

HIS HEART BADLY AFFECTED

"Fruit-a-lives" Soon Relieved This Dangerous Condition

632 GERRARD ST. EAST, TORONTO.
 "For two years, I was a victim of Acute Indigestion and Gas In The Stomach. It afterwards attacked my Heart and I had pains all over my body, so that I could hardly move around. I tried all kinds of Medicine but none of them did me any good. At last, I decided to try "Fruit-a-lives". I bought the first box last June, and now I am well, after using only three boxes. I recommend "Fruit-a-lives" to anyone suffering from Indigestion".
 FRED J. CAVEEN,
 50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-lives Limited, Ottawa.

NAVIGABLE WATERS PROTECTION ACT R. S. C. Chapter 115.

Robert Cecil Gosse hereby gives notice that he has under Section 7 of the said Act deposited with the Minister of Public Works at Ottawa, and in the office of the District Registrar of Titles at the Land Registry office at Prince Rupert, British Columbia, a description of the site and the plans of a wharf proposed to be built in the North Skeena River, British Columbia, in front of Lot one hundred and seventeen (117), Range five (5) Coast District, British Columbia.

And take notice that, after the expiration of one month from the date of the first publication of this notice, Robert Cecil Gosse will, under Section 7 of the said Act, apply to the Minister of Public Works, at his office in the City of Ottawa, for approval of the said site and plans, and for leave to construct the said wharf.
 Dated at Prince Rupert, B. C., this 27th day of May, 1916.

ROBERT CECIL GOSSE.

m30-j30.
 SKEENA LAND DISTRICT—DISTRICT OF COAST, RANGE 4.

TAKE NOTICE that Frederick Bradshaw, of Tonopah, Nevada, occupation mine manager, intends to apply for permission to purchase the following described lands: commencing at a post planted about 200 feet easterly from the northwest corner of Lot 40, Range 4, Coast District; thence north 20 chains; thence west 20 chains; thence south 20 chains more or less to the shore of Surf Inlet, thence following the shore line to the place of commencement, containing forty acres more or less.
 February 18, 1916.
 FREDERICK BRADSHAW.

MONTH'S SALARY ASKED IN LIEU OF NOTICE

At the council meeting last night, a letter from Fisher & Warton was read asking that K. Morrison, lately of the electric lighting staff be granted a month's salary of \$100 in lieu of notice. The letter stated that Mr. Morrison was unable to get employment in his line here and would have to wait some time before he made connections in other cities, and that had he been granted a month's notice he would have had time to look around without experiencing any hardship. The letter also stated that unless the \$100 was forthcoming, action would be taken. On the motion of Ald. McClymont, seconded by Ald. Dybhavn, the matter was referred to the city solicitor for report.

TELEPHONE DEPARTMENT

Ald. Barrie, at the council last night drew attention to complaints as to the management of the city telephone department, which he thought warranted investigation and possibly something stronger.

Ald. McClymont said that he had not been long chairman of the committee but that they had the matter under consideration. The control of this department was being gone into thoroughly and a report would be made shortly. Ald. Barrie said that he would await the bringing down of the report before making a motion.

PAPERHANGING KALSOMINING PAINTING

F. G. ROBERTS
 14 Dyer Apts. P. O. Box 642

BEN SELF RECEIVES INSURANCE PAYMENT

Ben Self has just received a cheque for \$2,134.95 in settlement of his fire insurance claim against the New Jersey Co. and Pacific Underwriters, Limited, through J. Lorne MacLaren, their agent in this city. This is the largest single payment for fire losses ever made in the city of Prince Rupert. Ben is thoroughly satisfied with the settlement.

BRITISH COLUMBIA HAY FOR ALASKA

The Juneau, Alaska, Despatch of May 11th contains an item to the effect that shipments of hay via the Grand Trunk Pacific steamships from Bulkley Valley to Juneau have broken the hay-market in Alaska, for as a result of the reduction in cost of transportation via the Grand Trunk Pacific railway and steamships a very superior grade of hay from central British Columbia is now being forwarded to Alaska, where there is an ever-ready market, and the large saving effected will undoubtedly be an important factor in the further development of the hay industry between central British Columbia and Alaskan ports via the new route.



