



A CUBE TO A CUP.

## Give your children OXO

A cup of OXO every day will do them a world of good. Quick—easy—no trouble to make, just an OXO Cube and a cupful of hot water.

**THE LITTLE STRENGTH-BUILDERS.** OXO Cubes are concentrated beef—easily assimilated. They build up strength, and are a splendid safeguard against many little ailments which give mothers anxiety.

For delicate children, an OXO Cube in a cupful of hot milk creates a delicious and most strengthening food. OXO renders the milk more easily digested and more nourishing.

# OXO

CUBES

Prices same as before the war: 10c, 25c, \$1.15, \$2.25.



### Adds New Pleasure

The clean-burning qualities of Imperial Royalty add a new feature of satisfaction to all heating and lighting conveniences.

For the oil heater or cook-stove Imperial Royalty is the source of abundant clean, quick, economical heat. And for the oil lamp, too, you'll readily see its superior quality delightfully emphasized by the clearer, brighter light.

You can't buy better coal oil than Imperial Royalty, so why pay higher prices?

For sale by Dealers everywhere

IMPERIAL OIL LIMITED

## ANOTHER VICTIM OF RHEUMATISM

Entirely Well After Six Weeks' Treatment With "Fruit-a-tives."



MR. AMÉDÉE GARCEAU.

32 Hickory St., Ottawa, Ont.  
"I was for many years a victim of that terrible disease, Rheumatism. In 1913, I was laid up for four months with Rheumatism in the joints of the knees, hips and shoulders and was prevented from following my work, that of electrician."

"I tried many remedies and was under the care of a physician; but nothing did me any good. Then I began to take 'Fruit-a-tives' and in a week I was easier, and in six weeks I was so well I went to work again."

"I look upon this fruit medicine, 'Fruit-a-tives' as simply marvelous in the cure of Rheumatism, and strongly advise everyone suffering with Rheumatism to give 'Fruit-a-tives' a trial."

"AMÉDÉE GARCEAU."

Fifty cents a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-tives, Limited, Ottawa, Ont.

## HEARTBURN

or heaviness after meals are most annoying manifestations of acid-dyspepsia.

## KI-MOIDS

pleasant to take, neutralize acidity and help restore normal digestion.

MADE BY SCOTT & BOWNE  
MAKERS OF SCOTT'S EMULSION

## Is Beer A Body-BUILDER?

Popular opinion says so—and we, too, believe it, providing that there are no injurious chemicals in its composition.

Beer brewed from our Cream of Malt Extract and Hops is not only a refreshing beverage, but a strong body-builder—because pure barley, malt and hops, and the very best of hops make it so.

Our Cream of Malt Extract and Hops will make from five to six gallons of wholesome beer, and the instructions, supplied by us, are very easy to follow.

Price \$2, postage free, to any address in Canada.

Satisfaction guaranteed or your money refunded.

Leaflet and circular sent free on request.

Canadian Malt Extract Company, Reg'd.

286 St. Urbain St., Montreal.

## "VIRTUOUS MODEL" A SCREEN SENSATION, STARRING FAMOUS BEAUTY, AT THE MAJESTIC

AT THE MAJESTIC

TODAY (DOUBLE MATINEE)—Alice Brady, in "Marie, Ltd.," Fox Sunshine comedy. "A Schoolhouse Scandal," remarkable film of African elephants; travel scenic and news film. Matinee only, "Dorothy Gish in 'Peppy Polly'."

MONDAY, TUESDAY AND WEDNESDAY (DOUBLE MATINEES)—"The Virtuous Model," starring Dolores Cassinelli, the beautiful cameo girl; Snub Pollard, in "Tough Luck"; Chester Outing Pictures and News Films; matinee only, "Vivian Martin, in a charming comedy, 'An Innocent Adventuress.'"

ALL NEXT WEEK SPECIAL ENGAGEMENT—Herman Brouwer, noted American baritone.

THURSDAY, FRIDAY, SATURDAY—Famous Saturday Evening Post story, "A Damsel in Distress," with June Caprice and Creighton Hale. A special production.

