

# EVERY GENERAL STOREKEEPER NEEDS

## "FRUIT-A-TIVES"

Inkerman, Ont., Sept. 23, 1910.  
"I am in the General Store Business and have been a resident of Inkerman for thirty-seven years. Since I started this store four years ago, I have found your remedy 'Fruit-a-tives', the most satisfactory one I have sold. Many of my customers have the 'Fruit-a-tives' with the feet beneficial results and I know of two cases that have been completely cured of Dropsy.

I recommend 'Fruit-a-tives' every possible occasion and would not that if every general storekeeper, who stocks medicine, were to stock 'Fruit-a-tives' prominently displayed, it would increase his sales and his reputation.

Yours truly,  
J. LARUE.

"Fruit-a-tives" is the only remedy in the world made of fruit and the only remedy that will positively cure Constipation, Indigestion, Pain in the Back, Headache, Rheumatism and all Kidney and Bladder troubles.

50c a box, 3 boxes for \$1.50, trial size, 25c. At all dealers or from Fruit-a-tives, Limited, Ottawa.

Canada's trade with the United States fifteen years ago was \$111,022,513. Last year it had increased to over \$400,000,000. Are Canadians less loyal because their trade with that country increased almost four-fold in fifteen years?

## You Can't Do It

Nothing can grow hair when the roots are destroyed and those who use to preserve and promote beautiful, healthy hair should bear this in mind.

Parisian Sage is a certain guaranteed hair restorer and cure for all hair diseases, prevents hair from falling out and creates a rich luxuriant growth of hair—a glory to women and the pride of men.

A pleasant hair dressing—ladies like Parisian Sage, and gentlemen, A. Chipman Smith, guarantees very bottle that he sells at 50c, and sends ready to refund your money if it fails to bring about the growth of hair. See that the girl with the Auburn Hair is on each package. Also sold and guaranteed in Parville by Allan's Parville Drug Co.

## Is Your Baby STURDY, or Just FAT?

Some foods merely put out a child with fat, without leaving any solid good behind. A baby at five or six months may be a triumph of the fattening powers of food—and yet, at two years, may be thin and suffering from rickets.

**NEAVE'S FOOD FOR INFANTS** is perfectly balanced. It not only produces a fine baby—it also insures that baby growing into a healthy adult, because Neave's Food contains all the essentials for health and bone.

"Our eldest boy, Maurice, is five years old. We put him on Neave's Food when he was one week old and he never tasted anything else until his first birthday. He is very bright and intelligent, strong and healthy, has never had a cold, and is a foundation for the future."

Neave's Food. Mrs. J. W. Fairman, 34 Market St., Toronto.

Sold in 1 lb. weights by all Druggists in Canada.

**FREE TO MOTHERS**—Write today for free list of Neave's Food and book "Hints About Baby." Address to: Canadian Agent: EDWIN UTLEY, 28 14 Front St. E., TORONTO.

## MONARCH KNIT

SINCE Eve turned dressmaker no garments have had the vogue of "Monarch Knit" for bundling coats and sweaters—the perfect comfort for motor on land or water, for camping or comfort in the cool of a summer night. "Monarch Knit" is par excellence.

Your Merchant will tell you exactly why "Monarch Knit" coats and sweaters are superior—tell you far more emphatically than we'd care to do on our name. He's wise enough to know that a pleased customer is the best advertisement for his store.

Wise enough to know that once you are pleased more than a few of your friends will be calling around. Our aims and his are identical.

The Monarch Knitings Co. Ltd., Danville, Ont. Factories also at St. Thomas, Ont.; St. Catharines, Ont.; and Buffalo, N.Y.

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# OPENING DAY AT CHICAGO AVIATION MEET AND STARS TAKING PART.



MR. EARLE L. O'VINGTON. MR. THOMAS SOPWITH. MR. WALTER BROOKINGS. MONS. RENE SIMON.

Chicago is surely enjoying the sport during the aviation meet now in progress at Grant Park. Last Sunday was the banner day for attendance, when 350,000 spectators witnessed hair raising, neck to neck races, in which biplanes swept around the aerodrome in closer run than many a Derby. The meet will continue until August 20.

## BY MOTOR BOAT ACROSS AFRICA

German Officer Away on Hazardous 6,000 Mile Trip

Berlin, Aug. 18.—Lieutenant Gressat, a German officer who has undertaken a motor-boat trip of 6,000 miles across the African continent from the Indian to the Atlantic Ocean, by way of the Zambesi River, Bangwelo Lake and the Congo, is now on his way into the interior of the Dark Continent.

His first letter home, written from Gindhe, in Portuguese East Africa, is dated April 23, and tells of his arrival there, his reception by the Portuguese authorities, and the preparations for the start up the river. The party was to include:

French cinematograph operator and a native cook. Their boat was plentifully stocked with provisions and drugs, and at certain places on the route food depots have been provided and from that they will be able to replenish their stores.

The voyage is of a most adventurous nature. The Zambesi River leaves it is surrounded with miles of reeds, and no white man has ever sailed its length. The natives tell curious tales of what is to be found within its swampy enclosures. On the islands which lie along the river, and the lake, are to be found colossal elephants and tall giraffes, while in the waters sea serpents and other strange and terrible creatures are concealed.