Royal Reserve
 The Whisky of Quality
 Aged in Wood 8 Years before bottling
 GUARANTEED BY THE GOVERNMENT OF CANADA
 Demand the Brand



It bears the Seal of Purity

All over the world the name Sunlight stands for purity in Soap. Our \$5,000 guarantee of Purity is something more than an advertisement. It marks the high standard we have set for ourselves to give you the best laundry soap it is possible to produce at any price.

Sunlight Soap

NAVIGABLE WATERS PROTECTION ACT

R. S. C. CHAPTER 115.

The Surf Inlet Power Company Limited hereby gives notice that it has under Section 7 of said Act deposited with the Minister of Public Works at Ottawa and in the office of the District Registrar of the Land Registry District at Prince Rupert, B. C., a description of the site and the plans of wharves and power house proposed to be built at the head of Surf Inlet, Princess Royal Island, in front of Lot 40, Range 4, Coast District, B. C.

And take notice that after the expiration of one month from the date of the first publication of this notice the Surf Inlet Power Company Limited will, under Section 7 of the said Act, apply to the Minister of Public Works, at his office in the City of Ottawa, for approval of the said site and plans and for leave to construct the said wharves and power house.
 Dated at Vancouver, B. C., this 29th day of May, 1916.

THE SURF INLET POWER COMPANY, LIMITED.

NAVIGABLE WATERS PROTECTION ACT, R. S. C. CAP. 115.

PACIFIC MILLS, LIMITED, hereby give notice that it has, under Section 7 of the said Act, deposited with the Minister of Public Works at Ottawa, and in the office of the Registrar General of Titles at Victoria, British Columbia, a description of the site and the plans of certain structures to be erected in front of Lot Thirty-one (31), Range Three (3), Coast District, British Columbia, at the head of Cousins Inlet.

AND TAKE NOTICE that after the expiration of one month from the date of the first publication of this Notice, Pacific Mills, Limited, will, under Section 7 of the said Act, apply to the Governor-in-Council for approval of the said site and plan.

Dated at Vancouver, British Columbia, this 26th day of April, A. D. 1916.
 BODWELL, LAWSON & LANE.
 Solicitors for Pacific Mills, Limited.



2,000,000 Belgians Depend on us for Bread!

Since shortly after the German invasion, the Belgians have depended for food entirely on the "Commission for Relief in Belgium". Their own store of food, even if not destroyed or pillaged, would last only three weeks—they have had no chance to raise more—and the ruthless Germans refuse to supply them!

Backed by the

Belgian Relief Fund

so generously contributed in the British Empire and the United States, the neutral Belgian Relief Commission has imported enough wheat, flour and other foods to feed the whole nation so far. The great majority of the 7,000,000 Belgians left in the country have been able to pay for their daily allowance of bread—but a steadily growing number have no money left.

Unless we are willing to let these hundreds of thousands of women, children and old men starve, they must be fed at the expense of the Belgian Relief Fund. To make this possible someone must contribute nearly \$3,000,000 a month—every month—all this winter!

No people under the Allied Flags are as well able to contribute generously as we Canadians! No cause has ever been more deserving of help! In the name of Justice and Humanity—for the sake of our own self-respect—let us give all we can to help our martyred Allies!

Send your subscriptions weekly, monthly or in one lump sum to Local or Provincial Committees, or to the

Central Executive Committee, 59 St. Peter St., Montreal

\$2.50 Feeds A Belgian Family A Month.

Ramsay's Empire Cream Sodas

In 2-lb. Tins

Have attained their enviable reputation by their superior quality and uniformity. The most discriminating housewife insists upon "Ramsays Empire" when buying Soda Biscuits.

They are made in B. C. and your grocer gets his supply frequently and quickly, insuring freshness, which means crispness.

Prove it by buying a tin with your next order.

Manufactured by

RAMSAY BROS. & CO., LTD.
 Vancouver, B. C.



