

THE DAILY NEWS

PRINCE RUPERT - BRITISH COLUMBIA

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H. F. PULLEN, MANAGING EDITOR.

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TELEPHONE 98.

TRANSIENT DISPLAY ADVERTISING — 50 cents per inch.
Contract Rates on application.

DAILY EDITION.

Thursday, Nov. 21, 1918.

Power of Advertising Shown in Victory Loan.

It is generally acknowledged that the success of the Victory Loan was due largely to the advertising campaign put up by the newspapers. Discussing this the Vancouver World says:

"The success of the Victory Loan campaign throughout the province must stand forever as a proof of what good organization and zealous salesmanship can do. It is in no way derogatory of these if we say that it was pre-eminently a proof of the power of newspaper advertising and publicity.

Every other means of publicity was practically paralyzed. Public meetings were prohibited, parades were cancelled, even open-air gatherings were discouraged. The pulpits were unoccupied. Dinners and club gatherings were impossible. All the ordinary methods, outside of newspapers, of informing the public mind and of generating enthusiasm were barred. On top of these was the depression due to the epidemic, and most fatal of all in the final days of the campaign, the news of peace.

"Each succeeding difficulty was met by the press of the province with a bigger blast of printer's ink. The work of the editors was rendered peculiarly difficult by a simultaneous order from the government to reduce the consumption of white paper. Every extra column therefore had to be deducted from a reduced space for news. Publicity committees, realizing the situation, used generous paid copy; the merchants backed them up. But the free reading matter donated by the press—editorial and news—was three times as great as in the last loan and has probably never been equalled before in this province, not even in a political campaign.

"If any papers are worthy of special mention it is the weekly ones, whose staffs in many instances were reduced by the influenza, and who gave without stint often when they could ill afford to do so.

"The campaign proved two things: It proved the unselfishness and patriotism of the editors, and it demonstrated beyond question that there is no combination of adverse circumstances which can defeat any worthy campaign behind which is ranged intelligent and adequate advertising."

Eying to Take Sting From Defeat.

The Germans are trying to pull the sting from the Allies by endeavoring to permeate the countries which they represent with the spirit of anarchy and thus make it impossible for them to secure proper retribution for the crimes which have been committed. Bolshevik methods are being introduced and also it is reported that an endeavor is being made to set the Allies against one another in order to break in peace the combination which held together so well in time of war.

That the Huns will succeed in their recent nefarious design is hardly likely, but democracies are often misled and every effort has to be made to keep contamination away.

Prepare to Fish Coming Season.

The fishing game is something like every other. Those about to engage in it are very apt to leave everything to the last and thus lose a good deal of valuable time in the spring when the market is good and often lose the opportunity to get boats and gear at a reasonable price.

Most boat owners will be using their outfits in the spring, and those boys who sold out in order to join either the British or American forces will be back here and will want boats, some of them at any rate. What preparations are being made to meet this demand? No boats are being built here and none to order for the fishing business at the south coast towns so far as can be gathered. There will be a few boats released by the Imperial Munitions Board, but the owners will still require them.

Those wanting new boats will either have to build or get them built. It is often well to have them built to order, as the individual fisherman knows best what he wants and can work to advantage with a boat that suits him. What we wish to impress is that this is the time to act, not leave it till the spring and then lose half the season while the boat is being made ready.

Good News!

Peace, Dry Dock, Fuller's Grocery
ONE AFTER THE OTHER.

Phone 45 Phone

Better Service - Better Goods - Better Prices
Motor Delivery

Open About December 1st

L. Murray Fuller, General Manager.
Edwin Smart, Store Manager. Howard Steen, Service Manager.

ROYAL YEAST CAKES

Now that the new government standard flour is in general use, the quality of the yeast you use is more important than ever. Use Royal Yeast Cakes. Their quality is absolutely reliable. Bread made with Royal Yeast will keep fresh and moist longer than that made with any other.

Send name and address for copy Royal Yeast Bake Book.

E. W. GILLET CO. LTD.
TORONTO, CANADA
WINNIPEG MONTREAL

TO SUBSCRIBERS

Subscribers to The News are asked to pay the delivery boys each month when they call, except where payment has been made for the year in advance. The boys when collecting carry official receipts which should always be preserved.

AVOID PNEUMONIA

During Convalescing Period.

When convalescing from the Flu, a powerful blood-making tonic is an absolute necessity, and one that is accepted by the most delicate stomach should be available.

