

## "FRUIT-A-TIVES" THE MARVELLOUS FRUIT MEDICINE

Has Relieved More Cases of  
Stomach, Liver, Blood,  
Kidney and Skin Trouble  
Than Any Other Medicine

THOUSANDS OWE THEIR  
GOOD HEALTH TO IT

Made From The Juices of Apples,  
Oranges, Figs and Prunes Combined  
With Tonics and Antiseptics.

"Fruit-a-tives" means health. In years to come, people will look back to the discovery of "Fruit-a-tives" and wonder how they ever managed to get along without these wonderful tablets, made from fruit juices.

"FRUIT-A-TIVES" is excellent for Indigestion, Dyspepsia and Sour Stomach. "Fruit-a-tives" is the only certain remedy that will correct chronic Constipation and Liver trouble.

"Fruit-a-tives" is the greatest Kidney Remedy in the world and many people have testified to its value in severe cases of Rheumatism, Sciatica, Lumbago, Pain in the Back, Impure Blood, Headaches, Neuralgia, Pimples, Blisters and other Skin Troubles.

"FRUIT-A-TIVES" has been one of the great successes of the century and the sales are enormous, both in Canada and the United States. 50c. a box, 6 for \$2.50, trial size 25c. At all dealers, or sent postpaid on receipt of price by Fruit-a-tives Limited, Ottawa.

STUDENTS ARE "GETTING  
THE KAISER'S NUMBER."  
Wilhelm's Magic Number is Compared  
With the Number of the Beast  
in Revelations.

(Boston Record.)

Is there any Biblical characterization of the Kaiser? Biblical students, students of mystic numbers, combinations and hidden interpretations say "yes," and that the Bible's unfavorable criticism of Germany's leader can be found this way:

The word "Kaiser" is a six-letter word. Therefore make a perpendicular column of six 6's. Now preface each 6 by the number represented by the letters of the word "Kaiser." For example, preface the first 6 by 11, as K is the 11th letter of the alphabet. Preface the second 6 by 1, as A is the first letter. Preface the third six by 9, as I is the third letter, and so on. Then you will have a table as follows:

116  
16  
96  
196  
56  
186

Add this column up and the sum will be found to be 666. This is Kaiser Wilhelm's magic number—magic because it is the numerical translation of the alphabetical letters. Where shall one turn for an interpretation of the Kaiser's mystery number? Biblical students tell us to look in Revelations XIII. 18. There we will find this characterization of the War Lord:

"Here is wisdom. Let him that hath understanding count the number of the beast, for it is the number of a man; and his number is six hundred three score and six."

CODERRE'S SENTENCE WILL  
LIKELY BE COMMUTED

London, March 3.—Ex-Lieut. George Coderre's parents, on visiting the Home Secretary, received assurance that a petition for a reprieve would be unnecessary, which is construed as a virtual promise that the sentence of death for the murder of Sergt. O'Zanne will be commuted.

The Home Secretary has received a long communication from the Minister of Justice at Ottawa, pleading for the clemency of the crown. Lawyers for the defence feared that the appeal would fail, but they have gained a delay and the carrying out of the execution is now regarded as extremely improbable.

## WHY EYESIGHT FAILS

By a Specialist

Poor sight and bad teeth are due to the same cause—neglect. We neglect our teeth and they decay; we neglect our eyes, and our sight grows dim. Most people know how to preserve their teeth, but few know how to do for their eyes. Some who carefully clean their teeth do nothing to help their eyes carry the awful strain put upon them by modern life.

Our eyes need care, and if we refuse to give it to them we pay the penalty in suffering and poor eyesight. A soothing, healing lotion for the eyes that cleanses, soothes and restores vision in a day or two is made after this prescription: Dissolve 5 grains Bion-Opto in 2 glasses of water; use as an eye bath. It sharpens the vision, relieves irritation, allays inflammation, makes the eyes feel smooth and fine as if well lubricated. Many who use it find their sight restored. They regain perfect sight and eye comfort. Eyes feel fresh and smooth; used at night it brings comfort and a soothing sense of sweet relief from strain. After an auto-cure, hard work or an hour's reading that tires the eyes, an application of this solution soothes, comforts and rests the eyes. Your druggist can fill this prescription, or the Valmas Drug Co. of Toronto will fill it for you by mail. Any physician familiar with the formula, even if he has never prescribed it, will tell you that it is perfectly harmless.

