## heatre

Attraction **PICKFORD** Greatest Success LA MARIS"

S. HART COLD DECK" Western Drama

and Sumner

News of the World

NG MONDAY Y, WEDNESDAY RALDINE ARRAR

nan God Forgot

H ROLAND rice of Folly

March 9

RTLEY MANNERS

ly the Most the World

\$1.00.

treet HINE 46

so much to all the latest town. Make

## Pure, Blood

You can keep your blood in good condition—have a clear skin, and bright eyes, by taking

Grand Trunk Railway

MAIN LINE EAST Eastern Standard Time.
6.80 a.m.—For Guelph. Palmerston and north; also Dundas, Hamilton, Niagara Falls and Buffalo.

Falls and Buffalo.

7.05 a m.—For Torento and Montreal.

9.30 a.m.—For Hamilton, Torento and Intermediate stations.

1.53 p.m.—For Hamilton, Torento, Niagara Falls and East.

4.05 n.m.—For Hamilton, Torento, Niagara Falls and East.

6.00 p.m.—For Hamilton, Torento, Niagara Falls and East.

8.28 p.m.—For Hamilton, Torento and East.

8.28 p.m.—For Hamilton, Torento and East.

MAIN LINE WEST

on and Chicago.

a.m.—For London and intermediate

BUFFALO AND GODERICH LINE Leave Brautford 10.05 a.m.—For Buffalo hand intermediate stations.

The Brantford 6.00 p.m. For Buffalo hand.

Leave Brantford 10.45 a.m —For Goderich and intermediate stations.

Dave Brankford 8.15 p.m.—For Goderich and intermediate stations.

GALT, GUELPH AND NORTH

Leave Brantford 6.30 a.m. — For Galt, Guelph, Palmerston and all points north;

leave Brantford 8.55 o Goderich.

eave Brantford 3.55 p.m.—For Guelph,
seave Brantford 10.40 a.m.—For Tillburg, Port Dover and St. Thomas.

eave Brantford 5.15 p.m. — For Tillburg, Fort Dover and St. Thomas.

trom South — Arrive Brantford 8.55

Brantford and Hamilton Electric Railway

Leave Brantford — 6.85 a.m.; 7.65
a.m.; 9.00 a.m.; 10.00 a.m.; 11.00 a.m.;
12.00 a.m.; 10.00 p.m.; 2.00 p.m.; 3.00 p.m.;
4.00 p.m.; 5.00 p.m.; 6.00 p.m.; 7.00 p.m.
8.00 p.m.; 9.00 p.m.; 10.00 p.m.; 11.00 p.m.;
Leave Brathford 3.44 p.m.—For Galt
Palmeraton and all points porth

EFFECTIVE MARCH SED, 1918. EAST BOUND

CONSPIRATORS SHOT.

Ey Courier Leased Wire

Toronto, March 7.—The Star today publishes a special cable from
Petrograd, telling of a futile conspiracy of students and officers to
overthrow the Bolsheviki Government. As a result of a raid of the
Conspirators' headquarters near the
Winter Palace, six of the students
were shot. German troops are siding Rada Government forces against
Boleshviki troops, the cable says.
Ukraine attempts to prevent Russian revolutionaryy forces from entering the central provinces were
defeated.

The Weekly Jazz. Ther will sing a
song which runs something like
this:

"One swallow really doesn't make
the Spring,
But swallow our Dope and believe
everything.

"The grocers will surrender and
will order Fucker-o until the cows
town of Bullous

"I was born in the town of Bulbuck there to know and the bully
buck there to know and the foculation
lass the Weekly Jazz in my hone
town of Bullous

The Astrologer consulted his Atthus avoiding serious compilications.

The Fable of a Manufacturer Who Was Inquisitive But Who Lacked the Proper Perspective

tion of bottling and selling Goose-berry Juice as a Beverage. "I see a single copy going to Bul-bul," he said—"a beautiful copy.

profitable business. I think I'll look taking turns, over the land, find the most likely over the land, find the most likely spots, and do some advertising, after I have slipped the glad news to the jobbing and the retail trade. It have slipped the retail trade. It have slipped the glad news to the jobbing and the retail trade. It have slipped the landing grover, Mr. Ham Andrews the landing grover the

Service Department of the Division 2.16 a.m.—For Detroit, Port Huron of Divination of the Weekly Jazz. Iocally difficult-to-find Weekly Jazz and Chicago.

10.39 a.m.—For London, Detroit, Port turer bade him welcome and lifted tinguish between purple and pink. the following off his chest.

"You came in the nick of time, I sees it." Port in and intermediate stations.

Port in and intermediate stations.

port in and Chicago.

p.m.—For London, Detroit, port in and Chicago.

p.m.—For London, Detroit, port in and Chicago.

port in and Chicago.

port in the nick of time, it sees it."

have here a soft and seductive bev in the advertising could be Easier." cut in the advertising expert, who for some eager esophagus of thirsty America, time had maintained a discreet silled in the advertising route. I have ence, "Your salesman calls on Mr. T.40 p.m.—For London, Detroit, Port using the advertising route. I have money, and I am a willing spender. It seems like a simple thing, but suppose you spill me an earful of

The expert waved an impatient "You are all wrong from the start," said he. "In advertising, nothing is successful that is simple. Your problem must be intricate it you want the increment—in other words, the dough. In the first place,

therefore name it Pucker-o."
"That's not so bad," remarked
the manufacturer. "'Pucker up
with Pucker-o' is a great line." But
the expert silenced him quickly.

the expert silenced him quickly.