KENNEDY'S TONIC PORT is the most efficient general tonic and builder of body tissues you can possibly use.

It is a reliable restorative and is enjoyed when other medicines disagree.

BIG DOCTORS PRESCRIBE IT.
DRUG STORES SELL IT.

Advertise in the Daily News.

LAND ACT Form No. 11.

Notice of Intention to Apply to Lease Land IN QUEEN CHARLOTTE ISLANDS LAND DISTRICT, RECORDING DISTRICT OF SKENA AND SITUATE ON SOUTH SHORE OF LAGOON INLET, MORESBY ISLAND, ABOUT ONE MILE FROM ITS MOUTH. TAKE NOTICE that I, John M. MacMillan, of Vancouver, B. C., occupation canneryman, intend to apply for permission to lease the following described lands: Commencing at a post planted on the south shore of Lagoon Inlet, Moresby Island, about one mile from its mouth; thence west 20 chains; thence north 20 chains; thence east 20 chains more or less to low water mark at the beach; thence southerly following low water mark to the point of commencement, containing 40 acres more or less.

JOHN MACMILLAN, D. 18.

LAND REGISTRY ACT. (Sections 36 and 134.)

Re Application No. 9768-1 & 9771-1. TAKE NOTICE that application has been made to register Nathan Louis Lando and Dora Scheinman as owners in fee under two Tax Sale Deeds from the Collector of the City of Prince Rupert, bearing date the 24th day of November, 1917, of ALL AND SINGULAR that certain parcel or tract of land and premises situate, lying and being in the Municipality of the City of Prince Rupert, more particularly known and described as Lot eleven (11), Block twenty-five (25), Section seven (7), and Lot thirteen (13) Block thirty-five (35), Section eight (8), Map 923. You are required to contest the claim of the tax purchaser within 35 days from the date of the service of this notice (which may be effected by publication in the Daily News, and your attention is called to section 36 of the "Land Registry Act" with amendments, and to the following extract therefrom:— "and in default of a caveat or certificate of his pending being filed before the registration as owner of the person entitled under such tax sale, all persons so served with notice, and those claiming through or under them, and all persons claiming any interest in the land by virtue of any unregistered instrument, and all persons claiming any interest in the land by descent whose title is not registered under the provisions of this Act, shall be for ever estopped and debarred from setting up any claim to or in respect of the land so sold for taxes, and the Registrar shall register the person entitled under such tax sale as owner of the land so sold for taxes."

AND WHEREAS application has been made for a Certificate of Indefeasible Title to the above-mentioned lands, in the name of Nathan Louis Lando and Dora Scheinman.

AND WHEREAS on investigating the title it appears that prior to the 13th day of October, 1916 (the date on which the said lands were sold for overdue taxes), you were the registered owner thereof.

FURTHER TAKE NOTICE that if the same time I shall effect registration in pursuance of such application and issue a Certificate of Indefeasible Title to the said lands in the names of Nathan Louis Lando and Dora Scheinman unless you take and prosecute the proper proceedings to establish your claim, if any, to the said lands, or to prevent such proposed action on my part.

DATED at the Land Registry Office, Prince Rupert, B. C., this 22nd day of August, 1918.

H. F. MACLEOD,
District Registrar of Titles.
To Robert Hildebrandt, Prince Rupert, B. C.,
Michael Byrne, Butte, Montana,
Francis Galve, Prince Rupert, B. C.

MAIL SCHEDULE

For the East.
Mondays, Wednesdays and Saturdays at 9:30 a.m.

From the East.
Sundays, Tuesdays and Thursdays at 5:45 p.m.

For Vancouver:
Sundays 10 p.m.
Tuesdays 5 p.m.
Thursdays 10 p.m.
Saturdays 7 a.m.

From Vancouver
Sundays 10 p.m.
Wednesdays 10:30 a.m.
Saturdays 10:30 a.m.

For Anxoy:
Sundays 10 p.m.
Wednesdays 10 p.m.
Saturdays 10 p.m.

From Anxoy:
Tuesdays a.m.
Thursdays a.m.
Sundays p.m.

For Port Simpson and Naas River points:
Sundays 10 p.m.

From Port Simpson and Naas River Points:
Tuesdays a.m.

Queen Charlotte Islands:
For Massett, Port Clements and Upper Island points:
Wednesdays 6 p.m.