From the surface of the lake itself, dense the natives, hot springs pour into the air and pestilential winds sweeping across the marshes carry death and destruction to all who breathe them.

Of the few natives who have ever ventured out upon the Bangwelo Lake in their small frail canoes, none have ever returned to tell the tale of their adventures. Lieutenant Gressat thinks that unknown species of animal and marine life may possibly exist in this hitherto unexplored region, and it is to test this supposition that he has started out in a thirty-foot boat fitted with a five-horse-power petrol motor to cross the African continent.

DISCIPLINE ON BOARD SHIP

An Incident Brought to Attention of Merchant Service Guild—Measures for Preserving Authority Inadequate

(The Imperial Merchant Service Guild) London, Aug. 19.—The question of the lack of means whereby the British shipmaster has the greatest difficulty in maintaining discipline on board merchant vessels is one which has for some considerable time occupied the attention of the Imperial Merchant Service Guild, who have just received a letter from the commander of a large British steamer, who writes from Jamaica, West Indies, as follows:

I discharged a cargo at Port Morant. Whilst lying there three of my crew went ashore without leave and were absent from duty two days. I gave instructions to the police on the third day to arrest and lock them up. On the afternoon of 11th he arrested two of them, and on coming on me they both promised reformation if I would forgive them. I instructed the police to put them on board. The two of them lived up to their promise.

The third one the police could not find, but at 6 p.m. he came on board intoxicated, and on learning that a policeman was looking for him he came on the bridge where I was lying in a hammock. He laid down the law to me. I ordered him forward, and, quite unexpectedly, he struck me and tried to gouge my eye out. I got him in irons and sent for a policeman, who locked him up. Next day he was tried in Port Morant. I was put in the witness box, when the nature of the assault upon me was self-evident to the court. The man admitted the offence. The magistrate lectured him on the gravity of his conduct, and said discipline must be maintained, and sentenced him to one month's imprisonment. Do you think that sentence adequate?

In view of the above case, the guild have replied agreeing that merchant shipmasters are possessed of quite inadequate measures in preserving their authority, and quote for the information of their members the following paragraph which appeared on Monday last, the 7th instant, in the public press throughout the country:

"For using insulting language and assaulting a ship's corporal, Arthur Ewell, a second-class stoker in H. M. S. 'Colingwood' was at a court-martial at Portland (Dorset) on Saturday sentenced to six months' hard labor and dismissed from the Navy."

## Hot Weather Notice to Fat Women

Presumably you know, ladies, that the proper caper nowadays is lines. Curves are passé. You have got to take off your fat to look well in summer clothing and feel well in summer heat. This must be done in one of three ways. By dieting, by exercise, or by means of Marquise Prescription Tablets. The two former will keep you busy for months and punish you pretty severely, especially during the "dog days," the latter will cost you 75 cents at the drugstore. The tablets will not make any difference in your diet necessary, and yet in all probability before you have used up one box, you will be losing from 12 to 16 lbs. of fat free. Which method do you use as the best?

If you fancy this pleasant method of getting rid of your surplus fat, write to Marquise, 1170 Farmer Bldg., Detroit, Mich., to send you a case by mail. These cases contain so generous a quantity of tablets that the treatment is very economical. It is, also, quite harmless and does not depress or overtax the heart, even in the hottest weather, for the tablets are made exactly in accordance with the famous Marquise Prescription.

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## INFLUX OF JEWS TO PALESTINE

Are Steadily Gaining in Numbers There Since 1882.

Driven From Russia and Poland by Persecutions—Well Up To 60,000 in Jerusalem in Total Population of 84,000

London, Aug. 18.—In a blue-book with the conditions and prospects of trade in Syria, Ernest Weakley, a special commissioner of the advisory council to the board of trade, gives some details as to Jewish colonies in Palestine.

"The influx of Jews," says Mr. Weakley, "is the noticeable feature in Palestine. They have been steadily coming into the country in increasing numbers since 1882, driven away from Russia and Poland by persecutions, and although measures were taken by the Turkish Government in 1887 to prevent the settlement of foreign Jews in Palestine, the restrictions imposed have been ineffective, and have not stemmed the current of immigration. From a total of about 500 Jews resident in Palestine a century ago, their numbers were about 6,000 in Jerusalem in 1861, out of a total town population of 15,000.

"In 1887 it was computed that the population of the city was about 45,000, of which 28,000 were Jews. The population in 1909 was about 80,000, the Jewish element then being close upon 30,000, and since then both population and arrivals of Jews have increased rapidly. Jerusalem having today about 84,000 inhabitants, of whom no less than 50,000 to 60,000 are Jews. The Jewish population at Jaffa has also increased, and from about 1,000 souls ten years ago it has risen to about 15,000, out of a total population of 40,000. Large numbers of these refugees are dependent on contributions from abroad, and distress was great during the first years after their arrival.