A prominent City Physician to whom the above article was submitted, writes: "Bion-Opto is a very remarkable remedy. Its constituent ingredients are well known to eminent eye specialists and widely prescribed by them. It can be obtained from any good druggist and by one of the very few preparations, I feel should be kept on hand for regular use in almost every family."

## GADSBY DISCUSSES THE CASE OF COL. CURRIE, M. P.

Conservative Member For Simcoe Who  
Commanded Battalion at the Front,  
Has a Real Grievance---His Break  
With the Government Not  
Easily Patched.

(By H. F. Gadsby.)

Was With His Men.

Ottawa, March 14.—Rumor has it that Lieut. Col. John Currie will run as an independent candidate in North Simcoe if he runs at all. His break with the Government is not easily patched up, even if the Colonel were disposed to try.

Colonel Currie is a message from the battle front, and a disturbing one. It seems that favoritism is at work in the Canadian battalions. Young whipper-snappers who have family pull are promoted rapidly, while old soldiers who do their full duty are passed over. The chief mistake seems to have been made in placing any but a Canadian general at the head of the Canadian forces. It takes only a cursory glance at the recommendations for honors to show that General Alderson is a great respecter of persons when it comes to handing out medals.

Base Insinuations.

Another matter Colonel Currie cleared up in his speech was the unfair and unwarranted insinuations that have been directed towards him ever since he was pulled off the job some eight months ago. Nobody who knows John Currie would ever accuse him of lack of courage, and if lack of judgment is the charge, then a large number of generals are due for retirement in short order. At this distance it looks as if the British generals were great experts at "passing it on." General Ian Hamilton did that same at Gallipoli, General Stopford being named as the goat, and the practice is also said to be quite general on the western front. As the reward for 18 months of unsuccess in France, Field Marshall French was brought back to England and made a baron.

The opinion is freely expressed that the Minister of Militia for Canada could do good work standing up for the rights of Canadian officers who are sometimes sacrificed to the blunders of their British commanders. These remarks go a little further than Col. Currie's criticisms, but they are a fair inference from his suggestion that Canada should be represented on the Headquarters Staff and in the army councils.

Canada is contributing half a million men and a half a billion in money to this fight, and is consequently entitled to give her share of advice.

Criticism Needed.

Some enthusiasts are in favor of Canadians entirely suspending their intellectual faculties during the period of the war and letting the British War Office muddle along without remark. But this consorts neither with good sense nor true loyalty.

If we are going to be as British as the British, we cannot afford to be less frank than the British in our criticism of the blundering. It is worth noting that the Tory press in London has never shirked its duty in this respect. It was a poet—and a dead poet at that—who said, "Their not to reason why, theirs but to do and die." The English newspapers do not talk that way. Reasoning why is one of the best things they do. Colonel Currie is following a good example.

Blames Sir Sam.

The gist of Colonel Currie's complaint is that he would have got his decoration of Major General Sir Sam had said so. All it needed was the Minister's o.k., and for some reason or other that was withheld. Instead of medals, which are dear to the soldier's heart, Sir Sam now hands out a certificate of character to the effect that Colonel John Currie was a brave man and did the best he could under the circumstances. This is faint praise and comes too late. To get it Colonel Currie had to air a grievance which was tantamount to asking for a show-down. Meanwhile a gallant officer has been obliged to carry a load of suspicion which he did not merit. Sir Sam's explanation that the Currie who was found behind the lines at St. Julien and Ypres was General Currie and not Colonel Currie would have come with better grace months ago, when it was most needed. That Col. Currie should have had to horn in on the budget debate to get a square deal speaks ill for Sir Sam's magnanimity. It causes people to remember that Col. Currie was once a rival for the post which Sir Sam now fills so energetically.

It seems that it is a general's duty to remain behind the lines where he can do his thinking in safety—the farther away the better the thinking—and that General Currie was doing his duty. Similarly it is a colonel's duty to be at the front with his men, and that's where Colonel Currie was at every stage of the game. He was doing his duty, too. It seems a pity, in view of the confusion it has caused, that Currie should be a duplicate name in the list of Canadian officers. This double personality of Colonel Jekyll and General Hyde has done a lot of mischief to a good soldier and worthy citizen.