WATCH FOR THE ANNOUNCEMENT OF THE DATE OF THE S. J. MEREDITH AND COMPANY'S NEW PRODUCTION, "SUBLET FOR SUMMER."

Dolores Cassinelli, "the Cameo Girl," the famous beauty of the American stage, appears in a startling photograph sensation "The Virtuous Model," at the Majestic Monday, Tuesday and Wednesday.

She was a child of love, a beautiful thing, with a face and form divine, whose eyes had the soulful expression of perfect innocence. Unused to poverty, strange to the world, and its wickedness, she was lured into a notorious cabaret in the Bohemian



Dorothy Gish in "Peppy Polly," the extra feature of the double matinee feature shown at the Majestic this afternoon.



At the Majestic this afternoon and tonight, a triumph, a mystery and a Fifth Avenue military establishment.

quarter, and her beauty made a thing of price.

She was almost driven to despair, and about to surrender to that life from which there is no release once the plunge has been made, but then, the great sculptor, happening into the cafe one night, was struck by the remarkable beauty of her face and form. He immediately desired her for his model, to pose for his recreation of Venus de Milo. They he the sculptor and the girl, disappeared from the haunts of the Montmartre, and their two lives are a paradise on earth until the serpent enters their garden of Eden.

The story is an adaptation from the French novel "Out of the Gutter," which caused such wide comment in the world of writers some few years ago. The film is a special production made by Snub Pollard, and the cast, settings and photographs are beautiful in the extreme. "The Virtuous Model" is seven reels of sensations, thrills, love and beauty, a tale of Paris, of Parisians, and Parisiennes, of the day life the Montmartre and the marvelous freedom of the women of the Latin Quarter.

Among the extra attractions will be a number of films of remarkable interest, including a Snub Pollard comedy, "Tough Luck," travel pictures, news films and scenic, and Chester Outing pictures.

Presented each afternoon, Monday, Tuesday and Wednesday, on the double matinee at the Majestic, will be a charming comedy feature, starring the famous little beauty Vivian Martin, entitled "An Innocent Adventuress." Herman Brouwer, the noted American baritone, well known in London, will appear at the Majestic all next week in a number of delightful character songs.

## JUNE CAPRICE IN HER NEW PHOTOCOMEDY "A DAMSEL IN DISTRESS"

When P. G. Wodehouse writes a story you are assured before hand that it is a success—and when the Saturday Evening Post publishes a P. G. Wodehouse story you are assured that it is a great success. You, no doubt, have already read "A Damsel in Distress," that charming comedy of English life, of an American hero, and a young daughter of a duke, who were forever getting their love affairs entangled much to the despair of the poor noblemen, her father. If you have not read the story, you may be assured that it is really delightful, and that it is doubly delightful as presented on the screen with charming little June Caprice and Creighton Hale in the leading parts.

"A Damsel in Distress" is to be presented at the Majestic Thursday, Friday and Saturday next week, and comes as a guaranteed comedy feature. It is one of the most vivacious and charming comedies of the season, and with beautiful little June as the charming little damsel in distress, will certainly be very popular with the patrons of popular Majestic.

## S. J. MEREDITH AND CO. IN NEW MUSICAL COMEDY

"Sublet For Summer" Will Be Presented at the Majestic Soon.

The Majestic announces that it will shortly present a new production by S. J. Meredith and Company, but that it will be on a much bigger scale than usual. A number of new ideas are to be presented with the new attraction, which has been named "Sublet For the Summer," and it is promised that one of the greatest musical extravaganzas ever presented in the city—a gorgeous harmony of wonderful settings, sensational effects in costumes, catchy music and beautiful girls—will delight the people of London on the opening of this sparkling musical farce.

TODAY—DOUBLE MATINEE  
AFTERNOON AND EVENING  
**ALICE BRADY** in "Marie Ltd."  
A Picture of Beautiful Girls, Hats and Love.  
MATINEE ONLY  
**DOROTHY GISH** in "Peppy Polly"  
The Charming Little Disturber at Her Best and Jolliest.  
Fox Sunshine Comedy, Travel News and Scenics.

## Majestic

Direction Jule and J. J. Allen.

Continuous Performances Daily.

