

Your kind of cigarette!

Prince Albert tobacco meets your wishes in every way—no bite, no parch; just cool, fragrant, refreshing. It rolls up into a cigarette you'll like better than any kind you ever tasted. The Prince Albert patented process cuts out bite and parch and you smoke as much as you like without trouble for your tongue. Prince Albert has always been sold without coupons or premiums. We prefer to give quality!

PRINCE ALBERT

the international joy smoke

is manufactured to be in a class by itself, to be better, to meet the taste of smokers all over the world. It is universal in its popularity because it is so friendly to every man who likes to smoke a home-made cigarette or a pipe. If your dealer cannot supply you, ask him to secure it through his wholesaler.

You certainly owe it to yourself to know just what a great amount of pleasure and satisfaction Prince Albert will afford you.

Prince Albert is sold throughout Canada, generally, in the 1/4-lb. tidy red tin, also in pound and half-pound tins.

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C., U. S. A.



Copyright 1916 by R. J. Reynolds Tobacco Co.

On the reverse side of this tidy red tin you will read: "Process Patented July 30th, 1907."

AID TO PRISONERS

The committee extend their thanks to Mr. Venables, of the G. W. Nickerson Company, for its donation for the sale which realized \$94.65. The usual sale of food realized 33.60, making a grand total of \$128.25. The \$5 gold piece, donated by Mr. Broderick, (Union Bank) was won by Mr. Gordon Allan. The lace won by Mr. Burritt and re-donated, was won by Albert Davidson. The Tipperary dog, donated by Mr. Craig, was won by Miss Bidding. The J. H. Thompson Company donated a chicken broiler, which was held over until this week. A sack of flour won by Mr. Harry McLeod was re-donated and will be drawn for this week. The following little girls sold flowers: Constance McMullin, Helen Wallace, Eileen Johnson, and these six boys distributed dodgers for the sale: Phil Dowling, Aubrey Sweet, Gordon Kerr, Jack and Rupert Morrow and Willie Martin.

The committee wish to thank Mr. Albert for the use of the store and also the Majestic Theatre for their kind offer of an orchestra, but as the room was too small this offer holds good for a future occasion. Donations of food were thankfully received, but as usual, much more could be sold.

SUN AND TIDE

Friday, August 18, 1916.

Sun rises.....5:26 a. m.
Sun sets.....7:54 p. m.
High water...4:37 a. m. Ht. 18.5
Low water...10:32 a. m. Ht. 5.5
High water...4:47 p. m. Ht. 19.8
Low water...11:18 p. m. Ht. 5.2
Captain McGee, M. M. S. A.

Sterling

THE ENGINE REFINEMENT
For the finest boats that float

FISHERMAN'S ENGINE
2 Cyl.—5 1-2 in. by 7 in., 12-15 Horse Power.
4 Cyl.—3 3-4 in. by 5 1-2 in., 25 Horse Power.
4 Cyl.—5 1-2 in. by 8 in., 25-35 Horse Power.

For Further Information Apply to

W. E. WILLISCROFT
Prince Rupert, B. C.

BRAID'S IDEAL BLEND COFFEE

Here is a Coffee an Ideal Blend and an Ideal Value.

No More, No Less - \$0.40 per lb.

AT THIS PRICE THERE IS NO BETTER COFFEE OBTAINABLE. OTHER COFFEES THAN BRAID'S SOLD AT GREATER COST HAVE NONE OF ITS FINE QUALITIES.

At All Good Grocers

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

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



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.

Three Mighty Forces Close Linked

Have you ever noted how an audience yawns in the face of an uninspired speaker?

On the other hand, have you noted how an audience will lean forward and grasp the chair arms when the speaker reveals enthusiasm?

Enthusiasm is the buoyant expression of truth. To impart belief in anything, a man must believe it deeply himself. We call such a man an enthusiast.

This applies to the written word also—particularly to advertisements. When the manufacturer really believes in his wares, his enthusiasm will almost inevitably find expression in Advertising. And enthusiasm will be contagious—his audience—the readers of the newspaper—will, figuratively speaking, "lean forward and listen intently."

To be convincing an advertisement must convey an unmistakable impression of enthusiasm. This it will only do when the article advertised has inherent worth.

Thus we have:

Sincerity -- Enthusiasm -- Advertising:
Three mighty forces, close-linked.

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.

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