The Tale The Wagons Tell

My office window faces a street, close to the railway freight sheds.

All day long a steady stream of trucks and lorries lumber by—loaded with boxes, barrels and bales.

One truck I noticed the other afternoon was particularly interesting. No two boxes were the same, and stencilled on the end of each was the name of some well-known product—soap, tobacco, socks, breakfast food, cocoa, port, tea, chocolates, perfumery and baking powder.

Gathered there in prosaic wooden boxes were the results of thousands of hand's labor in all parts of the world.

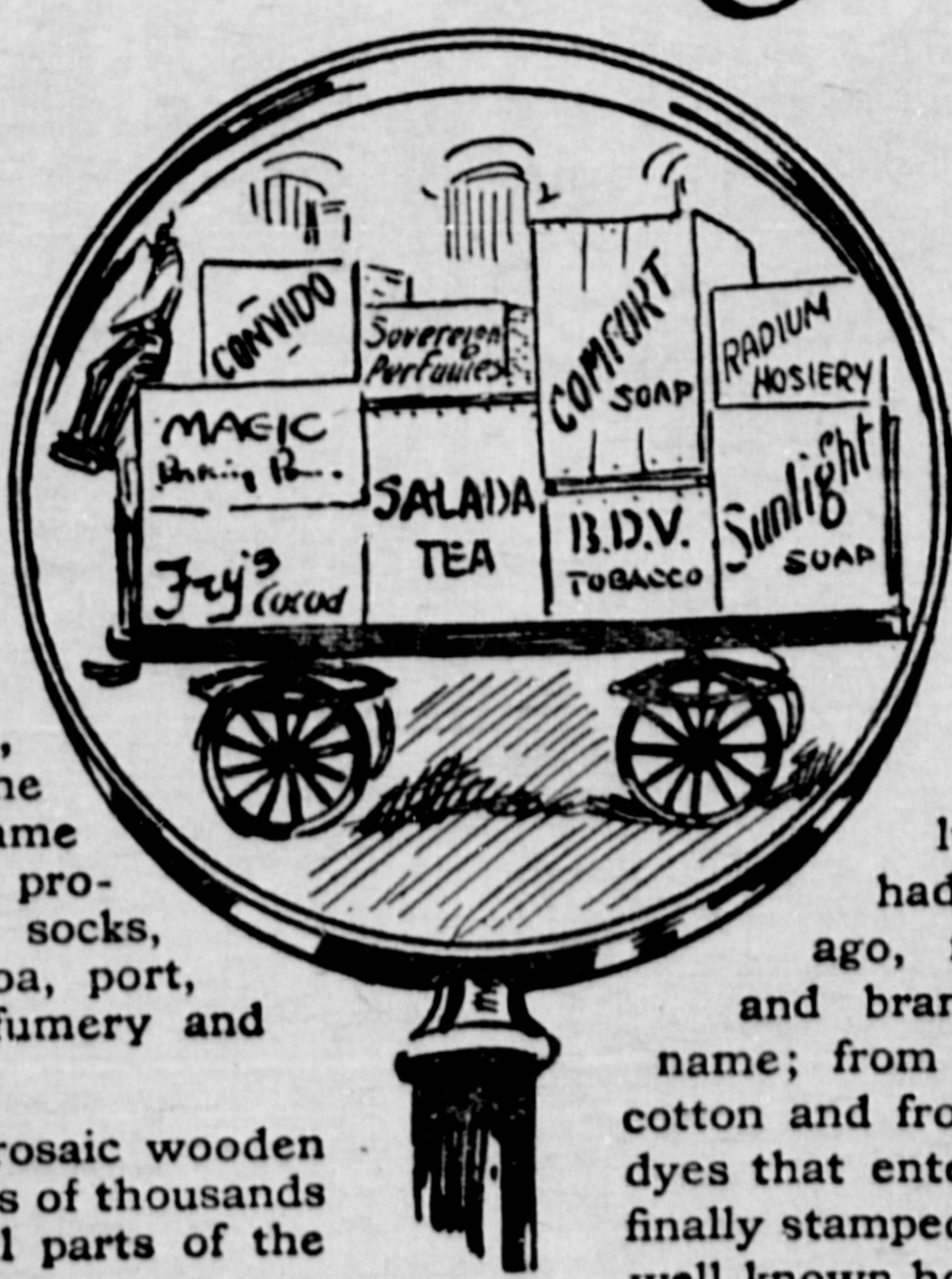
There, behind that obviously prosaic truck-load of freight was the whole romance of modern commerce—the skilled production, the universal demand for food, drink and raiment, and the world-wide distribution of the things we use every day.

