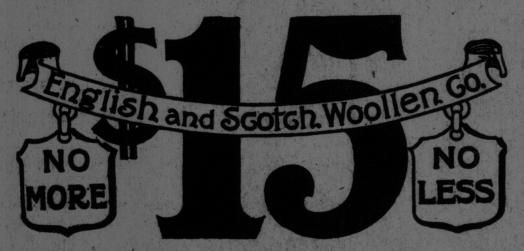
# JUALITY IS OUR HEAD SALESMAN

The war has not affected the quality of our famous Mill-to-Man Imported British Woolens. A little longer to get them here, perhaps, but they get here all the same. Advance Spring Shipments have been opened up this week, so if you want to get in on the ground floor with an early order, now is the time to leave your measure. Come and look them over Monday morning.

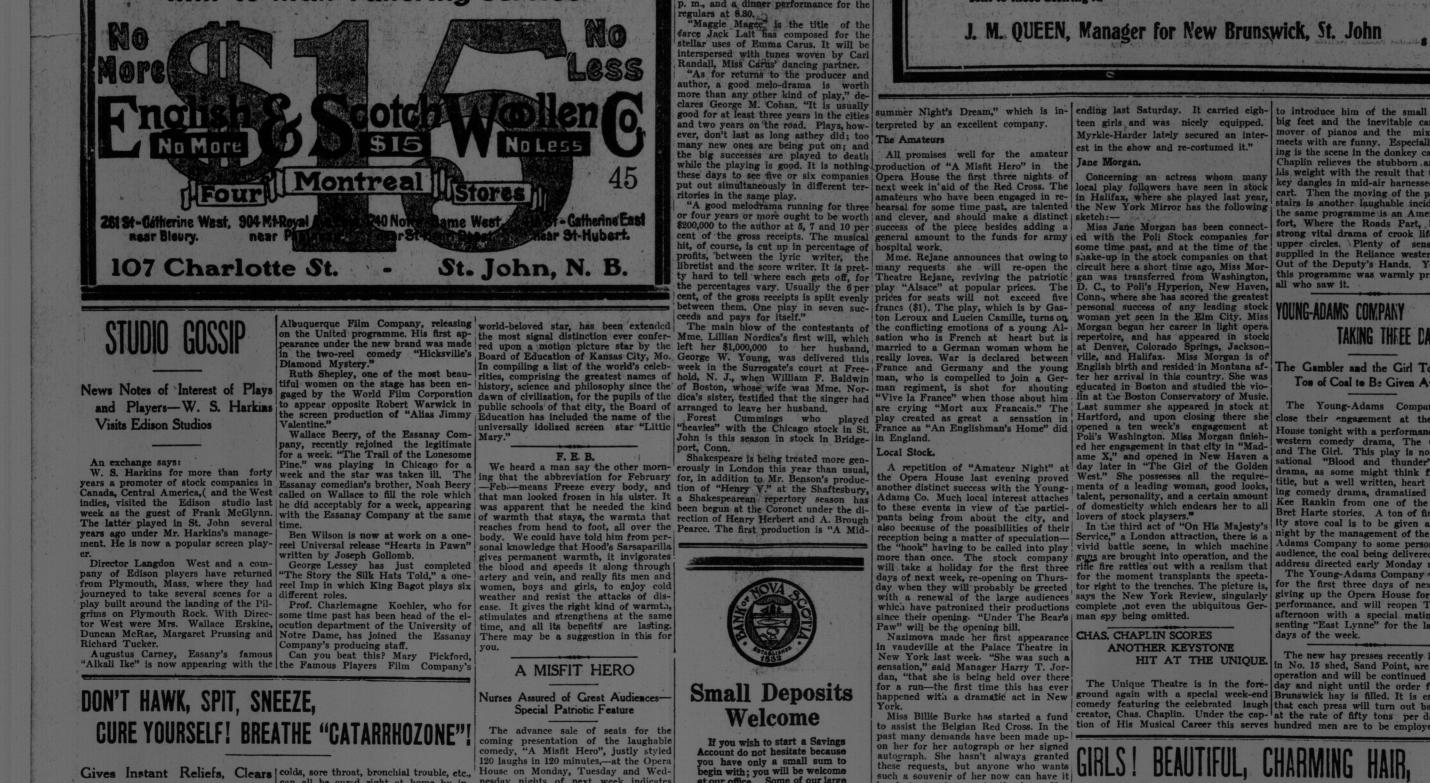
## Unrestricted Choice of Our British Woolens



### MADE TO MEASURE

You deal with us successfully by means of the mail. Send today for choice assorted miniature size of travellers' samples, new fashion charts, self-measure form, tape measure and complete instructions. We unreservedly guarantee clothes tomeasure at \$15 by mail exactly as represented or refund your money. Address Mail Order Dept., 415 St. Catherine St. East, Montreal.

