MC 2035 POOR DOCUMENT

THE EVENING TIMES AND STAR, ST. JOHN N. B., TUESDAY, NOVEMBER 10, 1914

AMUSEMENTS

lover Norton, the rescue of Florence via a fire escape and a fight between she and an ambulance driver. The Million Dollar Mystery, however, is by no means the only interesting fea-ture, as the Thanhauser Co. is represent-ed a second time by The Substitute, which is possibly one of the most inter-esting dramas that this remarkable com-pany has released in a long time. It grips the attention throughout the en-tire telling, which requires two chap-ters, in a manner which would make it stand out in any programme, no matter how excellent. The Keystone is well re-presented by Caught in the Flue, which kept the audience in a roar just as near-ly all Keystone comedies succeed in do-ing more satisfactorily probably than any other. IMPERIAL'S VAUDEVILLE TO BE HEARD TODAY

Excellent Bill This Afternoon and Evening-"East Lynne" Tomorrow

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Krelles, International Musicians, I in the city late last night and is heard at the Imperial this after-and evening and throughout the They have a sumptuous act, ately staged and of a rich char-musically. They play violin, 'cello iano, and Madame Krelle sings very tably. The six-reel miscellaneous amme to be concluded today em-s the Hearst-Selig Weekly, a two-Vitagraph drama, Heartscase, an-two-part comedy drama, A Daugh f. Eve; Lubin picture, and a Slim comedy, Sophie is Left a Fortune. ery reader of fiction knows East ne. This dear old emotional Eng-story by Mrs. Henry Wood, will he Imperial's star feature for Wed-lay and Thursday. It is in six reels.

posing scenes, aside from the usual set-tings. East Lynne will be the biggest hit of the season. The matinee start at 2 and 3.45 sharp; the evening shows at 7 and 8.45. Reserved seats by 'phone.

STARTLING ADVENTURES IN GEM THEATRE'S FEATURE 'THE MAN IN BLACK'

(Montreal Financial Times.) The Federal government is at present ompleting a comprehensive plan where-

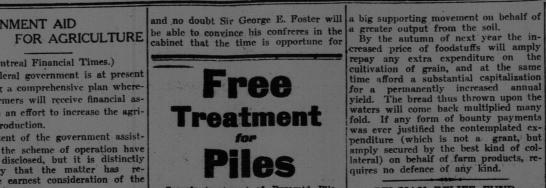
GOVERNMENT AID

by the farmers will receive financial assistance in an effort to increase the agricultural production. The extent of the government assist

ance and the scheme of operation have not been disclosed, but it is distinctly satisfactory that the matter has re-ceived the earnest consideration of the

government. The government has already been great assistance to the western farme in the gift of large quantities of see

Dickens Edition \$376. New York, Nov. 10—The first half a collection of books on Napoleon a the French Revolution collected by t late Albert Stickney was sold in t Anderson Galleries. The highest pr of the session was \$376, paid by Gab



Mail this Coupon to the PYRAMID DRUG COMPANY Is Pyramid Bldg., Marshall, Mich., with your full name and address on

BELGIAN RELIEF FUND.

BELGIAN RELIEF FUND. Mayor Frink yesterday acknowledged the following contributions to the Bel-gian fund: W. J. Miller, River de Chute (N. B.), \$100; residents of East Florenceville, \$67.85 (per H. T. Begg); Calais and St. Leonards (per Mrs. David Martin), \$189; F. A. B., \$1; Miss Em-ma C. Trueman, \$5; United Churches of Sussex (additional), per H. A. White, \$5; Robert Scott, Fairville (aged ten years), \$1; Long's Settlement and Good's Corner (N. B.), per John C. Long, \$74; Miss N. G. Cogswell, Rox-

