

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
GUARANTEED BY THE GOVERNMENT OF CANADA
Demand the Brand



WORLD'S CHAMPIONS.—The Boston Red Sox, world's champions last year, who defeated Brooklyn in this year's series. Manager "Bill" Carrigan never had any doubt as to the ability of his boys to win the series and his confidence was justified by the results, the Red Sox taking three games out of four against the "Robins."



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.

BULKLEY VALLEY RED CROSS BRANCH

The annual general meeting of the Bulkley Valley branch of the Red Cross Society was held in the school house, Telkwa, on October 3rd, when the following office-bearers were elected for the ensuing year: President, Mrs. W. A. Williscroft; Vice-Presidents, Mr. J. L. Christie, Mr. F. M. Dockrill and Miss Hoops; Secy.-Treas., Mr. T. J. Thorp; Committee, Mrs. A. McInnes, Mrs. F. Heal, Mrs. Geoffrey Macdonnell, Mrs. Bourgon, Miss Williscroft; Messrs. R. M. Burns, W. Croteau, B. M. Hoops and Dr. Wallace.

The following is a list of the receipts and expenditures for the past year:—

Receipts.	
52 Memberships	\$103.00
Sale of Badges	19.50
Dance, Dec. 14, '15	26.00
Bazaar, Jan. 14, '16	250.00
Leap Year Dance	53.00
Hubert Whist Drive	37.50
Dance at Aldermere	51.25
Labor Day Celebration	89.00
Peat Concert Company	4.00
Ladies Club, teas, etc.	45.30
Sundry donations	12.00
Bank interest75
Subscriptions for 1916	7.00
Total	\$698.30
Expenditures.	
Badges	\$ 7.50
Postage	1.00
Remitted Head Office	525.00
Balance in bank	154.80
Cash on hand	10.00
Total	\$698.30

\$150.00 to be remitted Toronto making a total of \$675.00 since November, 1915, (date of formation of branch). In addition \$126 was remitted to Lieutenant-Governor for the British Red Cross (Trafalgar Day collection)

LAKELSE HOT SPRINGS HOTEL

—IS NOW OPEN TO GUESTS—

One of the largest Hot Springs in America, circumference 300 feet—Temperature of Water, 180 d. Fahr.

Excellent Trout Fishing in Lakelse Lake.

Phone Connections with Terrace.

RATES: \$2.50 per day.

For further particulars, apply to J. BRUCE JOHNSTONE, Manager.

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 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 particulars on Mathieu's Syrup of Tar and Cod Liver Oil, apply to the nearest dealer or write to J. L. Mathieu Co., Sherbrooke, P.Q.

and \$191 was sent to the Victoria Branch of the Canadian Red Cross Society. Total raised since Sept., 1915, rather more than \$1,000.00.

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.

Ship your FURS FREE
Our Trappers Guide Supply Catalog and Price List. Write today, address to JOHN HALLAM LIMITED "Desk E. 18" TORONTO



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.

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 housewife insists upon "Ramsays 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 \$15 in gasoline 400 to 500 ad-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.