

A Study In Practical Thrift

National Economy Film Service Dialogue from Everyday Experience



"I'll have another pair of these \$5.00 shoes. I've been wearing, but in a rather heavier weight, for the bad weather."

"This is the model for winter, madam. Good strong leather and solid, heavy sole. You'll find them very comfortable."

"That feels fine! The price, I suppose, is the same?"
"No, madam. These are \$7.50."

"\$7.50! I!"
"I'm sorry to say, yes. All shoes are away up—good ones especially—and going higher. Leather is getting terribly scarce, and no one knows where it will end."

"Well, I suppose I can't do any better. These fit splendidly, and I'll take them."
"Thank you, madam."

"I need a pair of rubbers for these shoes I am wearing. I suppose they are away up in price, too?"

"Not at all. They are practically as cheap as ever."
"That's a wonder. Everything else seems to have gone up. I'll take this pair."

"Haven't you better have a pair of rubbers to fit the new shoes, too? They'll cost you only 50c, and the shoes will wear half as long again if you keep them dry."

"I believe you're right. Have you rubbers to fit over these wide, heavy soles?"
"Certainly, madam—rubbers to fit perfectly over every shoe we sell."

"How about children's sizes?"
"We can fit them with rubbers just as well as the adults. Look at the range on these shelves!"

LATER—
"Don't you think, John, we'd better have a pair of rubbers to wear with each pair of our own shoes, and the children's as well? With shoes at such prices they'll pay for themselves several times over."

"Send those rubbers all up to-night, will you?"
"Yes, dear, I'm glad you brought me over to see about this footwear business. Getting rubbers all round is what I call practical economy!"

* FROM FAR AND NEAR *

Alaskan salmon canners are finding a growing market for salmon paste. One order for a carload was recently received from Chicago.

Jim Foley, an elderly man, walked into the county jail in Tacoma the other day and gave himself up to the authorities for the alleged murder of "Diamond Dutch," said to have taken place on the beach at Nome, Alaska, in the summer of 1898.

The audit of the provincial books and accounts was commenced on Wednesday by a corps of expert chartered accountants belonging to the firm of Price, Waterhouse & Co., London, Montreal and New York. The Premier made the stipulation that none but British subjects should be engaged on the audit.

Vienna newspapers state that after Lloyd George's speech, the continuance of the war is inevitable.

French newspapers express great satisfaction with the tenor of the British Premier's speech. The Temps says, "The speech inspires hopes that under the new leadership all England's affairs will be conducted with greater energy and method than before. Let us hope it may be the same with our Allies."

Sir Robert Borden and possibly other members of the Federal government will go to London to attend an Imperial Conference which will be held at an early date.

Chancellor Von Bethmann-Hollwegg has been given full powers to negotiate peace terms with the Entente Powers and the terms are not even known to his colleagues.

Sir Horace Plunkett says that Ulster will agree to give Home Rule a fair trial and he is convinced that the north will find the trial such a success that it will be anxious to stay in the Dublin Parliament.

ANOTHER SPLENDID RED CROSS FRIDA

Yesterday was again a red letter day with the Red Cross Society when the sale, in charge of Mrs. McIntosh and Miss Barbeau, realized the sum of \$77.55. The doll, dressed by Miss Barbeau, was won by Isabel Stewart, with ticket 52; the gold piece, given by Mr. Broderick, was won by Mr. Doherty; the doll's coat and bonnet, donated by Mrs. McIntosh, was won by Mrs. Carss; the box of home-made candies, by Mrs. Allison, went to Mr. Venables. The handsome china dish, donated by Mrs. Mehan; the slippers, given by Mr. Hoffman; the lace given by Mrs. Deasy, of Massett; the picture, from Miss Banks, and the oil painting donated by Mrs. Planitz, were held over.

ROAD WORK STOPPED

Pending a complete rearrangement of the carrying on of public work throughout the province, all road work has been meantime suspended and the road bosses laid off.

CHRISTMAS MAIL

The general delivery and registration wickets in the post office will be open until 10 a. m. on Monday, Christmas Day.

LAND ACT

VANCOUVER LAND DISTRICT—DISTRICT OF COAST, RANGE 8.
TAKE NOTICE that I, Leo Stanley Burdon, of Ocean Falls, B. C., occupation mill secretary, intend to apply for permission to purchase the following described lands: Commencing at a post planted about five chains distant and in a westerly direction from the southwest corner of Lot 31, Range 8, Coast District, thence south 30 chains; thence east 30 chains; thence north 30 chains; thence west 30 chains, to the post, containing in all about 36 acres.
LEO STANLEY BURDON.
NOVEMBER 8, 1916.

"The White Flour Pinch"—have you felt it? With the advancing price of wheat "the seven-cent loaf is doomed," say the bakers. In its place we have the eight-cent loaf—in many cities only the sixteen-cent loaf. A loaf of white flour bread is not a complete ration. However wholesome and pure, it does not supply all the proteids the human body needs. In Shredded Wheat Biscuit you have all the body-building nutriment in the whole wheat grain prepared in a digestible form. It is always the same price, always the same high quality. Eat it for breakfast with milk or cream or with fruits.

