



A HOUSEHOLD HELP

"CANADA FIRST" Milk is BEST by Government Test. Better than raw milk for Coffee, Cocoa, Custard, Dressings or Cooking. Safest for Baby Food.

TRY THIS RECIPE

"Canada First" Custard Pie.

1 can "Canada First" Evaporated (unsweetened) milk. 10 Cent size.

4 Eggs, pinch of salt, sugar to taste. Little grated nutmeg or ground cinnamon. Dilute the milk with three times as much water, and eggs well beaten, salt, nutmeg, sugar. Line two small or one large pie plate with pastry (deep pie plates are preferable), fill and bake in hot oven for 1 hour.

Ask Your Grocer To-day—Insist on "CANADA FIRST."

You can whip "Canada First" Evaporated Milk, chill before whipping.

THE AYLMER CONDENSED MILK CO., LTD.

AYLMER, ONT., CANADA



The "STRAND"

It is little less than astonishing how many men are paying fancy prices for ill-fitting, styleless garments made by "my tailor." Eventually they get to know 20th Century Brand clothes and all they mean in the way of comfort, style and satisfaction.

Bryant Company, Ltd.



PRINTERS' "PI."

"THE LAW is a hass," SAID SAM Weller, BUT probably THERE are FINE POINTS of law WHICH laymen DO NOT appreciate. IN THE case OF THE ARNOLD estate AGAINST several INSURANCE companies, IN VANCOUVER recently, THE JUDGE asked counsel "HOW ABOUT 'PROOF of death?'" "ADMITTED," AGREED Mr. Davis, AND then A LEGAL conference ENSUED. "NO, WE WILL not 'ADMIT death. 'WE WILL not admit 'ANYTHING," SAID Mr. Davis.

THE CHIEF justice LOOKED amused, AND said, "IF SUICIDE is 'A COMMON defence 'TO ALL the policies, 'I TAKE it, 'YOU MUST be agreed 'THAT the man 'IS DEAD?" "THERE ARE advantages 'TO US 'IF WE admit 'NOTHING," REPLIED the defence. IT MUST take THE BRAIN of a lawyer TO GRASP the value OF pleading THAT a man COMMITTED suicide WHILE also REFUSING to admit THAT the man IS DEAD.

Local News Notes

Mrs. S. O. Erich and family left for Victoria on the Prince Rupert.

The American schooner Leif E. brought in 20,000 pounds of halibut this morning.

M. M. Wells, accompanied by Mrs. Wells and family, left for Victoria this morning.

Lieut. Adair Carss left on the Prince Rupert this morning to join his company at Comox.

Roy Moseley, of Hazelton, arrived from the interior last night and left for Vancouver this morning.

William Smith, superintendent of the Empire Life Insurance Co., is in the city from Winnipeg. He is accompanied by Mrs. Smith.

Thomas McKenzie, one of the stalwarts of the crew of the James Carruthers, left for Comox this morning to join the 102nd.

Dr. Cade reports that the measles epidemic has practically run its course and that King Edward School will be opened next week.

E. P. Spalding, the Spokane mining man who is largely interested in the Highland Boy property at Hazelton, has gone to Vancouver on a business trip.

Miss Goddard, of Hazelton, arrived last evening on her way to Vancouver where she will take a course in a business college. While in town, she visited with Mr. and Mrs. Gammon.

Mr. and Mrs. Sandstrom left for Seattle this morning. Mr. Sandstrom has been here in the service of the Lipsett, Cunningham Company and has been transferred to the Seattle office.

CITY OF PRINCE RUPERT

Parents are hereby notified that King Edward School, 7th Avenue, will reopen Monday, the 3rd of April. Other schools will remain closed until further notice.

By Order, MEDICAL HEALTH OFFICER.

The Daily News delivered by carrier, 50 cents per month.

CONCRETE CHIMNEY BLOCKS

80 Cents per ft. F. O. B.

Prince Rupert

Concrete Works, McBride St.

Of course, you can buy cheaper teas, but

"SALADA"

is undoubtedly the most economical and what appears to be 'cheap' in price will prove to be extravagant in use. The fresh young leaves of "Salada" will yield you generous value for your money.

B 115



Launch Alice B.

Approved by Minister of Marine as a Passenger Boat. For terms and particulars Call

W. J. THOMAS, Phone Green 391.

Don't merely smother your cough

CURE IT

Mathieu's Syrup of Tar and Cod Liver Oil not only promptly arrests coughing, but thanks to its tonic and strengthening properties it helps the system to throw off the cold and thus effects a permanent cure. It is this quality which has won for it the largest sale of any cough and cold remedy in Canada.

35c. large bottles, everywhere.

J. L. MATHIEU CO., Prop., SHERBROOKE, P.Q.

If your cold is feverish Mathieu's Nervine Powders, the wonderful headache cure, will promptly dispel the fever and chase the pain from head, back and limbs. Box of 12 Powders, 50c.

6-43

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How Brown Learned How.

There is a man who makes shoes for children—and sells them to stores all over Canada But he is only just learning how people buy.

It was this way: His wife—let us call her Mrs. Brown—phoned to him and asked him to buy some underwear for little Brown.

Picture Brown now among the throng of mothers at the "Children's Underwear" counter. He asks for Underwear for a child of six. He looks it over helplessly. What on earth does he know about Children's Underwear? For lack of anything better to say he asks: "Is this good quality?" The answer is short and quite conclusive: "It's Blank's"—naming a well-advertised line. That short word says everything. Brown pays his money and goes home, quite satisfied with his purchase.

Now what bothers Brown—a manufacturer of shoes, is this: How would it affect the purchase of a child's shoes if the salesman said "They're Brown's"?

Nobody knows Brown's shoes. Brown doesn't advertise.

The name Brown signifies nothing when used in connection with children's shoes. The salesman must use all his persuasive wiles to induce people to buy them.

The point is—If the name Brown was as synonymous with Children's Shoes as "Blank's" is with Underwear, wouldn't Brown sell more shoes with less effort?

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper. If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.

(8)

"The Daily News" CLASSIFIED ADS.

EGGS—P. Burns & Co. are sole agents for the well known eggs marked Lawson Harbor Poultry Ranch, Lewis Island. 78

LOST

LOST—Glasses in case near or in post-office. Return to Daily News office. Reward. 1f

FOR RENT

FOR RENT: Furnished Room. 855 Summit Avenue. Board if required. Phone Blue 508. 1f

WANTED.

WANTED—Strong Boy to deliver. Apply Cavenale & Hannan. 1f

WANTED—Girl for house work. Apply Mrs. Lindsay, 1435 Park Ave. 1f

WANTED—4 or 5 room house with bath and verandah, close in. Must be reasonable. P. O. Box 452. 1f

WANTED—General servant, apply Mrs. A. Gutstein, cor. Tallow and 6th Avenue. Phone 492. 1f

FOR SALE

FOR SALE—Dishes, \$30 range, \$45 range, Buffet etc. Apply corner Fifth and McBride from 3 to 5. Appointments by phone Blue 403. 79

FOR SALE—Good team of horses, for cash, cheap. Apply Box 202, Daily News. 1f

FOR SALE—Launch Impala, 48ft. x 11 1-2 x 5 1-2. Built in 1912, D.J. engine, 35 h. p. Burns coal oil or distillate. Fully equipped and in number one order. Apply Wm. Sutherland, Bella Coola, B. C.

SEVEN HORSEPOWER DISTILLATE Gasoline engine, new, \$165 freight paid. Send for catalogue G. Guarantee Motor Co., Hamilton, Canada. 1f

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