

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!



Copyright 1916 by R. J. Reynolds Tobacco Co.

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 1/2-lb. tidy red tin, also in pound and half-pound humidor.

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

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

CITY OF PRINCE RUPERT, B. C.

Tenders will be received up to August 18th next by the City Clerk, Prince Rupert, B. C., for the purchase of the following apparatus:

- 1-Retort tubular boiler, 84. 7 h. p. 125 lb. per sq. in.
- 1-4 1/2 in. x 2 1/2 in. boiler feed pump.
- 1-1 1/2 in. Penberthy injector.
- 1-Copper coil feed water heater.

1-Underwriters Fire Pump, 16 in. x 9 in. x 12 in., Capacity 750 gals., made by Canada Foundry Co. Complete set fittings for above. The above apparatus is now installed in the Morse Creek Pumping Plant of the Corporation of the City of Prince Rupert, and is in first class condition, being practically new. It was used only for a very short time during the construction of the

Shawatlans Hydro system.

Tenders will be expected to dismantle and remove the plant at their own expense, but the Corporation will do this work if so desired at the following estimated costs:

- F. O. B. Cars Prince Rupert... \$150.00
- F. O. B. Boat Prince Rupert... 225.00

Highest or any tender not necessarily accepted. D. R. KENNEDY, Supt. of Utilities.

TURKISH NEWSPAPERS REPORT BIG VICTORIES

London, August 15.—The people of Turkey are not in the least alarmed over the crushing Russian victories in Bukovina and Galicia and the disastrous failure of Austria's offensive against Italy. The simple explanation is that the good people of the Ottoman Empire know nothing of these things; on the contrary, they are full of enthusiasm over the "glorious victories" of their European allies, and look for an early and victorious end of the war.

Turkish newspapers which have just arrived here, throw an interesting light on the character of the war "news" which is meted out to the Turkish people.

For instance, the Sabah, of Constantinople, publishes a long article on the "desperate plight" of Italy, which concludes as follows:

Italy is in a position from which she cannot escape without disaster. The Austrian armies will be in Milan in a few days, and Rome will be taken within a month. On the other hand the Turkish army, crossing the Suez Canal and occupying Egypt, will soon be masters of the situation in Northern Africa. Then Italian statesmen, full of repentance at the sight of a ruined Italy, will ask pity of their former allies, but it will be too late.

The Tanin, on its part, announces the destruction of the Franco-British fleet in the Mediterranean by German submarines, the capture of Verdun, and the flight of the French government to England.

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.

Direct From the Plantation to the Cup
Braid's Best Coffee

Start the day right with a steaming cup of delicious coffee—always obtainable when you use BRAID'S BEST COFFEE. And in the evening at dinner or supper a cup of this delicious coffee ensures comfort and good digestion.

AT ALL GOOD GROCERS—50c. A POUND

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!

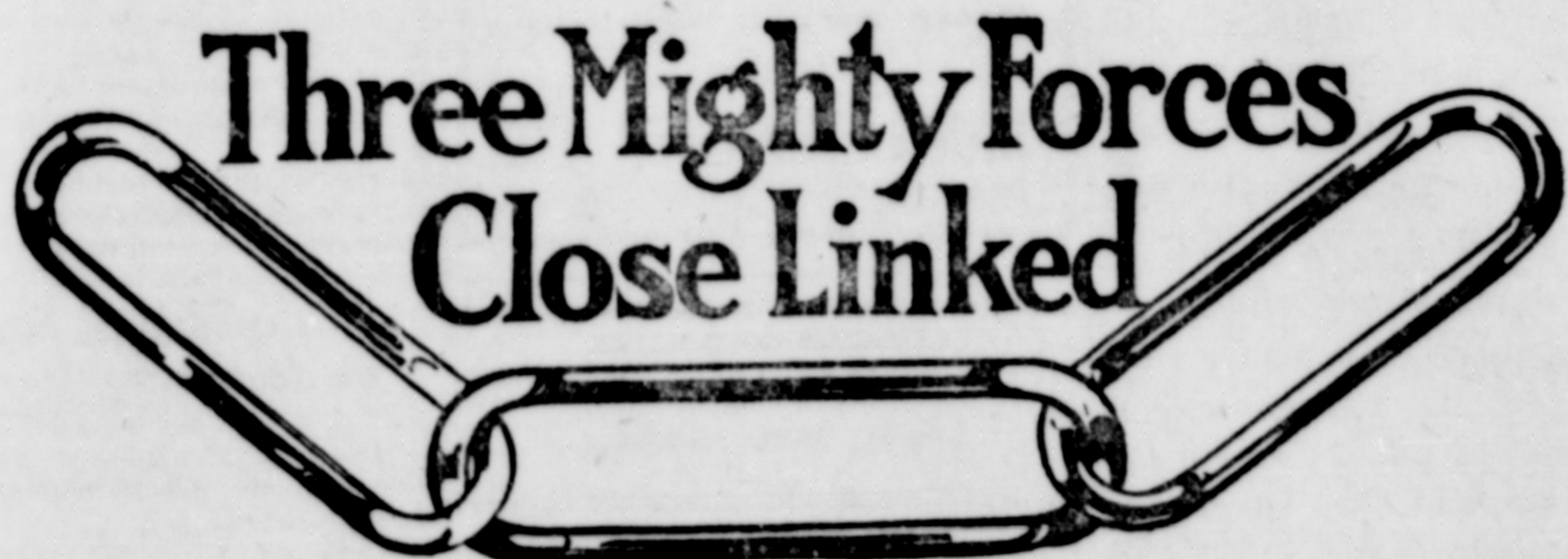
No people under the Allied Flags are as well able to contribute generously as we Canadians! No cause has ever been more deserving of help! In the name of Justice and Humanity—for the sake of our own self-respect—let us give all we can to help our martyred Allies!

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.



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.