

SEVEN YEARS TORTURE

Nothing Helped Him Until He Took "FRUIT-A-TIVES"



ALBERT VARNER

Buckingham, Que., May 3rd, 1915.
For seven years, I suffered terribly from *Severe Headaches and Indigestion*. I had belching gas from the stomach, bitter stuff would come up into my mouth after eating, while at times I had nausea and vomiting, and had chronic Constipation. I went to several doctors and wrote to a specialist in Boston but without benefit. I tried many remedies but nothing did me good. Finally, a friend advised "Fruit-a-tives". I took this grand fruit medicine and it made me well. I am grateful to "Fruit-a-tives", and to everyone who has miserable health with Constipation and Indigestion and Bad Stomach, I say take "Fruit-a-tives", and you will get well".
ALBERT VARNER.
50c. a box, 6 for \$2.50, trial size, 25c. Attachees or sent postpaid on receipt of price by Fruit-a-tives Limited, Ottawa.

CONFIRMING HIS THEORY.

"Here's a highbrow with a new theory."
"What is it?"
"He says we can perfume the ills of life."
"Some are working in that direction, I think."
"How so?"
"Always scenting trouble."

Never attempt to bully a judge or a jury unless you have previously bribed them.

KEEPING THE TRUTH FROM THE PEOPLE

London, June 16.—According to the reports received in London, the German and Austrian Governments are making desperate efforts to conceal the truth about the Russian drive from their people. The belief prevails here that weeks must elapse before the Austrians are able to withdraw forces from the Italian front for the defence of Lemberg, and that it may then be too late.

According to special despatches from Petrograd the Russians are withholding their strength on the centre and are driving hard westward on both flanks. It is believed in Petrograd, according to these despatches, that the further development of General Brusilov's victory will depend largely on the progress of Russia's western Allies' general strategic plans. The Entente Allies are now all in touch by wireless and their co-ordination in strategy has raised a point never before achieved in the course of the war.

While the Germans appear to be making further progress on the Verdun front, an interesting review came from British headquarters in France last night. It is to the effect that the recent fighting in which the Canadians distinguished themselves is no longer considered as the opening of the third battle of Ypres. It adds that it is now very clear that there is no great German concentration on the front of Ypres, and that presumably nothing in the nature of a considerable infantry offensive was contemplated. In fact, the review says, there was no idea of Verdun tactics in this region.

Sir Sam Praises Nova Scotians

Ottawa, June 16.—General Sir Sam Hughes will attend the memorial service to the late Lieut. Col. Harry Baker M.P., at Sweetsburg on Sunday afternoon.

The Minister today referred to the Nova Scotia brigade which he inspected at Aldershot this week, as "the finest body of men in the world."

BUYING A HAT IN JAPAN.

Male Traveller Had As Much Trouble As the Average Woman.

(Travel Magazine.)

In his eagerness to see a whole during his voyage between Honolulu and the Island of Hawaii, Mr. Homer Croy, who tells about his adventure, leaned too far over the rail and lost his hat.

Arriving at the island he climbed into a taxicab and told the driver to take him to a hat store. "Do you understand?" he asked, "a hat store?" "Yes—for sure—all right," the Jap chauffeur answered.

They went bumping up the street, swung wildly round a corner and finally at the far side of the town, drew up to the curbing. In the window of the store was a bedstead on which hung the sign, "This week cheap."

"What do you mean by bringing me to a furniture store?" Mr. Croy demanded.

"Dis Hata store," replied the Japanese driver, and he pointed to the name of the proprietor, "K. Hata."

"I want a hat, not a bed," Mr. Croy said with feeling. "I want it for this," pointing to his bare head.

"Yes—for sure—all right."

With that the cab whirled down the street and away to the other side of the town, while the taxi bill was merrily running up. This time it stopped before a barber shop.

"No, I don't want anything taken off my head. I want something to put on it," declared Mr. Croy, who was now quite irritated.

"Yes—for sure—I understand—all right," said the chauffeur with a grin.

They went clattering just as far to the other side of the town as they could and drew up before a store that as an after thought apparently carried a line of hats. Mr. Croy had to pay twice the price of a hat on the way to buy it, but this did not seem to worry the driver, who, after the manner of automobile drivers, stood up under it bravely.

REPORTED WOUNDED.

Private James Welton and Private Walter Devoe of this city, are reported wounded, Devoe in legs and arms and Welton in the shoulder. Both enlisted here in the 55th Battalion. Sergt. Harry S. Lynch of this city, is reported suffering from shell shock. He also left with the 55th Battalion.

