Tuesday, January 2. 1916.

THE DAILY NEWS.

FRED J. CAVEEN. 50c. a box, 6 for \$2.50, trial size, 25c.





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 moreand 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 oun to Local or Provincial Committees, or to the

Central Executive Committee, 50 St, Peter St., Mentreal \$2.50 Feeds A Belgian Family A Month.



Iron Pipe	Pipe Fittings	Rifles and Shotguns
Rope	Valves	Ammunition
Pumps	Hose	Paint
Stoves and Ranges	Rubberoid Roofing	Corrugated Iron

FRED

"WE SELL NOTHING BUT THE BEST"

STORK'S HARDWARE

Don't merely smother your cough Mathieu's Syrup of Tar and Cod Liver Oil not only -promptly arrests coughing, but thanks to its tonic and strengthening properties it helps the system to throw of the cold and thus effects a permanent cure. It is this quality which has won for the largest cale of any cough and cold remedy in Canada.

35c. large bottles, everywhere.

L L MATHIEU CO., Prop., SHERBROOKE, P.4. I your and to Breath Hallan's Herrine Pourders, the westerful headeds and the



tablished there. He says that Greenland is rich in mineral deposits, particularly coal.

No more Canadians are needed meantime for the Royal Flying Corps as there is a surplus of applicants and a long waiting list. A widely signed petition, bearing the names of many prominent Canadians, has been sent to Ottawa asking clemency for contractor Thomas Kelly, who is now serving a term in Stony Mountain penitentiary for complicity in the Manitoba parliament buildings graft.

Cabinet meetings every day is the order in Victoria, in spite of its being still the holiday season. Prof. Adam Shortt is now in Vic-

LAND ACT

## VANCOUVER LAND DISTRICT-DISTRICT OF COAST, RANGE 3.

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 3, Coast District, thence south 20 chains; thence east 25 chains; thence north



20 chains; thence west 52 chains, to this post, containing in all about 45 acres. LEO STANLEY BURDON. F. 6. **NOVEMBER 8, 1916.** Don't Send Money in a Letter HEN you send subscriptions to magazines, or order goods out of town, or pay small accounts at a distance, do not place the actual cash in the envelope. Thousands of dollars are lost every year through fire, robbery or mis-direction. Use the Bank Money Orders, issued by this bank. They are payable in Canada and the United States in any sum up to fifty dollars. Their protection is well worth their small cost. THE BANK OF Dritish North America 79 YEARS IN BUSINESS. CAPITAL AND SURPLUS, \$7,884,000. **PRINCE RUPERT BRANCH** W. J. SMITHERS, Manager

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 ur 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, Lum-den Building, Toronto.

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 wellknown 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."