TO GUARD AGAINST ALUM IN BAKING POWDER SEE THAT ALL INGREDIENTS ARE PLAINLY PRINTED ON THE LABEL, AND THAT ALUM OR SULPHATE OF ALUMINA OR SULPHATE OF ALUMINA OR SODIC ALUMINIC SUL-PHATE IS NOT ONE OF THEM. THE WORDS "NO ALUM" WITHOUT THE IN-GREDIENTS IS NOT SUFFI-CIENT. MAGIC BAKING MAGI BAKING POWDER POWDER COSTS NO MORE THAN THE ORDINARY KINDS. FOR ECONOMY, BUY THE ONE POUND TINS. NS NO A E. W. GILLETT COMPANY LIMITED TORONTO, ONT. MONTREAL

ary, \$1; Rev. Charles P. Carleton, Guire \$1.50 etersville (N. B.), \$24.50, made up as Blakey \$5, llows: A friend \$10, John O'Neill \$2, Boyle \$1, H



or the Biograph concrete the biograph of the Biograph of orchestra had an er ne. A two part fee Special" is billed for with the Selig-He

AT THE LYRIC.

Comedy Vaudeville That Pleases-Two Good Acts and Feature Pictures.

Lyric management have fortun-been able to secure two good com-ts this week, the kind that keeps dience in good humor every mo-hey are on the stage. Moore and in comedy singing, talking, danc-nd piano playing, proved a real fr. Moore is not only a real come-ut he can tickle the ivories in a which left the audience feeling yey did not get quite enough of tricularly enjoyable feature of the liss Moore sings sweetly, dances and by no means less important, retty. As a team they are a pair performers.

retty. As a team they are a pair performers. Onri proved to be a juggler that es with any that has been seen city. He is equally at home in anipulation of whatever he may to get his hands on. For the re-g two days of the engagement lever vaudevillians should play to y audiences, particularly in view excellent picture bill, which in-a two-part K. B. western drama, eart of the Crook, and a Mutual with a budget of war news that very latest. The Lyric is again g two acts on the week-end.

MILLION DOLLAR MYSTERY AT THE UNIQUE.

The sixteenth chapter of the Million Dollar Mystery compares with any of he others in thrilling interest. It par-cicularly refers to the narrow escape of Florence from being drawn into the reacherous quicksands, and depicts most interestingly beside her deliverance from eside her deliverance from ough the medium of he

An Unfailing Way To Banish Hair

(Beauty Notice.)

(Beauty Notice.) Ugly hairy growths can be removed in the privacy of your own home if you get a small original package of delatone and mix into a paste enough of the powder and water to cover the hairy surface. This should be left on the skin washed and every trace of hair will have vanished. No harm or inconven-ience can result from this treatment, but be sure you buy real delatone.

How to Destroy The Dandruff Germ

BY A SPECIALIST

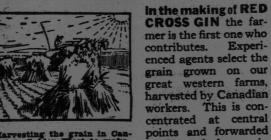
Final the dandruff germ is responsible nearly all the diseases to which the eir, as well as for baldness ure gray hair, is a well known then we realize that it is also

HEN we speak about Canadian manufactures we usually think of Canadian flour, Canadian cotton goods, Canadian cotton goods, Canadian hardware and agricul-tural implements and even, in the making of beverages, about Canadian beer and Canadian whiskey. Seldom do we invest-igate far enough to know that there are other Canadian pro-ducts on the making of which large sums of money are spent ducts on the making of which large sums of money are spent in materials and wages and which have a popular sale to a very con-siderable amount in money an-nually. Gin is a Canadian pro-duct that has a place as high in the world of Commerce as any other article of Canadian con-sumption. It is used in Canada to the extent of hundreds of thousands of cases per annum and supports a very prosperous and modern factory at the Que-bec town of Berthierville. Berthierville is the home of RED

bec town of Berthierville. Berthierville is the home of RED CROSS GIN, the only gin made in Canada—a product that has for the last twenty years steadily climbed in public favor until now hardly a home of consequence in the Dominion is without it. On this page are depicted some of the activities of Berthierville, incidents in the distillation and supply of RED CROSS GIN. They are inter-esting for more reasons than the mere showing of how Canada is able to pro-duce a gin of the best quality, made entirely from Canadian products. They also prove that it is possible for our

entirely from Canadian products. They also prove that it is possible for our homeland of Canada to make all the gin needed n the Dominion without the aid of foreign countries, for, 'n spite of the popular-ity of RED CROSS, our on y Canadian Gin, there is still some gin imported from Contin-ental Europe every year. The RED CROSS GIN distillery at Berthierville is able to supply every drop of gin desired by Canadians. No import of gin from foreign countries is neces-sary. Canada can manufacture all the Cana-adian people require—gin that is better, made in bond under the supervision of the Canadian Government and matured for several years before it is offered for consumption—popular RED CROSS GIN. Buy "Made in Canada" goods—keep the money you spend on Gin in the Dominion—support your own country, its towns and industries—ask for RED CROSS GIN and take no other.

