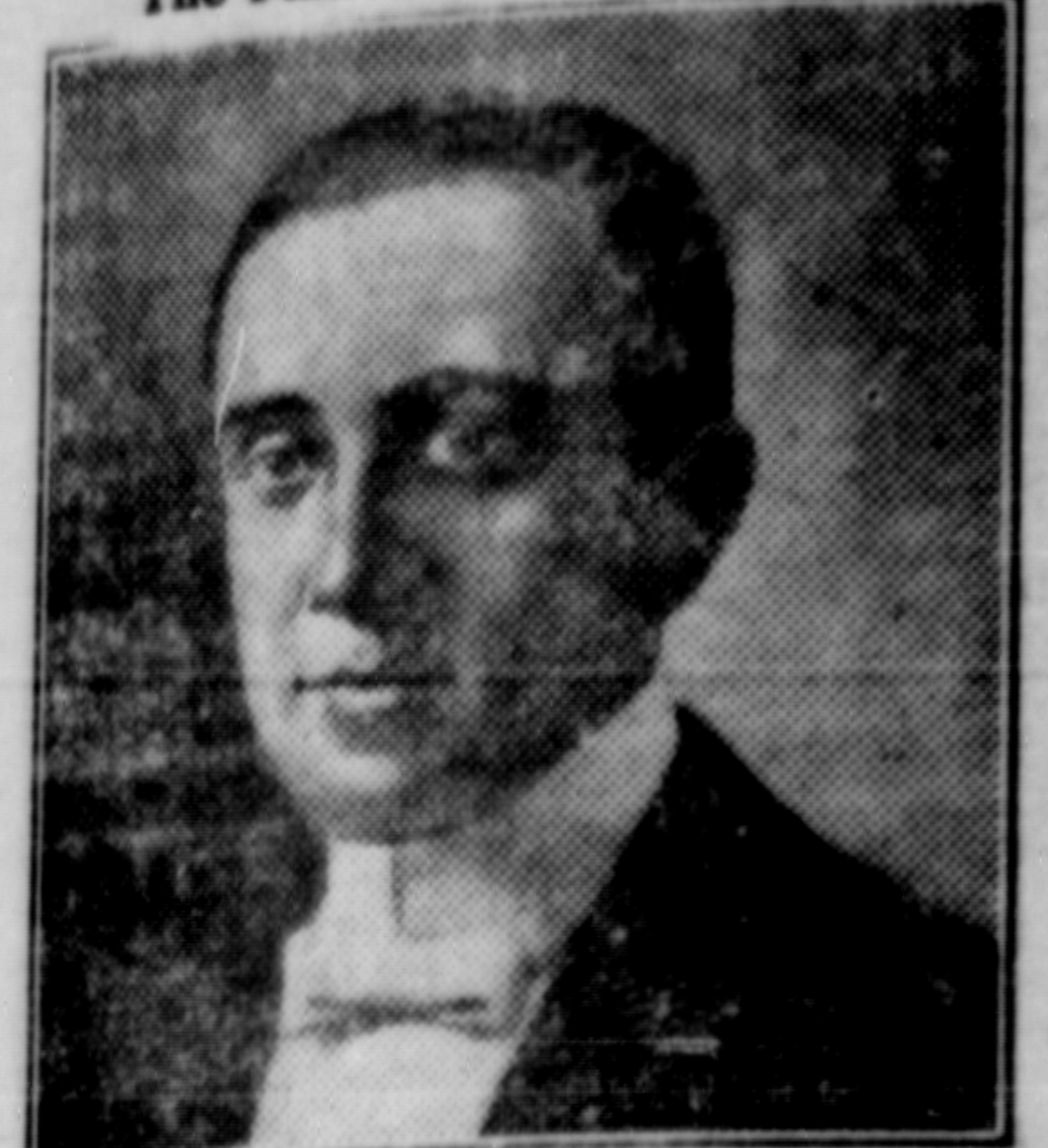


NOTED MUSICIAN OF MONTREAL

Advises The Use Of "FRUIT-A-TIVES",
The Famous Fruit Medicine.



MR. ROSENBERG
580 Casgrain St., Montreal.
April 20th, 1915.

"In my opinion, no other medicine in the world is so curative for Constipation and Indigestion as 'Fruit-a-tives'. I was a sufferer from these complaints for five years, and my sedentary occupation, music, brought about a kind of Intestinal Paralysis—with nasty Headaches, belching gas, drowsiness after eating, and Pain in the Back. I tried pills and medicines of physicians, but nothing helped me. Then I was induced to try 'Fruit-a-tives', and now for six months I have been entirely well. I advise any one who suffers from that horrible trouble—Chronic Constipation with the resultant indigestion, to try 'Fruit-a-tives', and you will be agreeably surprised at the great benefit you will receive". A. ROSENBERG.
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.

GADSBY DEALS WITH RECRUITING SITUATION

(Continued From Page One.)

dier-generals, too many political colonels raising regiments for others to lead into the danger zone, too many recruiting colonels getting sick leave and chucking the job when their regiments are ordered abroad, too many chicken-hearted four-flushers in cocked hats putting up the excuse that their duty lies at home, too many honorary colonels who get no closer to the war than Piccadilly and the Strand—in short, too many slackers in high places drawing down big pay for taking care of their own hides.