From Massett, Port Clements and Upper Island points:
ridays, p.m.

For Skidegate, Queen Charlotte City and Lower Island points:
aturdays 8 p.m.
From Skidegate, Queen Charlotte City and Lower Island points—
Tuesdays.

For Skagway and the Yukon.
Every ten days.
From Skagway and Yukon.
Every ten days.

Advertise in the Daily News.



Any Way You Turn

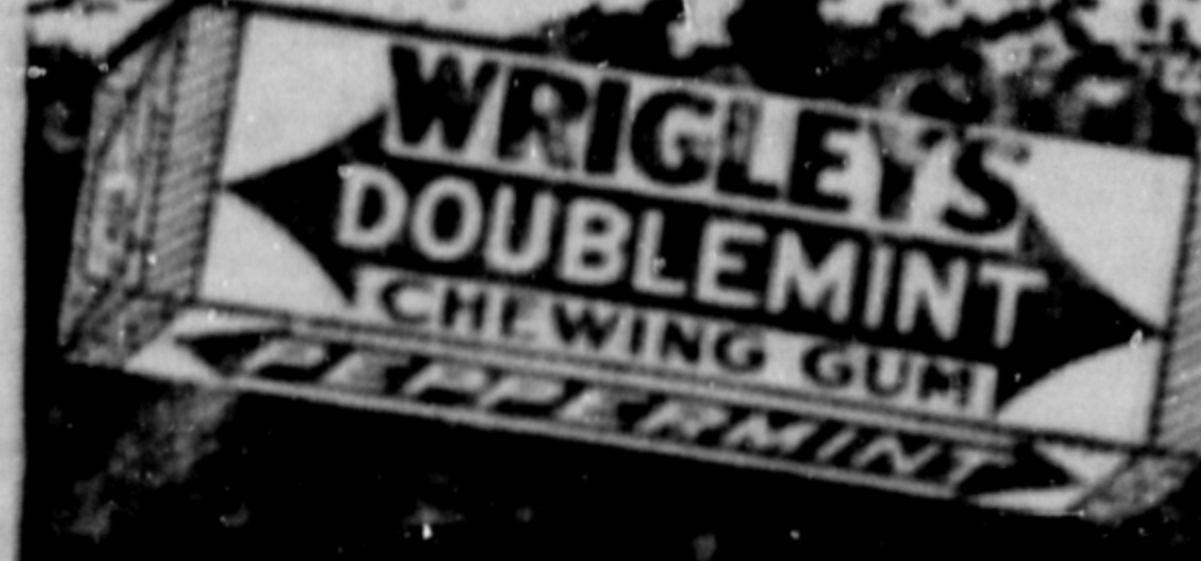
you will find WRIGLEY'S. Everybody thinks of WRIGLEY'S when chewing gum is mentioned. This is the result of years of effort to give mankind the benefits and enjoyment of this low-cost sweetmeat.

WRIGLEY'S helps appetite and digestion—allays thirst—renews vigour.

MADE IN CANADA



The Flavour Lasts



Keep up the Food Supply and Help Make Victory Sure

"I AM assured that my people will respond to every call necessary to the success of our cause—with the same indomitable ardour and devotion that have filled me with pride and gratitude since the war began."

HIS MAJESTY KING GEORGE

OUR soldiers must be fed; the people at home must be fed. And—in spite of Germany's murderous campaign to cut off the Allies' Food supply, by sinking every ship on the High Seas—an ample and unfailing flow of food to England and France must be maintained.

This is National Service—
Not to the Farmer only—
But to YOU—to everybody—
This appeal is directed

WE must unite as a Nation to SERVE—to SAVE and to PRODUCE. Men, women and children; the young, the middle aged and the old—all can help in the Nation's Army of Production.

EVERY pound of FOOD raised, helps reduce the cost of living and adds to the Food Supply for Overseas.

For information on any subject relating to the Farm and Garden, write:
INFORMATION BUREAU
Department of Agriculture
OTTAWA

PLANT a garden—small or large. Utilize your own back yard. Cultivate the vacant lots. Make them all yield food

WOMEN of towns can find no better or more important outlet for their energies than in cultivating a vegetable garden.

Be patriotic in act as well as in thought.

Use every means available—
Overlook nothing.

Dominion Department of Agriculture
OTTAWA, CANADA.

HON. MARTIN BURRELL, Minister.