And then I speculated why we use these things every day, instead of some other things; and that brought me plump back to my own job of advertising.

The names of some of the boxes on the lorry were known everywhere to-day, but had been unknown a few years ago; and I saw then more clearly than ever before that Advertising is really a great channel digger. It is like the Panama Canal. You can sail from Montreal to Vancouver now, around the Horn. You can get there, but it is going to take months. A year or so from now you will sail through the Panama Canal and chop the journey to less than half. A new channel will have been dug.

The great names in commerce to-day are those of the manufacturers who have let modern advertising steam-shovel a channel across the isthmus of distributing difficulties.

The great names in the commerce of to-morrow will be those of men who widen and dredge this channel so that the greater traffic may pass smoothly and quickly from the source of production to the homes of the consumer.



The cocoa had been grown in Brazil, shipped to Bristol, transhipped to Montreal and finally distributed from Toronto.

The tea was gathered by swart-skinned natives of the romantic island of Ceylon; from sunny Portugal the luscious, big grapes had been gathered years ago, fermented, bottled and branded with a famous name; from Egypt had come the cotton and from South America the dyes that entered into the product finally stamped with the brand of a well-known hosiery.

Production and Thrift

"TO win the war with the decisiveness which will ensure lasting peace, the Empire will require to put forth its full collective power in men and in money. From this viewpoint it is our true policy to augment our financial strength by multiplying our productive exertions and by exercising rigid economy, which reduces to the minimum all expenditures upon luxuries and non-essentials. Only in this way shall we be able to make good the loss caused by the withdrawal of so many of our workers from industrial activities, repair the wastage of the war, and find the funds for its continuance. It cannot be too frequently or too earnestly impressed upon our people that the heaviest burdens of the conflict still lie before us, and that industry and thrift are, for those who remain at home, supreme patriotic duties upon whose faithful fulfilment our success, and consequently our national safety, may ultimately depend."—
 SIR THOMAS WHITE, Minister of Finance.

PRODUCE MORE, SAVE MORE.

MAKE LABOUR EFFICIENT.

SAVE MATERIALS FROM WASTE.

SPEND MONEY WISELY.

LET US PRODUCE AND SAVE—

The war is now turning on a contest of all forces and resources—men, munitions, food, money. The call to all is to produce more and more. It may be necessary to work harder. The place of those who enlist must be taken by those at home, men and women, old and young. The more we produce the more we can save. Produce more on the farms and in the gardens. Save more and help to win the war.

LET US NOT WASTE OUR LABOUR—

In this war-time all labour should be directly productive or should be assisting in production. Make it as efficient as possible. If your labour is on something that can be postponed, put it off till after the war and make your labour tell now. Making war is the first business of all Canadians. Efficiency in labour is as important as efficiency in fighting.

LET US NOT WASTE MATERIALS—

Begin at home. The larger portion of salaries and wages is spent on the home—food, fuel, light, clothing. Are any of these things being wasted? \$20.00 a year saved from waste in every home in Canada will more than pay the interest on a war debt of \$500,000,000.

LET US SPEND OUR MONEY WISELY—

Are you spending your money to the best advantage? What do you think of extravagance in war time? Tens of thousands of Canadians are daily risking their lives for us at home. Is it not our duty to be careful and economical? Canadian dollars are an important part of the war equipment. Make them tell. Have a War Savings Account. Buy a War Bond.

THE GOVERNMENT OF CANADA

THE DEPARTMENT OF AGRICULTURE

THE DEPARTMENT OF FINANCE