

THE ONLY MEDICINE THAT HELPED HER

"Fruit-a-lives Again Proves Its
Extraordinary Powers

ROCHESTER, N.Y., March 2nd, 1915.
"I have received the most wonderful benefit from taking 'Fruit-a-lives'. I suffered for years from Rheumatism and change of life, and I took every remedy obtainable without results. I tried 'Fruit-a-lives' 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-lives'." MADAME ISAIE ROCHON.
50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-lives Limited, Ottawa.

**ANYONE
CAN
DYE
THEIR CLOTHES
WITH
DYOLA**

The Dye that colors ANY KIND of Cloth Perfectly, with the SAME DYE.

No Chance of Fading. Clean and Simple. Ask your Druggist or Dealer. Send for Sample. The Johnson-Richardson Co. Limited, Montreal.

Royal Reserve

The Whisky of Quality

Aged in Wood 8 Years before bottling

GUARANTEED BY THE GOVERNMENT OF CANADA

Demand the Brand

FRED STORK'S HARDWARE

710 SECOND AVE

Carpenters' Tools	Builders' Hardware	Ship Chandlery
Wire Cable	Steel Blocks	Fishing Tackle
Iron Pipe	Pipe Fittings	Rifles and Shotguns
Rope	Valves	Ammunition
Pumps	Hose	Paint
Stoves and Ranges	Flubberoid Roofing	Corrugated Iron.

"WE SELL NOTHING BUT THE BEST"

FRED STORK'S HARDWARE

Baby's Own Soap



After the bath with BABY'S OWN SOAP the skin is smooth, comfortable, and exhales the aroma of freshly cut flowers. Freedom from skin troubles, explains in some measure the refreshing sleep which "Baby's Own Soap" babies enjoy. Especially for nursery use insist on "Baby's Own".

ALBERT SOAPS Limited, Manufacturers, - MONTREAL - 14-15

FROM FAR AND NEAR

The Blue Funnel liner Bellerophon, a frequent visitor to the Pacific coast, is listed as missing. It is believed that she has provided a target for a submarine.

Neville Chamberlain, the second son of the late Joseph Chamberlain, is busy preparing a scheme for National Civilian Service in Britain. Recruits will be called for to take the places in industry connected with the war of men who have gone to the front.

Sir John Jellicoe placed before the Entente naval conference in London recently a scheme for the clearing of the Mediterranean of enemy submarines.

The Dominion government will erect a temporary military hospital in Winnipeg at a cost of \$200,000. The city of Winnipeg has given a free site for the building.

The Princess Sophia, which called here on Monday on her way north, had on board an 87-foot twin-screw gasoline boat for the White Pass and Yukon Railway. The vessel was carried in sections. The vessel will be assembled in Atlin.

Judgment has been reserved in the libel action brought by F. C. Wade, K. C., against the News-Advertiser, arising out of personalities which were indulged in during the recent election in the province.

"NERVES" UNKNOWN ON THE FIRING LINE

A soldier, writing to the Times, states that men do not suffer from nerves at the front; they are blessed with an absence of nerves so extraordinary as almost to seem uncanny, as, for instance, when a company commander, worried by returns and papers, said and meant, "Thank Heavens, we're going into the trenches tomorrow, and shall get a little peace!" Excluding some definite nerve-shattering experience, he

says that the ordinary mental strain caused by a warfare which is without beginning, cessation, or end, by days and weeks passed under what before this war would have been called heavy fire, is practically non-existent. With a singular adaptability the citizen-soldier has taken on that habit of viewing life as a perfectly ordinary affair which had hitherto belonged in its richest bloom to the old Regular soldier. Whatever he does, whatever he is asked to do, becomes unconsciously part of the day's work, and so he grumbles, but in a philosophic strain (he is not aware of whimsicality or humor, but his remarks are rarely devoid of one or the other), finds some one more awkward or uncomfortable than he is, and straightaway is perfectly at his ease. There is no deliberately making the best of a bad job; it is seeing a bad job as a good one, or at least as one that might be worse, that the British soldier, new and old, is supreme.

Sheets, pillow cases, blankets, bed-spreads receive our 20% reduction—Geo. D. Tite. 11.

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

MINERAL ACT
NASTURTIUM, IRIS FRACTION, BELLIS FRACTION, GENTIAN, BLUE BELL FRACTION, COSMOS FRACTION, THISTLE FRACTION, MARIIGOLD FRACTION, LILAC FRACTION, FERN FRACTION, PINE APPLE FRACTION, COXCOMB, BEGONIA FRACTION, MINERAL CLAIMS situate in the Queen Charlotte District, located at or near Ikeda Bay, Queen Charlotte Island, Province of British Columbia, and lawfully held by Ikeda Mines Limited.

TAKE NOTICE that I, John A. MacInnis, solicitor for Ikeda Mines Limited, free miners' certificate No. 70354 B, intend after the expiration of sixty days from the date hereof to apply on behalf of the said Company to the Mining Recorder for a certificate of improvements for the purpose of obtaining a Crown Grant to the above claims.

AND FURTHER TAKE NOTICE that action under Section 85 of The Mineral Act must be commenced before the issuance of such certificate of improvements.
Dated this 31st day of May, A. D. 1916.
JOHN A. MACINNIS,
Solicitor for Ikeda Mines Limited.

MURAD

FIFTEEN CENTS

CIGARETTES

Everywhere Why?

Finest Quality

Anargyros



THE ROAD TO THE RIGHT.

YOU'VE met at least one of those few good old souls, who are constantly getting the worst of it when shopping, who don't believe in advertising. A hundred disappointing and instructive experiences have failed to teach him their plain lesson.

When he bought his first watch he was beguiled into buying one without a known name or a trustworthy guarantee. That watch—a poor timekeeper—cost him dearly by reason of missed appointments and missed trains, and for frequent repairs. Yet he paid the price of a good watch.

It is the same story with regard to his underwear, his shoes, and his fountain pen.

This good old soul's case is not unique. Many of us, if the truth be confessed, resemble him; we allow ourselves to be sold merchandise with an unknown brand or trade mark instead of buying merchandise which is well known to us through the medium of advertising. In slang language, we get "stung" pretty often.

In most of these cases we have ourselves to blame, for "the road to the right" thing to buy has been made plain by advertising.

There is no good reason for passing by the known thing, soundly guaranteed, to buy a dubious article, which, quality for quality, cannot be cheaper than the known, branded article.

"It is better to be sure than sorry."

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, Laidlaw Building, Toronto.