

TORTURED BY CONSTIPATION

"Fruit-a-tives" Cured Paralyzed Bowels and Digestion

ST. DONAT, QUEBEC, Feb. 3rd, 1914.

"It is a pleasure to me to inform you that after suffering from Chronic Constipation for 2½ years, I have been cured by 'Fruit-a-tives'. While I was a student at Berthier College, I became so ill I was forced to leave the college. Severe pains across the intestines continually tortured me and it came to a point when I could not stoop down at all, and my Digestion became paralyzed. Some one advised me to take 'Fruit-a-tives' and at once I felt a great improvement. After I had taken four or five boxes, I realized that I was completely cured and what made me glad, also, was that they were acting gently, causing no pain whatever to the bowels. All those who suffer with Chronic Constipation should follow my example and take 'Fruit-a-tives' for they are the medicine that cures."

MAGLOIRE PAQUIN

"Fruit-a-tives" are sold by all dealers at 50c. a box, 6 for \$2.50, trial size, 25c. or sent postpaid on receipt of price by Fruit-a-tives Limited, Ottawa.

THE PULLING POWER OF PUBLICITY

Boston, Feb. 26—One of the principal speakers at the banquet of the Pilgrim Publicity Association at the City Club this week, was Truman A. De Wesse, Director of Publicity of the Shredded Wheat Co. His topic was The Pulling Power of Publicity. Mr. De Wesse said in part:

"It is a real pleasure to talk to a Publicity Association. I like the combination of 'Pilgrim' and 'Publicity.' It not only brings to mind historical incidents that stir the pride and patriotism of every American, but is suggestive of the idea of progress. A man could not stand still very long and be a pilgrim. A 'publicity pilgrim' is a man who typifies the forward movement in advertising. There is nothing stationary about a publicity pilgrim. He represents the pulling power of publicity. The power of advertising is based upon knowledge of the product and the selling methods necessary to push it off the shelves of the dealers."

"I promised Mr. O'Keefe not to mention Shredded Wheat more than eight times, but to talk on 'The Pulling Power in Publicity.' It is easy to locate the pulling power of the politicians; it is not difficult to discover the pull that lies in social prestige or family relationship; but what is the pulling power of Publicity? I should say that first in pulling power is Personality. Personality is the 'pull' in advertising. It is that which grips the reader on the side of some human weakness. It is the dynamics of advertising. It is that which moves the goods from the dealers' shelves."

"This personality in advertising is a knowledge of what we might call 'the Art of Presentation.' This is a high-sounding title. After all, the principles that underlie successful advertising are very simple. The 'art of presentation' in advertising, is too often more 'the art of presentation' in advertising. It is one thing to give information about a salable commodity, and quite another thing to create a desire for it. It is one thing to create a desire for an article, and quite another thing to create a demand for it."

"Another element in successful advertising which gives it pulling power is what I call 'optimistic affirmation.' There must be no uncertain note in advertising and no

IF CONSTIPATED OR BILIOUS "CASCARETS"

To night! Clean Your Bowels and Stop Headache, Colds And Sour Stomach

Get a 10-cent box.

Take a Cascaret tonight to cleanse your Liver, Stomach and Bowels and you will surely feel great by morning. You men and women who have headache, coated tongue, a bad cold, are bilious, nervous, upset, bothered with a sick, gassy, disordered stomach or have backache and feel all worn out. Are you keeping your bowels clean with Cascarets—or merely forcing a passage every few days with salt cathartic pills or castor oil?

Cascarets immediately cleanse and regulate the stomach, remove the sour undigested and fermenting food and fowl gases, take the excess bile from the liver and carry off the constipated waste matter and poison from the bowels.

Remember, a Cascaret tonight will straighten you out by morning. A 10-cent box from your druggist means healthy bowel action—a clear head and cheerfulness for months. Don't forget the children.

NEW YORK TARIFF HITS THE FARMER

(St. John Telegraph.)

While the farmer is being urged to increase his production this year as a patriotic duty as well as a sound business investment, the Dominion government has just made an increase of seven and one-half per cent. in the duties on many farm implements. Harvesting machinery escapes the new increases, but, as the Manitoba Free Press now points out, "before the crop can be harvested it must be sown. Here is what has been done to the duties on tillage tools and an other implements essential to farming:

	Old per cent.	New per cent.
Plows	20	27½
Cultivators	20	27½
Harrow	20	27½
Wagons	25	32½
Rakes	20	27½
Straw cutters	27½	35
Grain grinders	27½	35
Threshing machines	20	27½

"The increase to the farmers is greater than it appears. Owing to unduly high valuations, the duty is really higher than is shown and as is the case with all duties, jobbers and handlers calculate their margin of profit on the augmented price, so that by the time it reaches the farmer the tariff burden is substantially increased."