Often the man who is good when he's asleep is troubled with insomnia.

ADVERTISING IS SELF SUPPORTING

Perhaps you ask who pays for advertising? Nobody pays for it, if you mean by the question to infer that its cost is added to the price of the goods, for it is not.

Suppose a great store has a department whose sales are lower than they should be, so that too much, proportionately, has to be charged to the salary of the head of the department. Too big a percentage of all the money taken in has to go to pay his salary. The department is operated at a loss, let us say.

Now, suppose the owners of the store dismiss this department head and hire a manager for the department whose salary is a little higher, but whose sales are very much larger. His salary is a smaller percentage of his sales than the former man's salary was of his sales. He pays his way and more. It is the same with advertising.

There are certain fixed charges that must be added to the cost of the goods a merchant sells. He must add enough to pay the rent, heat, light, clerk hire, etc. Out of each dollar in sales a certain percentage must go to pay for these things.

But with advertising he can sell more goods with the same clerks, in the same store, etc. His sales increase while his fixed charges either increase very little or stand the same. His advertising makes two dollars come in where only one came before. Without it his relative cost for the other items mentioned would likely make it impossible for him to do business at all.

Advertising, therefore, can be said to pay for itself. It is self-supporting. It makes its own way.

If this were not true—if advertising added to the cost of selling—would not great non-advertising stores spring up and drive the advertising stores out of business?

Cook's Cotton Root Compound.



A safe, reliable regulating medicine. Sold in three degrees of strength—No. 1, 2, 3. No. 2, \$3; No. 3, \$5 per box. Sold by all druggists, or sent prepaid on receipt of price. Free pamphlet. Address: THE COOK MEDICINE CO., TORONTO, ONT. (Formerly Windsor.)

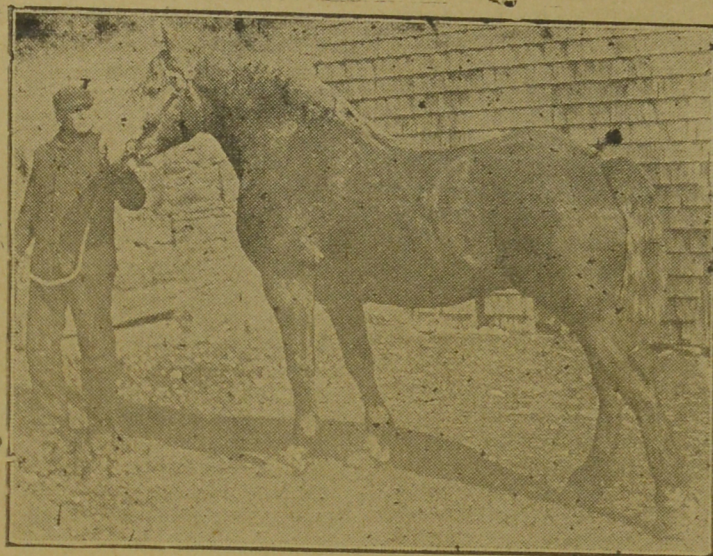
Teamsters Wanted

For Transport Section, 115th Battalion.

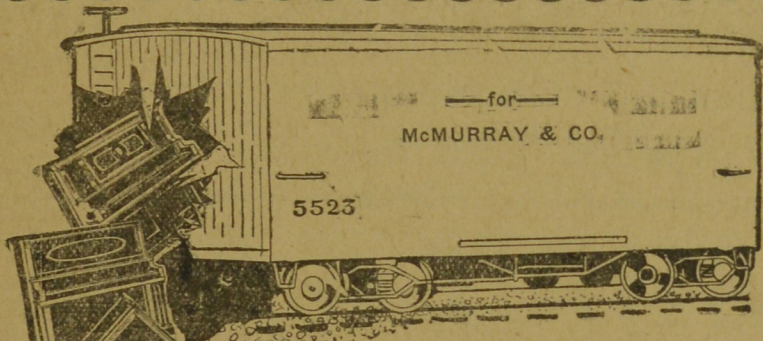
LIEUT. J. S. SCOTT will be at the following places on dates named, to enlist teamsters:

CARLETON COUNTY—Monday, Tuesday and Wednesday, June 5, 6 and 7.
VICTORIA COUNTY—Thursday and Friday, June 8 and 9.
BURTT'S CORNER—Monday, June 12.
MILLVILLE—Tuesday, June 13.
CAMPBELL SETTLEMENT—Wednesday, June 14.
POKIOK—Thursday, June 15.
HARVEY—Friday, June 16.
HAMMONDVILLE—Saturday, June 17.

