

## Insure Your Brains In The Canada Life

The able, efficient Manager is the brains of many a business. He is the firm's greatest asset. But the death of that Manager destroys this asset and may create a liability which will wreck the firm.

Sometimes a business with moderate capital makes greater headway than one much better equipped in that respect. The secret of its success is its superior management. How necessary it is, then, that the firm should be protected against the loss of this most important factor.

The Canada Life way of doing this is well worth your earnest consideration. Its partnership policy takes the risk from the firm. We shall gladly send you particulars.



**Herbert C. Cox,**

President and General Manager.

**J. M. QUEEN, Manager for New Brunswick, St. John**

**The House Beautiful is the House Sanitary**

When Alabastine is applied to the walls, this beautiful modern fine-grained wall finish is sparkling alabaster rock ground to a fine-grain powder. It has natural antiseptic qualities that destroy disease germs and banish vermin. Alabastine can be put on by anyone, skilled or unskilled, covers well and spreads evenly without brush marks. Painters and decorators like to use it because of the pleasing effects obtained and all round satisfaction it gives.

Modern standards of taste require soft, flat tones—that walls constitute what they are intended for, suitable backgrounds. Here Alabastine is ideal and gives results superior to the most expensive methods at far less cost.

We furnish users of Alabastine with complete plans of interior decoration and stencils, free. Our artists also advise individually when desired, without charge. Let us tell you more about Alabastine. Just send a postcard with your name and address and we will mail you our booklet "Modern Wall Decoration" free.

**The Alabastine Co., Limited**  
54 Willow Street Paris, Ont.

**CHURCH'S Cold Water Alabastine**

**"The Arab's Secret Has Made Thousands Beautiful"**

## The Joy of a Perfect Complexion

THERE is no pleasure to compare with the joy of possessing a perfect complexion. Anyone who has suffered from wrinkles, freckles, or skin blemishes, knows the delight it would be to once more appear with the fresh bloom of youth and health on the cheeks. Cleopatra, Helen of Troy—what visions of beauty these names conjure up. They knew the secret of a perfect complexion. They fed their skin. The secret of their beauty has come down to us and is embodied in—

**USIT** 75c  
TRADE MARK \$1.25  
**Wrinkle Chaser Skin Food**

THE ingredients of Usit are the Oriental oils that have for centuries made famous the beauties of the East. They are the very essence of the luxury of the Oriental toilet. Try a bottle of Usit. Go to your druggist to-day. If he has not got it, send direct to our office. Put on the face some of this wonderful skin re-juvenator every night. In a week you will notice a marvellous difference. Guaranteed entirely free from hair growth.

34 Elder Ave., Crouch End, London, N., England. Nov. 12th, 1914.  
"Mother has asked me to tell you that she can see her wrinkles disappearing, and she's getting more beautiful every hour—thanks to your preparation."  
"Very sincerely yours,"  
"BLANCH HALLFORD."

192 Westminster Ave., Toronto, Feb. 16th, 1915.  
Dear Sirs—  
I take great pleasure in stating I am using your "Usit" and have found it perfectly satisfactory. It softens the skin, and is a good skin food. When following your directions, rubbing it well in at night, I find in the morning my skin is soft, and the wrinkles disappear. After being out in the weather, when the skin becomes rough with the sun and wind, I find it a very useful article to use, as it takes away that burnt feeling.  
I am sure anyone who tries "Usit" will be perfectly pleased with its effects.  
Wishing you every success in placing this in the hands of the public, I remain,  
Yours respectfully,  
(Signed) A. D. ELLIS.

Mail Orders not mailed. If sent, must be accompanied by 20c for postage.

Usit Manufacturing Company, Limited  
444 Roncesvalles Avenue, Toronto

TO DRUGGISTS—Until our organization is complete, druggists will be supplied direct from our own warehouse.

### FUNDS REQUIRED FOR THE LOCAL WHITE PLAGUE FIGHT

At the last meeting of the St. John association for the prevention of tuberculosis the nurses' report gave the following totals: Dispensary open, 18 days; attendances, 41; prescriptions filled, 21; patients, 6 new, 78 old; tuberculosis is pulmonary, 47; under observation, 30; discharged, 3; died, 4; patients receiving attention, 117. The four deaths resulting were all advanced cases and a source of great danger to living as they often do, four and five in one room. The association has at present two patients at River Glade for which it is paying \$7 per week. The time is being looked forward to when the hospital at East St. John will be prepared to receive advanced cases.