Military men, while unwilling to discuss the subject, say there were probably two reasons why Colonel Currie did not get the medals and decorations which his successor, Major Marshall got. One is that all the Canadians are heroes, and consequently all deserve medals, so that singling one out would be an invidious distinction. The other is that medals are only given for doing what you are ordered to do and that as Colonel Currie did not succeed in his task of rolling back a German army of eighty thousand with twelve hundred Canadian Highlanders, he is not entitled to a medal. However, in view of the medals that were afterwards distributed, this looks like begging the question. Most people will be inclined to agree with Colonel Currie that some person stood between him and the coveted honor.

One on Sir Sam.

Honors come easily to some people, and hard to others, and along that line they are telling a good one on Sir Sam right now. It was Dave Marshall who was heading a delegation from Elgin county to Sir Sam. As spokesman he said: "Before opening up the business of this delegation, I want to congratulate you on the knighthood which has been recently conferred on you by His Majesty. I may say that nowhere was it received with more acclaim than in Elgin county."

Just here he was interrupted by the staccato accents of the Minister of Militia. You know how he talks—like a machine gun.

"Hold on Dave—let me add also throughout the Dominion of Canada—and the British Empire—Premier Asquith congratulated me personally—the King himself said no honor he had bestowed gave him more satisfaction—all right, Dave, go ahead."

Then business was resumed.

## AN EXCELLENT REMEDY FOR THE CHILDREN

Mrs. Laura Jackson, Brantford, Ont., writes: "I have found Baby's Own Tablets such an excellent remedy for children that I have no hesitation in recommending them to all mothers." Thousands of mothers say the same thing concerning the Tablets. Once a mother has used them she would use nothing else. They are for sale at all druggists or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

## FREDERICTON FIRE ALARM.

6 Corner York and Argyle  
12 Corner Westmorland and Aberdeen  
13 Corner Northumberland and Saunders  
14 Corner Brunswick and Smythe.  
15 Corner Charlotte and Smythe  
16 Corner George and Northumberland.  
17 Corner King and Northumberland.  
21 City Hall  
23 Corner York and George  
24 Corner Queen and Westmorland  
25 Corner Brunswick and Westmorland.  
27 Corner King and York  
29 Corner Saunders and York  
31 Corner Queen and Regent  
32 Corner Needham and Regent  
34 Corner Queen and Carleton  
35 Corner Brunswick and Carleton  
36 Corner Charlotte and Carleton  
37 Corner George and Regent  
38 Corner King and Regent  
40 Corner Queen and St. John  
45 Corner Brunswick and St. John  
46 Corner Charlotte and St. John  
51 Corner King and Church  
52 Corner George and Church  
53 Corner Union and Church  
54 Gas House  
55 Intercolonial Railway Station  
56 Lansdowne and Waterloo Row.

## Fires Caused By Human Agency

Toronto, March 3.—In a report to the Attorney General on the fire which gutted the plant of the Grant, Holden, Graham Co. at Ottawa, three weeks ago, Chief Rogers, of the provincial police, in his capacity of provincial coroner, finds that the blaze was of incendiary origin. He says there were three fires in the building burning at the same time, but that there was no evidence to show that they were set for rapid destruction, such as with oils or chemicals.

The fire under the large cutting bench was deliberately started, according to the chief, and while he is not sure as to the way the other two began, he believes that this is evidence that all three blazes were caused by human agency, although no traces of alien enemies could be found.

## "DRYS" WIN VICTORY IN NEWFOUNDLAND

J. R. Bennett, Colonial Secretary, Expects to Abandon His Brewery.

(New York Herald.)

J. R. Bennett, Colonial Secretary of Newfoundland, who was a passenger aboard the steamship Stephano, of the Red Cross line, which arrived here yesterday from St. Johns, Nfld., and Halifax, N. S., says that Newfoundland, by a plebiscite vote, which resembles a referendum, has gone "dry."

Newfoundland's dryness goes far beyond even the most optimistic dreams of American prohibitionists, according to Mr. Bennett, for it makes it a crime to bring liquor in any form into the colony, except for medicinal or mechanical purposes, and then only in such quantities and under such conditions as the authorities shall determine to be allowable.

"During the month just elapsed Newfoundland has passed the most stringent prohibition laws I ever heard of in my life," said Mr. Bennett.