Further Announcements Later.



For Season of 1916
Percheron
"GRESHAM" You all know him
Clydesdale
"Baron Mac" you will like him.
Trotter
"Potter Palmer" the best yet.
H. C. JEWETT



Regarding Terms on this Great Piano and Organ Sale of High Grade Pianos and Organs, let us say we can arrange that satisfactory for you.

If you do not wish to pay cash in full, we are in a position to suit any one that will require a Piano or an Organ.

WE WILL PAY RAILWAY FARES to purchasers of Pianos at this sale, and also Prepay Freight on Pianos or Organs to the nearest station anywhere in New Brunswick.

With each Sale we will give free a Beautiful Mahogany or Walnut Chair.

GREAT PIANO and ORGAN SALE

ANNOUNCING THIS GREAT SALE of HIGH GRADE PIANOS, commencing TODAY, SATURDAY, June 17th, closing June 30th, for TWELVE DAYS ONLY, at McMURRAY & COMPANY'S PIANO WAREROOMS, we are now placed in the position by the manufacturers of High Grade Pianos to offer the public a very large stock of Pianos at prices unheard of.

THESE PIANOS we are offering are well known throughout the Dominion. They are the GERHARD-HEINTZMAN, BELL, GOURLEY, ENNIS and other well known makes. These Pianos will be turned over regardless of cost at this Sale.

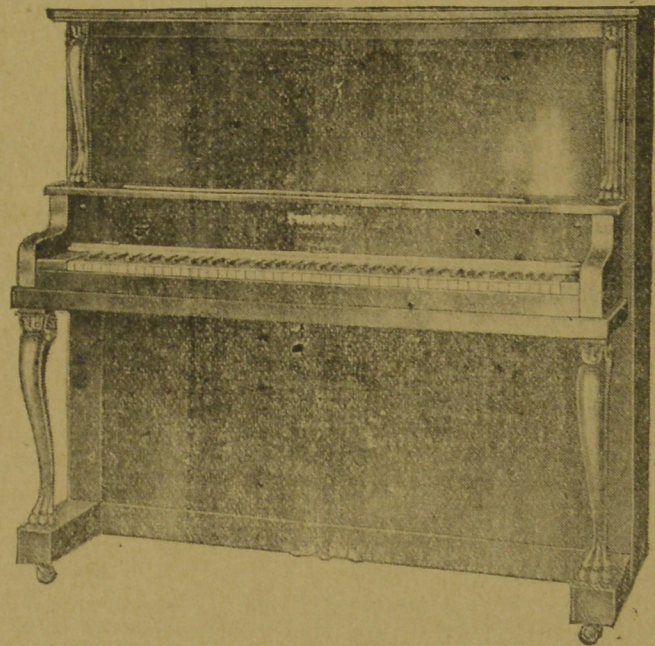
NO SUCH BARGAINS WERE EVER OFFERED BEFORE. Every Piano Guaranteed in every way. Call early and get your choice of these different makes.

THE MANUFACTURERS require orders and more orders to keep their factories moving, and this will be your opportunity to get a High Grade Piano at a very low price.

PERSONS ORDERING ONE OF THESE PIANOS BY MAIL at these special prices and are not perfectly satisfied, they can be returned to us at our expense, and we will refund the money by return mail.

REMEMBER THE DAY AND DATE. SALE OPENS SATURDAY MORNING, JUNE 17th, FOR TWELVE DAYS ONLY. CLOSES JUNE 30th.

OUR PIANO WAREROOMS will be OPEN EVERY EVENING DURING THIS SALE and we would be pleased to have you call and inspect our stock, whether you wish to purchase a Piano or not. See our prices and get our SPECIAL TERMS on this Sale. It will surprise you.



REMEMBER, THIS IS A GENUINE SALE OF HIGH GRADE NEW PIANOS and ORGANS

At prices never heard of before, and if you find it impossible to call, write us for full particulars, for our Price List and cuts of Pianos as advertised.

CUT THIS OUT and mail to McMURRAY & CO., Fredericton, N. B.:

"Send Cuts and Prices of Pianos you are offering in this Sale by return mail.

NAME (in full)

Post Office

McMurray & Co.