

THE TONIC THAT BRINGS HEALTH

"Fruit-a-lives" Builds Up The Whole System

Those who take "Fruit-a-lives" for the first time, are often astonished at the way it builds them up and makes them feel better all over. They may be taking "Fruit-a-lives" for some specific disease, as Constipation, Indigestion, Chronic Headaches or Neuralgia, Kidney or Bladder Trouble, Rheumatism or Pain in the Back. And they find when "Fruit-a-lives" has cured the disease, that they feel better and stronger in every way. This is due to the wonderful tonic properties of these famous tablets, made from fruit juices. 50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-lives Limited, Ottawa.

KEENA 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.

Royal Reserve

The Whisky of Quality

Aged in Wood 8 Years before bottling

GUARANTEED BY THE GOVERNMENT OF CANADA

Demand the Brand




GERMAN NAVY: "How dare you keep me here when all the world knows that I defeated you."—Opinion

PREPARING FOR PEACE IN BRITISH BUSINESS

That Britain is "preparing for peace in time of war" is evident from the fact that new factories are springing up to carry on business which was formerly entirely in the hands of the Germans. Margarine has an enormous sale in the old country and one of its chief constituents is the oil of the palm kernel. The palm kernel is

brought chiefly from West Africa to be crushed and the crushing has been done almost entirely in Hamburg and other German ports. Today, crushing mills are being put up in Hull, Liverpool and other ports and machinery used for crushing cotton seed and linseed is being adapted to the crushing of the palm kernel. If Britain can produce all its own palm oil, instead of buying from Germany, as in the past, it will

result in an additional turnover of \$25,000,000 a year.

The Daily Mail states that it is proposed to put a prohibitory export duty on all palm kernels crushed outside of the British Empire in order to prevent Germany from getting back this trade.

SUN AND TIDE

Friday, July 14th.

Sun rises.....4:27 a. m.
Sun sets.....8:53 p. m.
High water ...0:2 a. m. Ht. 16.3
Low water ...6:54 a. m. Ht. 4.0
High water ...4:17 p. m. Ht. 18.5
Low water ...6:58 p. m. Ht. 6.6
Captain J. McGee, M. M. S.A.

Ship your **FREE** FURS

Our Trappers Guide Supply Catalog and Price List.

Write today, address

TO JOHN HALLAM LIMITED

Desk E. 18 TORONTO

Braid's Best Coffee

50c per lb. One Price Only 50c per lb.

At the following well-known Prince Rupert Dealers

LYNCH BROS.	MILLER-PHILLIPS
FULLER & McMEIKIN	MUSALLEM GROCERY CO., LTD.
G. P. McCOLL	T. BRAMLEY
3RD AVE. CASH MARKET	CAVENALE & HANNAN
FULTON CASH MARKET	SPURR'S CASH MARKET
A. FERGUSON	LIPSETT, GUNNINGHAM & CO., LD.
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.

Advertise In The Daily News.



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

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper. If you are doing a general 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.