

THE ONLY MEDICINE THAT HELPED HER

"Fruit-a-tives Again Proves Its Extraordinary Powers"

ROCHON, Que., March 2nd, 1915.
"I have received the most wonderful benefit from taking 'Fruit-a-tives'. I suffered for years from Rheumatism and change of life, and I took every remedy obtainable without results. I tried 'Fruit-a-tives' and it was the only medicine that really did me good. Now I am entirely well—the Rheumatism has disappeared, and the terrible pains in my body are all gone. I hope that others, who suffer from such distressing diseases, will try 'Fruit-a-tives'. MADAME ISATE ROCHON. 50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-tives Limited, Ottawa.

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



Royal Reserve
The Whisky of Quality
Aged in Wood 8 Years before bottling
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Demand the Brand



FISHERMEN BLOWN OUT TO SEA BY A GALE.—A sudden gale caught the fishing fleet at Colombo and blew nearly two hundred native fishermen out to sea. Many were saved by incoming steamers in addition to those rescued by the tugboats which were sent out next day. The photo shows some of the fishermen just before they were hauled aboard a rescue ship. The men were badly bruised and were so exhausted that they could not stand up.



BABY'S OWN SOAP
Best for Baby Best for You
The purity and fragrance of Baby's Own Soap have made it a universal favorite. Its use is beneficial to any skin. 4-4-13
Albert Soaps Limited, Montreal.

SOMEONE BLUNDERED IN COURCELETTE FIGHT

Toronto, Oct. 13.—After analyzing the Canadian eye-witness story of operations on the Somme on Sunday, the Globe's military expert says today: "If these statements are not exaggerated, Canadians had their Magersfontein, Loos and Neuve Chapelle all in one on Sunday. They were sent up against wire defences that had not been subjected to the thorough artillery preparation necessary before an assault is launched. The explanation that 'close, direct observation' of German defences by day was impossible does not appear to be sufficient. Britain's aeroplane scouting service has become marvellously proficient and the presence of uncut wire in large quantities could have been detected at once by aerial observation.

"The defeat—for defeat it was, despite the splendid gallantry of the men who died while they sought a way through the enemy's wire entanglements—was avoidable and must have been due to the assumption by some highly-placed officer that sufficient preparation for assault had been

the artillery had not been used as it should have been.

"Hundreds of dead and wounded is a heavy price to pay for disregard of the most elementary precautions. Lack of munitions may have warranted the risking of men's lives against uncut wire in the early stages of the war, but that excuse can no longer be put forward. The Canadian people will be deeply interested in learning more about the action north of Courcellette last Sunday. The official report leaves much to be explained."

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Belgians
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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



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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 specially due to its great value as a permanent lung and bronchial healer.

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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 of Carbonvoid will save you \$15 in gasoline 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

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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.