It was reported that during the winter months no subscriptions have been solicited on account of the war, but as money is now needed to continue the work, canvass will be resumed after April 1, and the organization points out that persons interested should send in their donations as soon as possible.

### Ambassador Page's Daughter Engaged.

London, March 12, 10 p.m.—Walter Hines Page, the American Ambassador, and Mrs. Page, have announced the engagement of their daughter, Katherine, to Charles Greely Loring, son of the late General Charles Loring, of Boston.

It is estimated that the foreigners of Biddeford, Me., of whom there are about 7,000, send from \$1,000 to \$2,000 a week to their former homes.

**DENT'S GLOVES**

The Glove trade-mark of the world is the name "Dent's" on the button and stamped inside the Glove.

For quality—style—perfect fit and finish.

**INSIST ON DENT'S**

**MADE IN CANADA**  
By Canada's Largest Foundry

## Gas Ranges

See our 1915 samples at our showroom. Prices ranging from \$10.00 to \$60.00, all ready to use.

Book Your Installation Early

**McClary's**  
221-223 Prince Wm. St.

### Easy Way to Remove Freckles and Eruptions

Some women have skin of such texture they occasionally are annoyed by the sudden appearance of freckles, slight eruptions or fine lines. March winds usually play havoc with skins of that kind. In such cases if one will procure an ounce of common mercuric iodine at any drug store, apply a little of it before retiring, like cold cream, she can easily overcome the trouble. When the wax is washed off next morning, flaky skin particles come with it. The entire outer divide is removed in this way in a week or so, with all its defects. No bleach could so effectively remove freckles or blemishes. The new surface is smooth, clear, fresh looking. No pain or inconvenience accompanies this simple treatment.

### The Wretchedness of Constipation

Can quickly be overcome by  
**CARTER'S LITTLE LIVER PILLS.**

Purely vegetable—act surely and gently on the liver. Cure Biliousness, Headache, Dizziness, and Indigestion. They do their duty.

Small Pill, Small Dose, Small Price.  
Genuine must bear Signature

**Heart's Food**

## The Cost of Smoking

Do you know that the cost of your two or three cigars—say a quarter a day—will maintain about \$4,000 of life assurance for a man between 25 and 30?

You can afford to smoke, sure! But you can also afford an Imperial Policy to provide for your wife and little ones should death call you suddenly. For particulars write

**THE IMPERIAL LIFE**  
Assurance Company of Canada  
HEAD OFFICE - TORONTO

A. P. Allingham, Provincial Manager, St. John

## Penmans Hosiery

### Finer Hosiery Means Better-fitting Footwear

You wouldn't expect foot comfort in shoes worn over ill-fitting hose. Penmans Hosiery is shaped-in-the-knitting to conform to every curve of foot and leg. Reinforced where necessary and seamless. *NOTE:—Nobody nowadays wears seamed hose.*

Penmans Hosiery is unshrinkable, also has greater durability than you are perhaps accustomed to. Its silky smoothness and sleek, velvety feel tell unmistakably of superior yarns.

Try naming the make—say "Penmans"—and mean it. You'll get better hose.

Made in cotton, cashmere, flax and silk, for men, women and children.

**Penmans Limited**  
Hosiery, Underwear, Suspenders  
Paris, Ont.

**ALL PENMAN PRODUCTS ARE MADE-IN-CANADA**

A Seaford, Ont., Home painted with Martin-Senour "100% Pure" Paint

## LIFE INSURANCE FOR YOUR HOUSE

Unpainted wood means decay. Not to paint your house, means a constant expense for repairs. Paint protects against wear and weather. When you take out our "100% Pure Policy", your house is insured against decay. Such paint protection resists the destructive effects of climate and temperature, besides adding beauty and distinction to the home and value to your whole property.

## MARTIN-SENOUR "100% PURE" PAINT

means life insurance for your home. The genuine White Lead, Oxide of Zinc, Pure Colors and Linseed Oil—ground to extreme fineness by powerful machinery—form a combination that protects against decay. "100% Pure" Paint makes protection sure. It spreads easily, covers completely and is the cheapest in the end because it covers more space per gallon. In all colors for spring painting.

Write for a copy of our amazing book, "The House That Jack Built". It's full of pictures, rhymes and reason, that you will enjoy as well as the children. We'll also give you the name of our nearest dealer-agent.

ADDRESS ALL ENQUIRIES TO  
**The MARTIN-SENOUR Co. LIMITED**  
655 DROLET STREET, MONTREAL.