"On and after January 1, 1917, it will be a crime to bring liquor into the colony. The law was brought about in a remarkable manner. There was no strong necessity for it, perhaps, as the people of the colony do not abuse the right to drink liquor. But somehow there was a tremendous sentiment in favor of the law, and even the president of the Fishermen's Union pledged his support for the law."

Mr. Bennett spoke of the new law in so unimpassioned a manner that it would have been impossible to infer from his demeanor that he personally was interested in it at all. What, then, was the surprise of the reporters, on asking whether he was interested in any business in Newfoundland, to hear him say, "Yes, I am the president of the Bennett Brewing Company."

"And will you be allowed to continue your brewing business?"

"No, indeed," was the reply. "We shall have to close down the brewery."

The manner in which the prohibition law was brought about was thus described by Mr. Bennett:

"Owing to the absence of so many voters at the front, it was agreed that only 40 per cent. of the voting strength of the colony should suffice to carry the plebiscite. After a rather bitter fight it was passed by a majority of about 600."

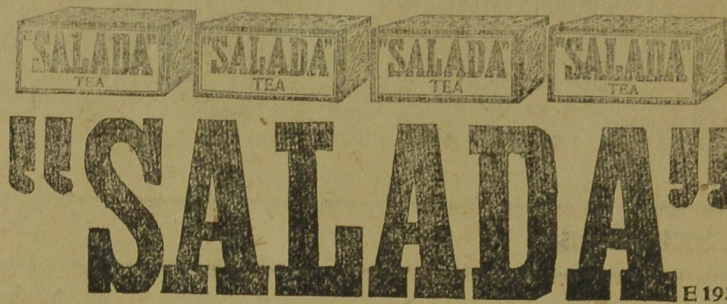
"The 'antis' called for a recount, and this has just been finished, leaving the result practically unchanged. Many technical questions of a judicial character have been raised, but I suppose that these will all be swept away, and the new law allowed to stand."

NEWSPAPER BEST MEDIUM  
FOR SALE OF STORE GOODS

Boston, March 4.—The best medium for the sale of any sort of goods sold in stores is the newspaper, in the opinion of Walter E. Weld, advertising manager of Kennedy's great clothing house, who spoke to members of the Pilgrim's Publicity Association, in a lecture on "Advertising Men's Wear."

"A good advertisement," said he, in part, "should first attract attention. This favorable attention must be held long enough to arouse interest, and interest must be sustained long enough to awaken desire, and desire must be stimulated to the point where it becomes strong enough to bring the customer to the store for at least a look. And newspapers are by far the best medium for a clothing store, or any other store, for that matter."

"So in preparing an advertisement, we first seek to attract favorable attention through some one means, or through a combination of different methods. Women buy newspapers because of the advertising, men buy them in spite of it. So if you are advertising to men and you're on page 3, you've got to grab the reader by the coat tails, so to speak, and hang on."



The Tea That Never Disappoints

Note Prices—

Brown Label, 40c. - Blue Label, 50c. per lb.  
Red Label, 60c. - Gold Label, 70c. per lb.

## MR. CHAPLIN'S \$670,000 EMOLUMENT CAUSES STIR

All the Managers Who Didn't Get  
Him Are Figuring.

(New York Sun.)

If Charlie Chaplin and the Mutual Film Company and their press agents have not stirred the public by announcements of the \$670,000 the party of the first part is to receive in one year from the party of the second part, they have at least put the film world in a condition best known as gasping.

The celluloid impressarios believe implicitly this tale of the salary and bonus Charlie, who, by the way, is no longer Charlie, is to receive. They are great believers in salaries, the film-land folk. And they figure out that of course, that must be the salary Mr. Funnysett is to receive. They figure it as follows:

The Mutual men announce that some one they call "Mr. Chaplin"—perhaps if it keeps on he'll be knighted Sir Charles—to to condescend to appear in one two-part comedy each month. That, of course, couldn't be the same Charlie Chaplin who used to run off two or three reels a week for Mack Bennett of Keystoneville, Cal.

The Mutual men also announce that the total cost of these twelve pictures in the next year will be about \$1,200,000. In other words, these careless players with dollars add \$130,000 to the cost of the twenty-four reels for the production of the pictures and the publicity attendant thereon, being at the rate of about \$18,000 a reel. Probably, say the other film men, the Mutual is planning some kind of super-comedies when they will cost, outside of the star's services, \$18,000 a reel.