### "Mill-to-Man Tailoring Service"



Gives Instant Reliefs, Clears
Out Nose, Throat and All
Breathing Organs

In this fickle climate, repeated colds rery easily drift into Catarrh.
The natural tendency of Catarrh is to extend through the system in every direction.

Exposure to cold or dampness intensifies the trouble and nasal catarrh is the result.
Unless a complete cure is effected, inflammation passes rapidly to the throat, bronchial tubes and th n to the lungs.
You can't make new lungs—hence Consumption is practically incurable.
But Catarrh can be cured, except in its final and always fatal stage.

Catarrh sufferers, meaning those with at all dealers.

Color of throat, bronchial tubels and those with at leading presentation of the laughable coming presentation of the laugha

## TENOR GIVES LIFE'S BLOOD FOR COUNTRY

Ramella, Who Sang in St. John With Boston Stars, Killed In Action in France

### NOEDICA'S WILL

General Stage Notes; Edw. Beck in Montreal; Forest Cumming in Stock; The Young-Adams Co.; Sketch of Jane Morgan

Those who heard his sweet tenor voice hen he sang in St. John a few years so with the Boston Grand Opera Stars with the Boston Grand Opera Stars vill hear Alfred Ramella no more. He has gone to his reward in the hereafter —martyr to the cause of his country. martyr to the cause of his country. Ramella was on the reserve strength of France. When the war broke out he was among the first to rejoin the colors, and the casualty lists contained his name among the first to fall—sent to his death by a German bullet in the earliest days of fighting. Ramella is not of course the only wall known singer who days of fighting. Ramella is not of course the only well known singer who has been killed in the great conflict—the world has lost many of its richest singing voices in the arena of action—but he is a popular singer gone, and a tinge of local dramatic interest is lent to his death because of his having sung here with Madame Scatney M. White and the



### The Bank of Nova Scotia

## PURITY-QUALITY-FLAVOR

# BAKER'S COCOA

Possesses All Three

It is absolutely pure, conforming to all Pure Food Laws. It is of high quality, being made from choice cocoa beans, skilfully blended.

Its flavor is delicious, because it is made without the use of chemicals, by a strictly mechanical process that perfectly preserves the appetizing NATURAL flavor of high-class cocoa beans.

MADE IN CANADA BY

WALTER BAKER & CO. Limited



## STRENGTH as well as size

It is a characteristic of the CANADA LIFE ASSURANCE COMPANY that while its growth in size has been continuous and satisfactory, its increase in strength and earning power has been even more marked. This indicates that the welfare of the permanent policyholder is a primary consideration with the management with the management.

1910 1912 1914 aiace 191 Business in force \$128,274,973. \$144,877,970. \$157,407,171. 22.7% 56,103,842. 37.4% . - 40,820,857. 48,301,523.

While there has been a marked growth in business in force and income, the assets have relatively grown nearly twice as fast.

The earning power of these great assets has enabled the Company to increase the dividend scale materially at each distribution since 1900.

### The Canada Life is this year distributing to policyholders-Dividends of over \$2,800,000.

HERBERT C. COX,

President and General Manager. The full detailed report will shortly be published and will gladly be sent to those desiring it.

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

dan, "that she is being held over there for a run—the first time this has ever happened with a dramatic act in New York.

Miss Billie Burke has started a fund to assist the Belgian Red Cross. In the past many demands have been made upon her for her autograph or her signed autograph. She hasn't always granted these requests, but anyone who wants such a souvenir of her now can have it by just stepping up to the box office of the Hollis Street Theatre while she is appearing there in "Jerry" and paying the price—25 cents for a plain autograph, 50 cents for a signed cabinet-sized photo, or \$1 for, a larger photo, signed. All the money she gets from this sale of autographs and photos Miss Burke turns over immediately to the Belgian Red Cross. She began the sale a little before Caristmas and she has already collected more than \$500. At least that's what her press agent says.

HIT AT THE UNIQUE

The unique Theatre is in the fore ground again with a special week-end Brunswick hay is filled. It is estim ton of His Musical Career this serves hundred men are to be employed.

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The Unique Theatre is in the fore day and night until the order for Brunswick hay is filled. It is estim ton of His Musical Career this serves hundred men are to be employed.

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# TAKING THREE DAY REST

The Gambler and the Girl Tonight-