MONDAY, TUESDAY, W. DNESDAY  
---DOUBLE MATINEES DAILY---

## Dolores Cassinelli in The Virtuous Model



SEE IT! THE YEAR'S MOST STARTLING PHOTO DRAMA!

He was an idealist, so far as women were concerned.

He met her in a gay Parisian Cabaret, and saw in her beautiful face and form the "inspiration" for his classic Venus—for this idealist was a noted sculptor.

But his virtuous model would not pose in the nude, as her maidenly modesty rendered this impossible. After they were married, however, her lovely form was immortalized in marble.

And then came "the other woman"—his earlier "inspiration"—who tried to besmirch the model-wife's reputation, and taunted her with having been "dragged from the gutter."

Love and virtue triumphed in the end, for the model-wife proudly acknowledged that hers was the perfect form which inspired her husband's chef d'oeuvre of sculptural art.

SPECIAL DOUBLE MATINEE FEATURE

## VIVIAN MARTIN

In a Charming Comedy of Misadventures.  
"AN INNOCENT ADVENTRESS"

## THURSDAY, FRIDAY, SATURDAY JUNE CAPRICE and CREIGHTON HALE

In a Film Adaptation of P. G. Wodehouse's Famous Comedy, Which Recently Ran in the SATURDAY EVENING POST

## "A Damsel In Distress"

PRICES: MATINEES—15c AND 20c. EVENINGS—20c AND 30c.  
SAT. MATINEES—Orchestra, 25c; Balcony, 20c; Children, 15c.

## ATTRACTIONS COMING TO THE MAJESTIC

A number of big film productions have recently been booked for the Majestic, and that popular theatre announces that it will soon present to its patrons some of the best stars of the screen in best stories of the year, among which will be "The Cup of Fury," by Rupert Hughes. Owen Moore in "Peculiar Jim," Mabel Normand in "Pinto," Dixie Jarvis in "A Regular Girl," Elaine Hammerstein in "The Country Cousin," Olive Thomas in "The Silver Horde," Rex Beach in "Our Yonkers," Tom Moore in "Dude," a Saturday Evening Post story, Basil King's "The Road Called Straight," Eugene O'Brien in "The Broken Melody," Madge Kennedy in "The Blooming Angel," Will Rogers in "A Hard Proposition."



Girls! Your hair needs a little "Danderine"—that's all! When it becomes lifeless, thin or loses its lustre; when ugly dandruff appears, or your hair falls out, a 35-cent bottle of delightful dependable "Danderine" from any store, will save your hair, also double it's beauty. Try "Danderine" and see!

## CANADIAN PACIFIC

### Pacific Coast Tours

SEND you winter at the Pacific Coast—where the climate is mild and luxurious, and where zero weather is unknown. Vancouver has golf the whole year round, splendid roads for motoring, and a number of beautiful spots within easy reach, such as Victoria.

And it has perfect accommodation at the magnificent Hotel Vancouver, the finest hotel on the North Pacific—one of the Canadian Pacific hotels.

For rates, etc., apply to  
W. B. HOWARD, District Passenger Agent, Toronto.  
Jan. 19

## A Flaky Pie-crust

You should not deny your children the pleasure of eating fruit pies, cakes and pastry because of a selection of inferior flour.

When pie-crust is hard and heavy it does not assimilate easily, and the little folks suffer.

But when pies are made of Diamond Flour you get a light flaky crust that melts at the first crunch.

It is so tasty and digestible, that children can eat it and thrive.

It is as much for the healthy development of the children as for the benefit of grown-ups that

## DIAMOND FLOUR

"Becomes a habit"

Hunt Bros., Limited, London, Ontario.  
Also Millers of  
Horton Flour—Highest Manitoba Patent



The beautiful "Cameo Girl," Dolores Cassinelli, star of the sensational special production of the Montmartre of Paris, "The Virtuous Model," one of the most startling pictures of the year.



Scene from "A Damsel in Distress," the famous Saturday Evening Post story, which is shown at the Majestic on Thursday, Friday and Saturday next week. June Caprice appears in the leading role in this photoplay.



At the Majestic all next week, Mr. Herman Brouwer, famous American baritone, in a number of character songs.