The filmists are all excited to see these wonder reels. "The Birth of a Nation" cost about that much or less a reel after D. W. Griffiths had used eight months in making it and had taken one hundred thousand feet of film in order to exhibit twelve thousand and throw away eighty-eight thousand. "Cabiria" cost about \$5,000 a reel covering all expenses. Then, for comparison, an ordinary comedy of the famous Nameless brand, with four or five dishwater imitations of Charlie Chaplin in it, costs from \$500 to \$1,000 a reel to produce. So these \$18,000 a reel pictures have the trade guessing, all the way from President Whoop-am-up of the Oldest (and Antiquiest) in the

Business Company down to Miss Kity Ketchum, who is a 'movie actress' about three days in the year.

But that \$18,000 a reel is only the beginning. Add the newly fledged Mr. Chaplin's emoluments—he'll never touch a salary again—and you have the neat amount of \$50,000 a reel as first cost, of these so far unwritten pictures. Per set of two reels, that is \$100,000.

As has been said, all screenom is attemble with eagerness to see come dies costing \$18,000 a reel, but it doesn't know whether to have the blind staggers or put on sunglasses in preparation for seeing comedies that will cost \$50,000 a reel or \$50 a foot, or about \$50 a second as run on the screen. Perhaps the press agent wasn't so far wrong when he modestly announced that Charlie Chaplin was the most costly thing on earth except the European war. At \$50 a second the comedian runs up, with a little arithmetic, into the astonishing cost of \$4,320,000 a day. However, in a contest between him and the European war, one would have to give the palm to the European war, wouldn't one? Still, it's a pretty hefty war that does outdo Mr. Chaplin.

Some of the sales managers of the regiment of other companies that wanted Charlie Chaplin and failed to contract with that esteemed artist. Mr. Chaplin, began to figure how much profit there would be in two reel comedies costing \$100,000 if every motion picture house in the United States showed them for three nights at \$50 a night each, and every cinema in Europe showed them at the same price. Why they used \$50 a night when most small picture houses take in about \$50 a night, is beyond knowing. Anyway, they had not finished the calculation at the time of going to press.

One thing they did establish by the use of geometry was that the Essanay company has on hand twelve or fifteen two-reel Charlie Chaplin comedies that cost it probably not more than \$5,000 each, including his salary of about \$1,500 a week.

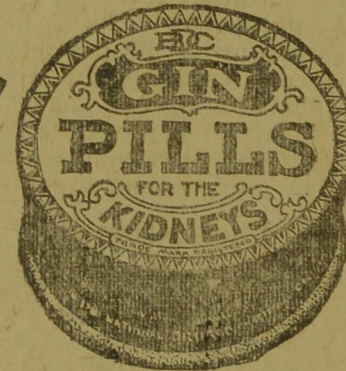
POINTED PARAGRAPHS.

A woman talks until things get serious—then she gives a man a chance.

When a young rooster gets a comb he reaches the height of his ambition. Some husbands would do almost anything to render their wives unspeakably happy.

When a man sneers at a woman's business ability he makes a noise like sour grapes.

Nature cannot jump from winter to summer without a spring, nor from summer to winter without a fall.



If you suspect Kidney trouble, write us for a trial treatment. Or buy Gin Pills at your dealers—50c. a box, six boxes for \$2.50.

## A Manitoba Farmer and a Saskatchewan Merchant

If you suffered from pains in your back and a few doses of Gin Pills fixed you up in short order, you would pass the good word along, wouldn't you? That is exactly how Mr. Wm. S. Gilbert, of Freedale P.O., Manitoba, feels. He writes to tell us how Gin Pills quickly banished the suffering from a hurt in his back. Now he is one of the many

## Missionaries for GIN PILLS

Mr. Gilbert walked into a store in McNutt, Saskatchewan, and found the proprietor suffering from a lame back. Mr. Gilbert suggested Gin Pills as the remedy. The next day the storekeeper told Mr. Gilbert he was all right, and now he recommends Gin Pills to all his customers needing something for a lame back, pains in the joints, swollen hands and ankles, and other troubles due to disordered bladder and kidneys.

Your dealers sell Gin Pills—50c. a box, or 6 boxes for \$2.50. Satisfaction is guaranteed or your money returned.

NATIONAL DRUG & CHEMICAL CO.  
OF CANADA LIMITED - TORONTO

**Gin Pills**  
FOR THE KIDNEYS