Made in Canada

YOUNG SWEDS HAD GERMAN EXPERIENCE

(Continued From Page One.)

food uneatable. Had he not ordered food to be bought with his own money, he would have died, as he was still weak from his illness. "The grub supplied was not fit for human consumption," he says, "and I doubt if pigs would have eaten it. Everything was rotten and had an awful smell. Prisoners who had eaten the stuff had ruined their stomachs. The staple thing was soup made from crushed apple seeds and plum stones, with the blades of cabbage and pieces of rotten fish thrown in."

He ultimately discovered that he had been reported as a spy, by a German Jew with whom he had lived. After seven weeks of this, during which time no report was ever made of his arrest to the Swedish authorities, he was released. He had to ask several times for his bill and his belongings and when they were produced, besides keeping out the

amount for his food, etc., there were 59 marks missing. When he complained, he was told that he had better say nothing about it, as it would go hard with him if he complained.

He says: "I found to my sorrow that the Germans are regular barbarians and I now know what 'Kultur' means. It is taught to the German people so that they may be coerced into doing anything they are told. It looks as if the present system of government in Germany is doomed and the hands of German militarism manacled and it looks as if the government may be thrown over this year, if not, then next year. This is admitted by thousands and thousands of German residents, and because they have said so, thousands have been shot down and thousands more have been put in prison. There are some of our military men who favor the German 'Kultur,' but our people as a race are against it."

He also says that he found that many Swedes had been put in jail in Germany without any report being made to the Swedish Foreign Office. He discovered the names and addresses of thirty such and published them throughout Sweden, that the people might know conditions in Germany.

MINERAL ACT

Certificate of Improvements

NOTICE

Silver Bow Mineral Claim, situate in the Skeena Mining Division of Cassiar District. Where located:—At the head of a branch of Lime Creek about four miles from the beach on the south side of Alice Arm. TAKE NOTICE that I, George R. Naden, Free Miner's Certificate No. 94096B, acting as agent for Thos. McRostie, Free Miner's Certificate No. 69991B, and James L. Hatch, Free Miner's Certificate No. 87966B, 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 85, must be commenced before the issue of such Certificate of Improvements.

Dated this 24th day of March, A.D. 1917.
GEORGE R. NADEN.

"I FEEL LIKE A NEW BEING"

"FRUIT-A-TIVES" Brought The Joy Of Health After Two Years' Suffering



MADAM LAPLANTE

35 St. Rose St., Montreal, April 4th.
"For over two years I was sick and miserable. I suffered from constant Headaches, and had Palpitation of the Heart so badly that I feared I would die. There seemed to be a lump in my stomach and the Constipation was dreadful. I suffered from Pain in the Back and Kidney Disease."

I was treated by a physician for a year and a half and he did me no good at all. I tried "Fruit-a-tives" as a last resort. After using three boxes, I was greatly improved and twelve boxes made me well. Now I can work all day and there are no Headaches, no Palpitation, no Heart Trouble, no Constipation, no Pain or Kidney Trouble and I feel like a new being—and it was "Fruit-a-tives" that gave me back my health."

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

A Real Lover Simulation of GOLD WATCH FREE.

A straightforward generous offer from an established firm. We are giving away Watches to thousands of people all over the world as a home advertisement. Now it is your chance to obtain one. Write now, enclosing 10 cents for one of our fashionable Ladies' Long Guards, or Gents' Alberts, sent carriage paid to wear with the watch, which will be given Free. These watches are guaranteed five years, should you take advantage of our marvelous offer. We expect you to tell your friends about us and show them the beautiful watch. Don't think this offer too good to be true, but send 10 cents today and win a Free Watch. You will be amazed.—WILLIAMS & LLOYD, Wholesale Jewellers (Dept. 14), 90, Conwell Road, London, E., England.



The Poor Man's University

"JONES knows more about motor cars than any other man I know," said a man to his friend. "He has obtained his knowledge chiefly from motor car advertisements, and the catalogues and booklets circulated through them."

"All I know about photography," declared a well-known amateur, "I have learned from the men who advertise cameras, plates, papers and films."

Advertisements have been well called "The Poor Man's University," but other than poor men have been schooled thereby.

Much of what the average individual knows concerning personal and domestic hygiene, modern office methods, books and authors, electricity, precious stones, investments, and almost everything else, he has learned from advertisements.

Advertisements have stimulated our intelligence, added enormously to our knowledge, and given us aspirations which have raised us to higher levels of thinking and living. Advertising is indeed "The Poor Man's University."

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, Lumada Building, Toronto.

Ramsay's Empire Cream Sodas

In 2-lb. Tins

Have attained their enviable reputation by their superior quality and uniformity. The most discriminating housewife inspects upon "Ramsay's Empire" when buying Soda Mucilla.

They are made in B. C. and your grocer gets his supply frequently and quickly, insuring freshness, which means crispness.

Prove it by buying a tin with your next order.

Manufactured by

RAMSAY BROS. & CO., LTD.
Vancouver, B. C.