These increases in the tariff on implements are not made for the purpose of raising revenue, but for the purpose of giving the Canadian manufacturer of such implements a larger control of the home market. The price of these implements will be raised to the extent of the duty, or more, but the government will not secure enough additional revenue to amount to much. And the farmer was assured by the present government that it was in favor of a substantial decrease in the duties on agricultural implements. "Here we are," says the Free Press, "engaged in a great crusade to induce increased production; everybody is pleading with the farmers to bring under cultivation every possible additional acre of land; and, just as the movement gets well under way, the government claps a heavy additional duty on the implements necessary to make this increased production possible."

Mr. A. K. McLean was right the other day when he described the new tariff as protectionist rather than patriotic. The government is now paying off some of the tariff beneficiaries who contributed to its campaign in 1911.

A Tiny Bird

The smallest bird is a Central American humming bird, about the size of a bluebottle fly.

When Starting a Fire

A paste made of kerosene and wood ashes will hurry a slow fire with little risk to the user.

Long Worked Mine

In Armenia there is a copper mine that has been worked continuously since prehistoric times.

Queer Old Industry

In Japan there is a goldfish farm that has been in continuous operation since 1762.

Developing Australia

The Australian states concerned and the commonwealth have agreed on a locking and storage system for the Murray river that will open a navigable waterway 1,000 miles into the heart of producing Australia.

Telephones in Canada

There is a telephone for every 15.2 persons in Canada, according to official figures.

Oil Wells For Spain

Promising surface indications of petroleum deposits in Spain have led the government to investigate the discoveries.

It is quite possible for a man to sow wild oats until they become tame. The Kaiser has forbidden his officers to deal with marriage brokers.

Portugal makes ability to read and write a requirement for suffrage.

Most of the cocoa imported into the United States is produced in the West Indies and Central and South America.

Only seven weddings have taken place in Gloucester Cathedral in fifty two years.

sign of wavering on the part of the advertiser. It must be positive and should not even carry and negative suggestions. Advertising is not for the timid man. It is the timid man who calls advertising a "gamble" who has never made advertising an integral factor in daily merchandising.

"I have always defined advertising as the 'art of creating a new want.' It makes the luxuries of today the necessities of tomorrow. It is the thing that builds factories, cities and railroads and all the instrumentalities that contribute to human happiness and human progress."

BRONCHITIS

If Neglected Will Surely
Turn Into PNEUMONIA.

Bronchitis comes from a neglected cold. It starts with a short, painful, dry cough, accompanied with rapid wheezing, and a feeling of oppression or tightness through the chest. At first the expectoration is of a light color, but soon becomes copious and of purulent character.

You have, no doubt, wakened up in the morning and have had to cough half a dozen times before you could raise the phlegm from your bronchial tubes, and when you do succeed in doing so you find that it is of yellowish or greenish color, and you get some relief right away. When this happens to you, you may rest assured that you have a touch of bronchitis, and if not cured immediately it will sooner or later develop into pneumonia or some other more serious trouble.

Cure the cold, and thereby prevent bronchitis and pneumonia taking a hold on your system.

This can be quickly done by the use of
DR. WOOD'S NORWAY PINE SYRUP.

Mrs. Rebecca Have, Mahone Bay, N.S., writes: "My little boy, aged six, was always troubled with bronchitis, and when he had whooping cough he was worse. Doctors advised me to use Dr. Wood's Norway Pine Syrup. It gave him instant relief, and positively cured him."

Price, 25c and 50c.
Manufactured only by The T. Milburn Co., Limited, Toronto, Ont.

STREWN WITH DEAD

The battle continued all day Sunday, and when it was ended the slopes of the ravines and mountains were strewn with dead. At the other points along the mountain ranges similar attacks were delivered and most desperate fighting took place.

Still further to the east, near the town of Stanislaw, which once again is reported to be in Russian hands, the armies have met and the Russians declare that the Austrians have been forced to retire.

Despite all this heavy fighting in the east, the Germans are reported to be sending strong reinforcements to the west for a new attempt which they are to make to break through the Allies' lines in France.

