

THE WONDERFUL FRUIT MEDICINE

Thousands Owe Health And
Strength To "Fruit-a-tives"

"FRUIT-A-TIVES", the marvellous medicine made from fruit juices—has relieved more cases of *Stomach, Liver, Blood, Kidney and Skin Troubles* than any other medicine. In severe cases of Rheumatism, Sciatica, Lumbago, Pain in the Back, Impure Blood, Neuralgia, Chronic Headaches, Chronic Constipation and Indigestion, "Fruit-a-tives" has given unusually effective results. By its cleansing, healing powers on the eliminating organs, "Fruit-a-tives" tones up and invigorates the whole system.

50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-tives Limited, Ottawa.

MINERAL ACT

Certificate of Improvements NOTICE

"Albion" and "Sunbeam" Mineral Claims, situate in the Skeena Mining Division of Cassiar District.

Where located:—About five miles from the head of Alice Arm on "Middle Creek." TAKE NOTICE that I, Wm. T. Kergin of Prince Rupert, B. C., Free Miner's Certificate No. 94035B, intend sixty days from the date hereof, to apply to the Mining Recorder for a Certificate of Improvements, for the purpose of obtaining a Crown Grant of the above claim.

And further take notice that action, under section 37, must be commenced before the issue of such Certificate of Improvements.

Dated this 16th day of March, A. D. 1916 Jc7
WM. T. KERGIN.

SKENA 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.

FREDERICK BRADSHAW.

STANDARD PRICES FOR STANDARD GOODS

Cut prices—attractive as they may seem for the moment—are in the end a detriment to the community. The merchant buys his goods from the manufacturer or the wholesaler at a certain fixed price and he offers them to the consumer at a price to which his profit is attached. Now when he starts to cut prices, what happens? He must lose his legitimate profit to sell the consumer for "just what the goods cost him," or he must sell these lines at cost or less than cost and sell other lines at prices away above the point of legitimate profit. If he is honest he will not descend to this method. If he is dishonest no principle of business ethics counts with him. But who wants a dishonest person in their midst. Think it over when you are attracted by "cut prices." Don't take advantage of the other man's dilemma. The laborer is worthy of his hire, and standardized goods are worthy of their advertised price. See the ad of Wm. Braid & Co. in this issue.

STREET IMPROVEMENT

Mayor McCaffery intimated at the council Monday night that the estimates included \$7,000 to be spent on street improvements. As there is none of the board of works in town at the present, he suggested that he be given permission to instruct the engineer to proceed with the work at once. A motion to this effect was made by Ald. Smith, seconded by Ald. Nelson.

SUBSCRIBE FOR THE DAILY NEWS



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.

MINERAL ACT

NOTICE TO DELINQUENT PARTNER

TO J. A. ROGERS,
TAKE NOTICE that, whereas I have caused to be done the assessment work for the year 1915 on the mineral claims known as "Ladybird No. 4" Mineral Claim, situated in Cascade Creek valley, north of Silver Lake, in the Stewart, B. C., Mining District; and the "Stumpy" Mineral Claim, situated on the east side of Cascade Creek district, and have paid for said assessment work the sum of \$200.00; unless you pay to me the sum of \$100.00 for your share of the said assessment work

together with the costs of this advertisement at the head, in the said Stewart Mining ment, I shall, at the expiration of ninety days from the date hereof, apply to the Mining Recorder at Stewart, B. C., to have your interest in the said "Ladybird No. 4" and "Stumpy" Mineral Claims vested in me in pursuance of the provisions of the "Mineral Act."

Dated at Prince Rupert, B. C., this 5th day of November, 1915.

A. LUND.

BABY'S OWN SOAP



The purity and fragrance of Baby's Own Soap have made it a universal favorite. Its use is beneficial to any skin. 4-4-13
Albert Soaps Limited, Montreal.

BRAID'S



50c A Pound



45c A Pound

IDEAL BLEND

40c A Pound

These three famous Braid Blends of the world's best coffee are on sale today in Prince Rupert at the prices stated (no more—no less) by the following well-known dealers. They are all good coffees—each one a little better than the other, according to price.

Dealers' Names:

LYNCH BROS.
FULLER & McMEIKIN
G. P. McCOLL
3RD AVE. CASH MARKET
FULTON CASH MARKET
A. FERGUSON

MILLER-PHILLIPS
MUSSELL GROCERY CO., LTD.
T. BRAMLEY
CAVENAILE & HANNAN
SPURR'S CASH MARKET
LIPSETT, CUNNINGHAM & CO., LD.
CANADIAN FISH & COLD STORAGE CO., LTD.

COFFEE

Stewart & Mobley, Ltd., Wholesale Distributors, Prince Rupert
Wm. Braid & Co., Direct Importers, Vancouver, B. C.

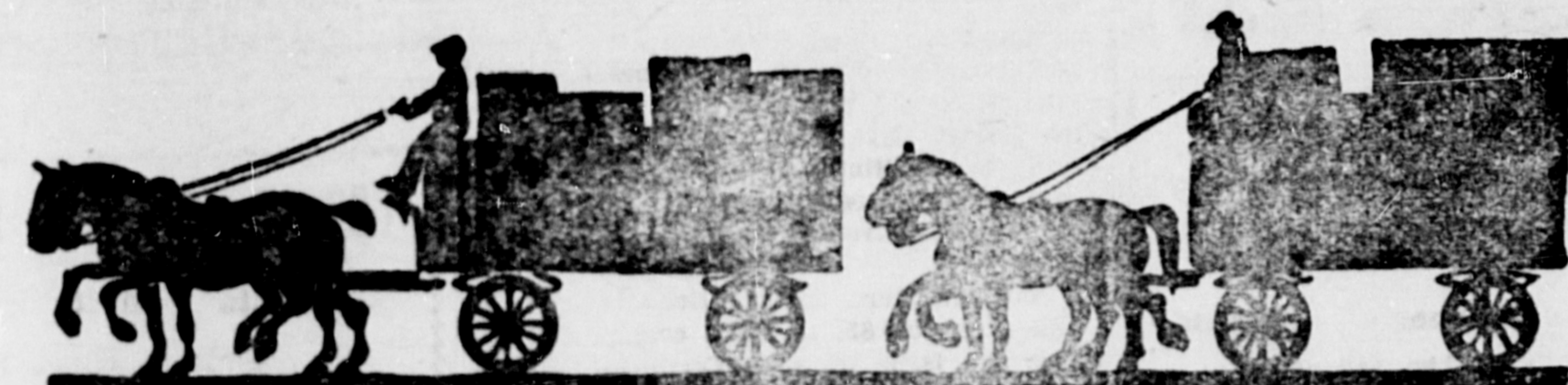
FRED STORK'S HARDWARE

710 SECOND AVE

Carpenters' Tools	Builders' Hardware	Ship Chandlery
Wire Cable	Steel Blocks	Fishing Tackle
Iron Pipe	Pipe Fittings	Rifles and Shotguns
Rope	Valves	Ammunition
Pumps	Hose	Paint
Stoves and Ranges	Rubberoid Roofing	Corrugated Iron

"WE SELL NOTHING BUT THE BEST"

FRED STORK'S HARDWARE



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 lorrie 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 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

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THE DEPARTMENT OF AGRICULTURE

THE DEPARTMENT OF FINANCE

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 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, Lumden Building, Toronto.