"Among the schemes undertaken to give

relief was the establishment of agricultural colonies in Palestine, and the funds necessary for the purchase of land and the proper settlement of the colonists were given by Baron Edmond de Rothschild. The scheme was entirely philanthropic, each colonist receiving a fixed sum per month, and in consequence there was no inducement to work. The necessity for the change of a system which tended to demoralize rather than help soon became apparent, the payment of fixed stipends to colonists was done away with, and the arrangements made in 1906 resulted in the handing over of the administration of the colonies to the Jewish Colonization Association, Baron Rothschild undertaking to guarantee the association against loss for a period of ten years.

"The new administration has introduced better methods and has taken up the work of developing the colonies on business lines. Orange groves and olive yards are replacing vineyards, almond trees have been planted in large numbers, and industrial enterprises, such as oil and soap making, have been started, while improved methods of agriculture are being adopted in the larger colonies. Results have yet to be seen; the presence, however, of a new element in the land and the efforts which are being made to develop the properties cannot but be of great advantage to the country."

A WARNING WORD

From the Herpicide Girl

You are becoming bald. The hair is getting thin on the top of your head and unless you take my advice you will, before long, be as balding as a croquet ball. Remember too that baldness is incurable.

It is all due to the germ in flakes on your coat collar. Herpicide will kill the germ that causes dandruff, checks further accumulation of dirt skin and stops falling hair.

You are not taking any chances when you purchase Herpicide and you are tempting fate when you use anything else. Herpicide has thousands upon thousands of satisfied users who testify to its germ destroying and hair preserving qualities.

Your druggist is authorized to guarantee one dollar size bottles. The best barbers recommend and use it.

Send 10c. in postage to The Herpicide Co., Dept. R., Detroit, Mich., for sample and booklet. E. Clinton Brown special agent.

In contemplating what we do for others we are apt to lose sight of what others do for us.

"Among the schemes undertaken to give

**Try Peaches and Cream with Kellogg's TOASTED CORN FLAKES**

10c. per pkg.

A dainty dish fit for a Queen

Use ripe peaches; peel and cut in thin slices; sprinkle with Corn Flakes and add a little cream at serving if desired.

**Insure Your Digestion**

Do you find that occasionally an extra hearty meal, or an indulgence in some favorite but forbidden dish, makes you feel as if you had swallowed a flat-iron?

It's simply that your stomach, however well it may digest ordinary meals, balks at the overload.

A single one of

**Father Morrissey's No. 11 Tablets**

would set you right in about fifteen minutes. As each tablet is capable in its life of digesting one and three-quarter pounds of food, it helps the stomach most effectively.

Even if your indigestion has become chronic—if you are a confirmed dyspeptic—these tablets, always miserable—Father Morrissey's No. 11 Tablets will remove the most distressing symptoms of indigestion, will enable you to get the benefit of the food you eat, and will restore your stomach to healthy vigor.

No. 11 Tablets insure you against heartburn, sourness and gas in the stomach as well as against all other forms of indigestion. 50c. a box—at your dealer's.

Father Morrissey Medicine Co., Ltd., MONTREAL, QUE.

**Afraid of Ghosts**

Many people are afraid of ghosts. Few people are afraid of germs. Yet the ghost-like entity and the germ is a fact. If the germ could be imagined to a size equal to its terror it would appear more terrible than any fire-breathing dragon. Germs can't be avoided. They are in the air, in the water, in the food.

The germ can only prosper when the conditions of the system give it free scope to establish itself and develop. When there is a deficiency of vital force, languor, restlessness, a yellowish hollow eye, when the appetite is poor, when the sleep is broken, it is time to guard against the germ. You can fortify the body against all germs by the use of Dr. Plummer's Golden Medical Discovery. It increases the vital power, cleanses the system of clogging impurities, enriches the blood, puts the stomach and organs of digestion and assimilation in working condition, so that the germ finds no weak or unguarded spot in which to breed.

"Golden Medical Discovery" contains no alcohol, whiskey or habit-forming drugs. All the ingredients printed on its outside wrapper. It is not a secret nostrum but a medicine known everywhere and with a record of 40 years of cure. Accept no substitute—there is nothing "just as good." Ask your neighbors.

# Take Triscuit with You

Take it with you on the fishing trip, on the automobile tour, to the Summer camp, the bungalow in the woods, the cottage by the sea, wherever you go to escape the trials of housekeeping, the worries of business or the weariness of Summer days.

## TRISCUIT

is the Shredded Wheat wafer made of the whole wheat, steam-cooked, shredded and baked by electricity. It is crisp, tasty and full of nutriment. Serve it with butter, cheese, caviar or marmalades—or eat it with nothing. Enough Triscuit can be taken in a fisherman's creel to supply all the strength needed for a day's sport.

Shredded Wheat Biscuit with berries or other fresh fruit, served with milk or cream, makes a complete, wholesome, nourishing meal. If you like Shredded Wheat Biscuit for breakfast you will like Triscuit for any meal with butter, cheese, caviar or marmalades. Contains more nutriment than meat or eggs and is more easily digested.

Made only by  
**Canadian Shredded Wheat Co., Limited**  
Niagara Falls, Ont.