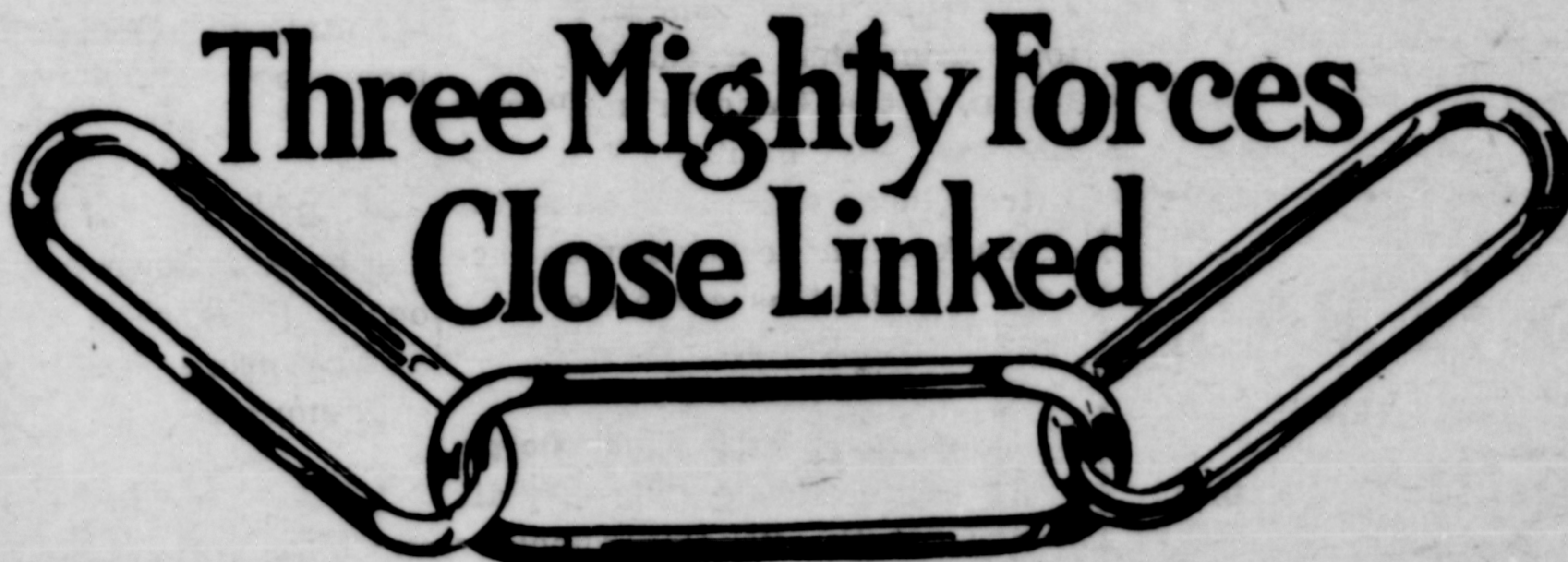
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We guarantee to save you 25 per cent. on gasoline or distillate and upkeep and free any motor from CARBON troubles. A seven ounce box of Carbonvoid is equivalent to 50 gallons of gasoline. Every box will save you 400 to 500 additional miles. Carbonvoid is a just drop in the move all carbon. 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.



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.