Reason No. 5—Camp Borden. Another million dollars thrown to the birds. A sand-blown sun-scorched Hades where discipline can only be preserved by giving half the men weekend leave turn about. As many as twenty thousand men have been absent from Camp Borden on four days leave at one time. There are two thousand deserters. The camp is to be vacated by the middle of October, leaving it to the ravages of winter weather. The chances are that next spring will find it a desolate scene of rack and ruin. The only real purpose it seems to have served was the holding of a ceremonial parade, at which Major-General Sir Sam Hughes took the salute from thirty thousand dust-choked soldiers for the benefit of the moving picture ma-

chine. These films are now being exhibited in England with a view to boosting Sir Sam, but the government evidently considers it bad policy to show them here.

Reason No. 6—Scurvy treatment of the Duke of Connaught, who had promised to stay with us until the end of the war, but who felt constrained to leave because his valuable military knowledge and advice would have a better opportunity at home. His Royal Highness was so beleaguered and beset by Sir Sam's jealousy, so headed off in his good intentions that he came to be known as the Duke of Cannot. This bon mot is of Sir Sam's own making.

Reason No. 7—Great dissatisfaction is expressed at the Pension Board. This institution is not only bone-headed, but is afflicted almost beyond belief with the red tape worm. It seems to operate on the general principle that widowed mothers, bereaved wives and permanently disabled heroes should be kept out of their pensions as long as possible. Moreover, the pensions are scaled on the English plan—the officers get the big end—which does not apply well in a democratic country where Jack is as good as his master. As a matter of fact, there are many Canadian soldiers in the ranks who have as good a social position in civil life, if not a better one, than the officers who are put over them. There is a wide-spread feeling that the pensions should be equalized—that is to say, the same disability should get the same pension, whether a colonel or a private suffers it.

Reason No. 8—The irresistible character of certain of the recruiting officers. Instead of arguing this point out, let me cite an instance which will be recognized readily by people who live in Cobourg or thereabouts. I mention no names, but I look straight at him.

To that part of the country came somewhere about the year 1899 an aristocratic drifter from England with a Bertie-of-the-Guards lisp. He played the organ and had a light, clear, bath-room (continued on Page Four.)



GRACE CUNARD

GRACE CUNARD

Who features in "Peg O' The Ring" serial coming Thursday only at Westholme Theatre.

LIQUOR ACT, 1910.

(Section 42.)

NOTICE is hereby given that, on the first day of December next, application will be made to the Superintendent of Provincial Police for renewal of the hotel licence to sell liquor by retail in the hotel known as the Pine Tree Hotel, situate at Discovery, in the Province of British Columbia.

Dated this 10th day of October, 1916.
CLARENCE MARMADUKE SANDS,
Nov. 19. Applicant.

BABY'S OWN SOAP



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.

Ship your FURS FREE
Our Trappers Guide, Supply Catalog and Price List.
Write today, address
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.

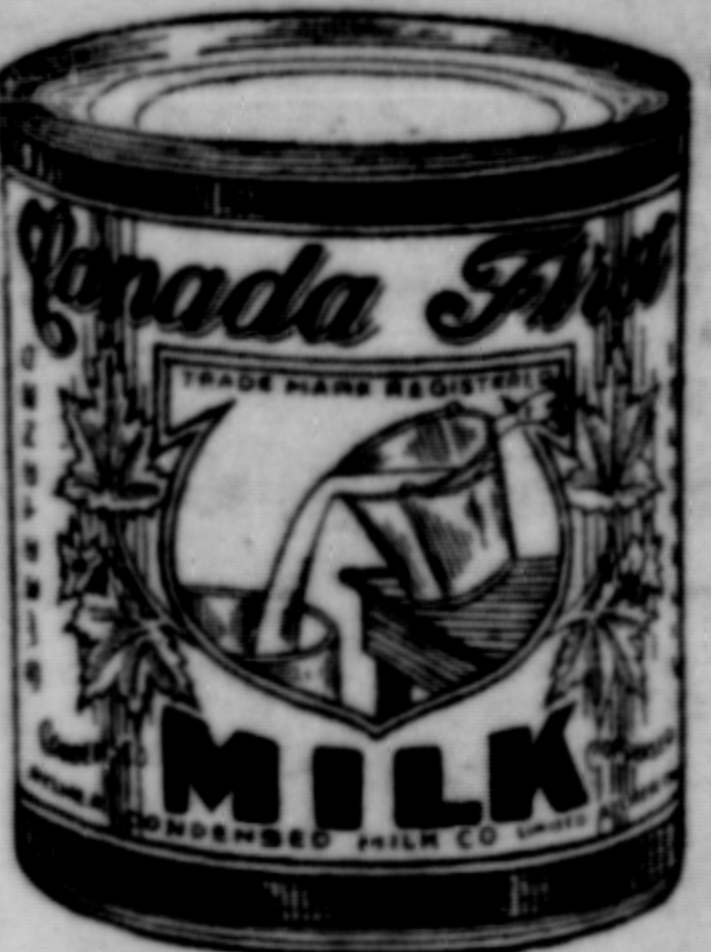
Unless we are willing to let these hundreds of thousands of women, children and old men starve, they must be fed at the expense of the Belgian Relief Fund. To make this possible someone must contribute nearly \$3,000,000 a month—every month—all this winter!

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 "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 \$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 238,000 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.

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.

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

Sold everywhere, 50c large bottles.

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

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

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.