"You must not interrupt my mental processes. I have waiting outside our Assyrian Astrologer with his trained camel, bearing our chart, maps, batting averages, Almanaes, and deep-sea soundings. Shall, I bid him enter?"

"Sure," said the manufacturer, "and try some Gooseberry Juice on the camel. If has given me an idea for a slogan. Listen:

"A camel travels days and days without a drop of water.

The expert and the astrologer swept up their equipment and withdrew hastly, As they passed out the expert exclaimed in a superior though disappointed tone:

"My dear sir, you are not yet ready to advertise. This is the big splash, and we deal only with the whole chunk. You need ambition and perspective and boundless faith in dream sings. Also some more coin."

So they went away to keep a data withdrew hastly, As they passed out, the expert exclaimed in a superior and deep-sea soundings. Shall, I bid him enter?"

"Sure," said the manufacturer, "and try some Gooseberry Juice on the camel. If has given me an idea for a slogan. Listen:

"A camel travels days and days without a drop of water.

without a drop of water. 2.33, 2.33, 6.33, 8.33 p.v..

Deave Gett. Main etcect. (.00, 7.18, 8.55 perce Gett. The Astrologer entered, breathing lieavily. He decorated the walls with multi-colored charts, distributed his almanaes in various corners, and finally placed on a table in the centre of the foom a globular object covered with a velvet cloth. Making a few swift passes above the object, he suddenly whisked off the velvet and disclosed a beautiful glass sphere.

A well-known local druggist says he sells lots of Jad Salts to folks who believe in overcoming kidney trouble white it is only trouble. We're learning something every day, of how to sidestep wanton waste; we drink less milk, we smoke less hay, we husband bair oil, salva and paste. Our lives have been one grant sweet song we've thrown our

"Must be a dry State," suggested the manufacturer.

"See!" exclaimed the astrologer, "there are millions of bottles lab-ciled Pucker-o—one for every read-cr. That is lemand. And then—I look quickly—it is a grocery store. The man with the white apron is reading a copy of the Weekly Jazz. He swears loudly, but finally he throws up his hands. He can't resist it. A drayman is pouring a ton of Pucker-o into the grocer's cellar, just as the Camouflage Brigade enters his front door. That is distribution. Oh, see—"

A certain man, who owned a manacs and then turned once more for gaze into the crystal orb.

berry Juice as a Beverage.

One day, as he sat at his desk gazing at a bottle of his New Invention, he communed with himself shaved there, while the other sever "There ought to be enough people in this country who like drinks of their kind to enable me to build a of them read that copy of the Jazz,

At this juncture a man entered the leading grover, Mr. Ham Anwho introduced himself as an advablabe, to stock up with Pucker-o, vertising expert, heading the Secret by displaying to him the dazzling by displaying to him the dazzling spread in the omnipotent, though locally difficult-to-find Weekly Jazz although he knows lemon when he

ence. "Your salesman calls on Mr. Ham Ancabbage. Just before he enters, he takes a drink of Pucker-o, which, as you have seen, puckers his ritable dispositions, due to the pre valence of mosquitoes. Therefore, I must ask you what name you have given to this juice."

"None as yet. It's just gooseberry juice to me. Try some,"

"You will note," said the expert, as he wiped his mouth after taking a swig,"that it draws my lips so that I seem to be whistling. We will therefore name it Pucker-o."

man will reply, 'I am not whistling: I am merely puckering for Pucker-o, so the dinks are on you.' This form of humorous approach has a 74 per cent. Thance of winning the prospect, according to our table of butting averages."

The manufacturer sneezed and sighed heavily.

sighed heavily. "to take an inch space every The expert and the astrologer swept up their equipment and withdrew hastily. As they passed out, the expert exclaimed in a superior

whom they planned to sell a series of spreads, entitled "The Poetry of Motion."—From Editor and Pub-

Rippling Rhymes

glass sphere.

"Lovely," exclaimed the manufacturer, "but, Professor, you have forgotten the gold fish."

"Peace, Intide!" hissed the Astrologer—"and don't call me Professor. I am the Great Kaz-Zam. Hearken to me, and I will make you wise!"

"Hearken to me, and I will make you wise!"

"Toyloger the gold fish."

"Tayed around the soles, but now I wear them till they're gray, and liave the cobbler patch the holes. I wise!" The first of 1.5 and 1

Will sell for Made to OHE PRICE Measure

> HE PRICE had to be advanced to maintain our guaranteed standard of quality. Every article we use in clothes making costs us now from 50% to 200% more than it did before the war.

> For us to make clothes of an inferior quality is out of the question—it would be suicidal. Our business life depends upon the clothes we make giving our customers full satisfaction.

The value of Tip Top made-to-measure clothes this Spring is greater than ever before.

We concentrate our entire facilities and coastto-coast organization upon tailoring clothes to order of one standard quality at one fixed price, without extras or deviations.

We take orders in large volume; our modern labor-saving tailoring devices reduce cost; our method of selling direct from our own wholesale tailoring plant at 258 Richmond Street West, Toronto, with but one small profit, eliminates the middleman and his extra profit of \$5 to \$10.

> These are a few of the reasons why we can give you MADE-TO-MEASURE CLOTHES that you will be proud of for the low price of \$17.50, in war time, when everything is so high priced.

> Our clothes have every nicety of fit, every refinement of style and are equally as good quality as can be obtained for \$25 to \$30 everywhere.

> We are now ready at all branches with an entirely new stock for the Spring season. Choice of the house---our only price \$17.50 ---to measure