That man is generous to a fault who never corrects one.

Wood's Phosphodine.
The Great English Remedy.
Tones and invigorates the whole nervous system, makes new blood in old veins, cures Nervous Debility, Mental and Brain Worry, Despondency, Loss of Energy, Palpitation of the Heart, Failing Memory. Price \$1 per box, 50c. for 25c. One will please, six will cure. Sold by all druggists or mailed in plain pkg. on receipt of price. New pamphlet mailed free. **THE WOOD MEDICINE CO., TORONTO, ONT.** (Inventor: Wm. Wood.)

IN THE SUPREME COURT OF BRITISH COLUMBIA

IN THE MATTER OF THE "WINDING-UP ACT," being Chapter 144, Revised Statutes of Canada and Amending Acts.

AND

IN THE MATTER OF THE CANADIAN HOME INVESTMENT COMPANY, LIMITED.

The Creditors of the above named Company are required, on or before the 24th day of April, 1915, to send their names and addresses and the particulars of their debts and claims and the names and addresses of their solicitors (if any) to the Official Liquidator of the said Company at his office, situate at 701 Vancouver Block, in the City of Vancouver, in the Province of British Columbia, and if so required by notice in writing from the said Official Liquidator or are by their Solicitors to come in and prove their said debts or claims at my Chambers, situate at the Court House in Vancouver aforesaid at such time as shall be specified in such notice, or in default thereof they will be excluded from the benefit of any distribution made before such debts are proved.

Monday, the 3rd day of May, 1915, at 2 o'clock in the afternoon, at my said Chambers is appointed for hearing and adjudicating upon the said debts and claims.

Dated this 18th day of February, A.D. 1915.
(Sgd.) A. B. POTTINGER,
District Registrar
St. John & Jackson,
702 Credit Foncier Building
Vancouver, B. C.
Solicitors for the Official Liquidator.

IN THE SUPREME COURT OF BRITISH COLUMBIA

IN THE MATTER OF THE "WINDING-UP ACT," being Chapter 144, Revised Statutes of Canada and Amending Acts.

AND

IN THE MATTER OF THE CANADIAN HOME INVESTMENT COMPANY, LIMITED.

The Honourable the Chief Justice of the Supreme Court of British Columbia has by an Order dated the 29th day of January, 1915, appointed James Grant Forrester, of 701 Vancouver Block in the City of Vancouver, in the Province of British Columbia to be the Official Liquidator of the above named Company.

Dated this 18th day of February, A.D. 1915.
(Sgd.) A. B. POTTINGER,
District Registrar

NATIONAL SONGS OF THE ALLIES

SUPPLIED TO THE READERS OF

Frederickton Mail



The Mail offers the opportunity of procuring the national songs, hymns and anthems of the allied nations (with music for piano), in the original version, and in the case of those in foreign language always with the English translations underneath.

Cover lithographed in four colors, with flags of each nation.

SIXTEEN PAGES, NEATLY BOUND

National airs of Britain, Belgium, France, Japan, Russia, Serbia and the two Canadian patriotic songs—"The Maple Leaf Forever" and "O! Canada"—all in one volume.

FOR 10 CENTS, OR FOR 12 CENTS

if to be wrapped and be sent by post

The National Song Folios are now ready for distribution at The Mail Office. Orders will be strictly filled and posted to senders in the order they are received.

HOW TO GET THEM

Cut out the following coupon and bring or send it to The Mail Office with 10 cents or 12 cents if to be mailed.

SONG COUPON

This Coupon, accompanied by ten cents entitles the holder to one copy of the National Songs of the Allies. If to be sent by mail add two cents for postage.

The Daily Mail,
Frederickton, N. B.

RECRUITS ARE COMING
ALL THE TIME

FREDERICTON
The Business
COLLEGE
PRINCIPAL

to enlist for training as Book-Keepers, Bank Clerks, Stenographers, etc. We have put hundreds on the road to SUCCESS. Let us do the same for YOU. Write for particulars. Address

W. J. Osborne, Principal
Frederickton, N. B.

1914-FALL-1914

just received from the English Markets fall and winter shipment of
Cloths consisting of

Winter Overcoatings, Fall and Winter Suitings and Pantings.

In all the latest shades in colorings and patterns. All of which will be made up in the very latest styles to suit customers. Workmanship and fit guaranteed. At Old Prices—No War Prices.

WALKER BROS.
Merchant Tailors Queen St. West