

# THE TONIC THAT BRINGS HEALTH

## "Fruit-a-lives" Builds Up The Whole System

Those who take "Fruit-a-lives" for the first time, are often astonished at the way it builds them up and makes them feel better all over. They may be taking "Fruit-a-lives" for some specific disease, as Constipation, Indigestion, Chronic Headaches or Neuralgia, Kidney or Bladder Trouble, Rheumatism or Pain in the Back. And they find when "Fruit-a-lives" has cured the disease, that they feel better and stronger in every way. This is due to the wonderful tonic properties of these famous tablets, made from fruit juices.

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



### 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.

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



THE KAISER: "Stand before me, old friend. They're coming."—New York Evening Sun.

### PRETTY WEDDING IS SOLEMNIZED AT TERRACE

A very pretty wedding was solemnized on Wednesday, October 17th, at the home of Mr. and Mrs. George Little, of Terrace, when their sister, Miss Marie Theresa Beste, was united in marriage to Mr. Knute Olson, Rev. C. A. Mitchell, of Hazelton, officiating.

The bridal party entered the room to the strains of Mendelssohn's wedding march played by Mrs. Thomas Walsh. Mr. George Little gave the bride away while Master Dudley Little carried the ring on a silver salver.

The ceremony was performed before a large mirror in the drawing room, which was banked with flowers, ferns and autumn leaves. The bride was attired in a gown

of white embroidered voile and carried a bouquet of white carnations.

After the ceremony, a dainty luncheon was served, the color scheme of which was pink and white. Mrs. Frank La Zelle and Mrs. George Dover presided at the table, assisted by Mrs. O. T. Sundal and Mrs. Thomas Walsh.

Those who witnessed the ceremony were Mr. and Mrs. J. K. Gordon, Mr. and Mrs. Frank La Zelle, Mr. and Mrs. George Dover, Mr. and Mrs. George Little, Mrs. O. T. Sundal, Mrs. Thomas Walsh, Mr. Peter McDonald and Mr. C. W. Graham.

Many friends saw the happy couple off on the train amidst showers of rice. Both the bride and groom are well and favorably known at Terrace and the congratulations and good wishes of the community are heartily extended to them.

### GERMANY FAR BEHIND IN SHIPYARD FACILITIES

A writer, in the New York Times makes the following interesting comparisons in regard to the building of cargo-carrying vessels by Great Britain and her allies as against Germany:

"Great Britain has 463 shipyards and engine and boiler shops where marine vessels and their equipment are built; her colonies have 198 and her allies 247, making a grand total of 908. Germany and her allies have a grand total of 124 such places.

To drydock and repair her warships and vessels of her mercantile marine, Great Britain has 572

drydocks and marine railways, her colonies have 246, and her allies 253, a grand total of 1,071. Germany and her allies have 138 such places. Belgium does not figure on either side.

America has 152 shipyards and marine engine and boiler shops and 239 drydocks and marine railways."



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, 50 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

# 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.

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## 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 will save you \$15 in gasoline 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

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- Finest boats that float
- FISSIMERMAN'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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# 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.