NOTED MUSICIAN OF MONTREAL

Advises The Use Of "FRUIT-A-TIVES", The Famous Fruit Medicine.

MR. ROSENBURG
589 Casgrain St., Montreal.
April 20th, 1915.

"In my opinion, no other medicine in the world is so curative for *Constipation and Indigestion* as "Fruit-a-tives". I was a sufferer from these complaints for five years, and my sedentary occupation, Music, brought about a kind of Intestinal Paralysis—with *nasty Headaches*, belching gas, drowsiness after eating, and Pain in the Back. I tried pills and medicines of physicians, but nothing helped me. Then I was induced to try "Fruit-a-tives", and now for six months I have been entirely well.

I advise any one who suffers from that horrible trouble—Chronic Constipation with the resultant indigestion, *to try "Fruit-a-tives"*, and you will be agreeably surprised at the great benefit you will receive". A. ROSENBURG.

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

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.

IN THE LETTER BOX

Editor, Daily News,

Dear Sir:—Re city estimates and tax reduction: It is not my desire to unjustly criticize, yet an idea suggests itself to me that a more elastic system of finance would aid our struggling citizens to tide over the war period. The curtailing of exorbitant salaries, during this period of distress, is commendable, providing the saving so effected could be employed in providing labor for the more dependent classes, equivalent to the reduction in salary extravagance.

Many of our worthy citizens are obliged to seek labor in other fields, absent from their families and awaiting opportunities to secure residences to move their families to when they can earn a livelihood for them. It is a regretable circumstance for the citizens of Prince Rupert that each and every industry that helped furnish a payroll (upon which our city depends for sustenance) should be cut off at about one and the same time. The railway; the Federal Government, the provincial government, and the city government, each in their respective ways, were the chief sources for giving the first impetus to the upbuilding of our town.

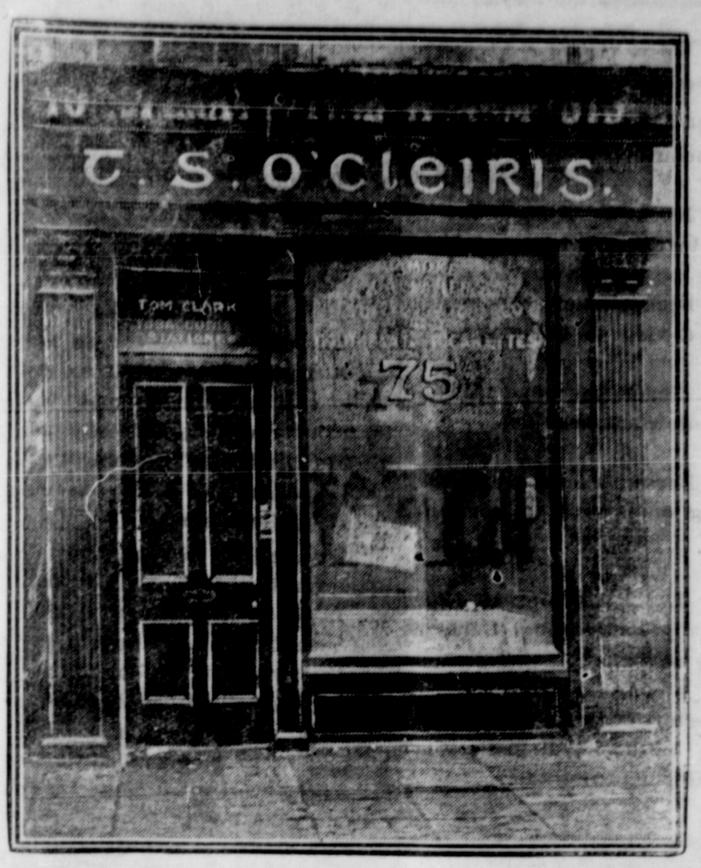
Each and every one seems to have become bankrupt at the same time and citizens and business people dependent upon a payroll from these sources will be obliged to go bankrupt likewise, unless some steps be taken to provide a sufficient amount of labor to maintain our population at its present standard.

It is perhaps one of the most agreeable conditions in civic life when conditions are normal, to know that a legitimate reduction in taxation has been effected, but, in times such as we are now experiencing, if a reduction of taxes should work a hardship upon our residents, then the principle is unwise.

The reduction of millage from 14 to 8¾ is beyond doubt a praiseworthy showing, if it is justifiable. The beneficiaries from such a reduction at this time should be considered. At an earlier date, it was published that 75 per cent. of our total taxes is paid by non-resident owners, people who hope to grow wealthy from unearned increment, and in no manner are aiding in maintaining our city other than through the tax roll. Now the saving of $47,000 in next year's taxes means that 75 per cent. of $47,000 will be kept out of our city. This in round figures will amount to $35,000. This amount withdrawn from circulation among our people together with the depleted payrolls before mentioned shows a staggering condition compared with when each respective resident decided to make this town his future home.

Making our taxation limit 10 mills and adding to that $35,000 derived from reduction of salaries, quite a nest egg would be formed in starting a sewerage system. The sum would go far in paying the first instalment on a 30-year serial sewer bond. I may be pardoned for suggesting to the city council that a sewer bylaw be introduced; a bond issue made to provide necessary employment for deserving residents during the coming cheerless winter, as all evidences point at the present time.

Yours respectfully,
DANIEL W. MORRISSEY.



The little tobacconist's shop in the city of Dublin where the rebellion plot was hatched.

A woman should be reserved in her admissions of love until after marriage.

BRAID'S BIG 4 BLEND COFFEE

This Superior COFFEE

Is sold by the following well known Prince Rupert Dealers at

One Price Only, $0.45 per lb.

At the following well-known dealers:

LYNCH BROS.
FULLER & McMEEKIN
G. P. McCOLL
3RD AVE. CASH MARKET
FULTON CASH MARKET
A. FERGUSON
MILLER-PHILLIPS
MUSSALLEM GROCERY CO., LTD.
T. BRAMLEY
CAVENAILE & HANNAN
SPURR'S CASH MARKET
LIPSETT, CUNNINGHAM & CO., LTD.
CANADIAN FISH & COLD STORAGE CO., LTD.

Stewart & Mobley, Ltd., Wholesale Distributors, Prince Rupert.

WM. BRAID & CO., DIRECT IMPORTERS, VANCOUVER - B.C.

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.

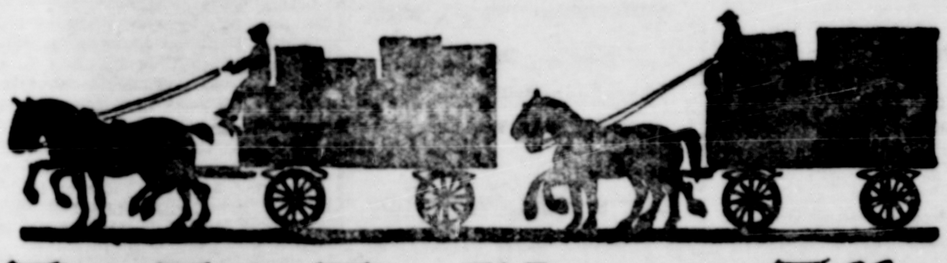
Unless we are willing to let these hundreds of thousands of women, children and old men starve, they must be fed at the expense of the Belgian Relief Fund. To make this possible someone must contribute nearly $3,000,000 a month—every month—all this winter!

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.



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.

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.

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 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.

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, Lumsden Building, Toronto.

Advertise In The Daily News.

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 3

THE DEPARTMENT OF AGRICULTURE — THE DEPARTMENT OF FINANCE