

HIS HEART BADLY AFFECTED

"Fruit-a-lives" Soon Relieved This Dangerous Condition

632 GERRARD ST. EAST, TORONTO.
 "For two years, I was a victim of Acute Indigestion and Gas In The Stomach. It afterwards attacked my Heart and I had pains all over my body, so that I could hardly move around. I tried all kinds of Medicine but none of them did me any good. At last, I decided to try "Fruit-a-lives". I bought the first box last June, and now I am well, after using only three boxes. I recommend "Fruit-a-lives" to anyone suffering from Indigestion".
FRED J. CAVEEN.

50c. a box, 6 for \$2.50, trial size, 25c.
 At all dealers or sent postpaid by Fruit-a-lives Limited, Ottawa.



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

Demand the Brand

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.
 Be sure to get the Mathieu's Syrup of Tar and Cod Liver Oil. Beware of cheap imitations. The name and picture should appear on the label. No. 1-13

Salvation Army.

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



PICTURES OF WORLD'S SERIES IN BOSTON.—Top picture shows Heblitzel (Boston) safe home in the lucky seventh inning of the first game of the world series at Boston, when Scott's fly to Stengel was returned to the plate too late to catch "Hobby." The lower picture shows Clarence Walker (Boston) sliding to third base after cracking one of Marquard's shoots to the left field wall and beating Wheat's throw to Mowrey at third.

RICH ORE STRIKE ON DOUGLAS CHANNEL

Vancouver, Oct. 21.—Mr. W. Porteous Sloan, general manager of the Drum Lummon mines, Douglas Channel, arrived in the city yesterday from the north with the news of a rich strike of ore on the properties of the company, and incidentally he brought some wonderful samples of ore with him.
 Mr. Sloan is rather conservative in his statements regarding the value of the strike, declaring that he does not wish to create any false impression regarding it, but that although some of the samples assayed as high as \$373 a ton, he would not attempt to place that figure as an average of the mine, but he is confident from the ledges which have been uncovered in the 400-foot tunnel that the general run of the ore will go in the neighborhood of \$50 to the ton. Two weeks ago

a ledge was uncovered which shows 20 feet in the tunnel. While he is in the south, Mr. Sloan will take up the question of getting a road into the property which is three-quarters of a mile back from the waterfront of Douglas Channel, midway between Hartley Bay and Kitimaat, under the provisions of the legislation enacted by the government at the last session of the Legislature.

The ore which has been encountered in the tunnel is very much like the high-grade rock taken from the Butte, Montana, workings. It carries, however, a higher percentage of silver, and a distinct trace of gold. The tunnel has been driven in on the slope of Copper Creek for a distance of 400 feet, and the 20-foot ledge, which was encountered, came as somewhat of a surprise, as it was not expected that the ore body would be encountered until further in. The tunnel was driven to take care of the ledge which shows 80 feet up the hillside. There are seven men at work on the property at the present time.

Mr. Sloan says the whole coast is being prospected thoroughly, and that many good claims are being staked out along the northern coast line, some excellent samples of ore being obtained by the prospectors. He is convinced that British Columbia is on the eve of a great era of mining development, but says that this can only be made a permanent and lasting good for the province if the authorities will more thoroughly protect the prospectors and the public from the "wild-catters."

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



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.

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



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.

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 will save you and give from 400 to 500 additional miles. Carbonvoid is a dry powder you just drop in the tank. Will remove 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

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 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.
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