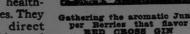
The story of the maker of a pure appetizing gin-RED CROSS GIN-is just as interesting, even fascinating, as the tale of the flour miller or the narrative of the farmer who grows Canadian grain. They are all employers of Canadian workers, all users of Canada's products, each is doing his part in adding to her commercial history-each is helping our homeland onwards day by day to her great destiny.



CROSS GIN the far-mer is the first one who contributes. Experi-enced agents select the grain grown on our great western farms, harvested by Canadian workers. This is con-centrated at central points and forwarded to the malt houses in the cent Here it is put g the grain in Can-Iden West to make CROSS malt

to the mait houses in the east Here it is put through a scientific process of malting in huge sani-tary hoppers in spotlessly clean malt houses. This rich, fragrant mass of malted grain forms the basis of RED CROSS GIN. In the subsequent process

of distilling, the liquor is given an aromatic and appetizing flavor as well as great medici-nel up up by means of as well as great mether-nal va ue, by means of juniper berries. These natural berries are re-commended by the most famous physici-ans for their health-



ans for their health-giving properties. They are gathered direct from the fields and care ully stored till used. The finished liquor-smooth, delightful to the discerning nose and acceptable to the palate, is left for years to mature till it is fit for the most delicate human body as a beverage. This matu-ring is done under the supervision of the Can-ad'an Government — in the 'anguage of Ot-tawa, the gin is "made in bond." In the last process of bottling and handling RED CROSS GIN, it is interesting GIN, it is interesting

Making the RED CROSS malt in huge pheumatic hoppers to note that many wo-men are employed. One has only to watch the healthy, satisfied look on their faces to know that theirs is a happy life—as healthy and happy as the lot of any other class of Canad an workers. But the same is true of **all** RED CROSS employees—

they are treated well, paid a r wages and are proud of their product. They work in the most sanita y sur oundings with every advantage accorded them by appreciative employers. Berthierville itself is a thriving town in Quebec with several grow-ing industries, but RED Shipping cases of RED CROSS GIN-hundreds of

CROSS GIN may be

said to be the "back-bone" of the town. It has every facility for shipping to any part of Canada the hundreds of the dreds of thousands of cases of RED CROSS GIN consumed yearly by appreciative Cana-dians. Furthermore, the RED CROSS GIN dis-tillery of Berthierville

tillery of Berthiervine can turn out every drop of gin required by the Canadian people. Every good Canadian should not only make a re-solution **now** to drink a Canad an made gin, he should also be sure that he is drinking a **matured** gin, as RED CROSS is. Before using gin the Canadia



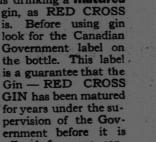
"GOOD REALTH"

offered for your con-sumption. Imported gin has no such guarantee. A gin made in Continental Europe bears no Cana-dian Government label—you have **no** guarantee by your own Government of its maturity. RED CROSS GIN is **your own** Canadian gin, made in **your own** town of Berthierville by **your own** fellow Canadians. Be sure you look **next time** for the Canadian Government labe —the sign of absolute maturity—the symbol of "Made in Canada" gin. Ask always for **Canadian** Gin— RED CROSS GIN and **insist** on getting it.

IMPORTANT!

On the first of January next the name "RED CROSS" GIN will be CROSS "GIN will be changed to "GOLD CROSS" GIN. Under the new name GOLD CROSS, the present pur-ity, food, medicinal and beverage value of this splendid gin will be main-tained. It will simply be the old favorite RED CROSS under the new **CROSS** under the new name GOLD CROSS.





is a guarantee that the Gin — RED CROSS GIN has been matured for years under the supervision of the Gov-ernment before it is offered for your con-

