¶ It is not always the high cost of living which makes your purse so thin; it is just as likely to be the hard work of thinking.

¶ You know people who seem to get better things than you do without spending any more money. The reason for this is no secret. Wise shoppers do not neglect good opportunities.

¶ To-day is someone's opportunity to stock up with clothing, food and luxuries, for the autumn sales are beginning. The stores are clearing their shelves to make room for new stock.

¶ Watch for the announcements of these autumn sales and of the goods that must be moved not because they lack quality but that the stores' turnover requires that they give way to the requirements for the succeeding season.

¶ You can effect many a saving to-day that will allow you many a luxury the day after to-morrow by watching the advertisements in the daily newspapers during this season of special merchandise offers.

¶ The habit of reading the advertising columns of your home paper is never more valuable than during this season between autumn and winter.

READ THE ADVERTISEMENTS

Money Saved; Money Earned

TIMBER SALE X 5449.

Sealed Tenders will be received by the Minister of Lands, at Victoria, not later than noon on the 26th day of October, 1923, for the purchase of Licence X 5449, to cut 25,000 Jackpine Ties on an area situated northeast of Telkwa, Range 5, Coast District.

Two (2) years will be allowed for removal of timber.

Further particulars of the Chief Forester, Victoria, B.C., or District Forester, Prince Rupert, B.C.

TIMBER SALE X 5505.

Sealed Tenders will be received by the Minister of Lands, at Victoria, not later than noon on the 25th day of October, 1923, for the purchase of Licence X 5505, to cut 10,000 Hemlock Ties, on an area adjoining Lot 221, Range 5, Coast Land District.

Two (2) years will be allowed for removal of timber.

Further particulars of the Chief Forester, Victoria, B.C., or the District Forester, Prince Rupert, B.C.

TIMBER SALE X 5590.

Sealed Tenders will be received by the Minister of Lands, at Victoria, not later than noon on the 2nd day of November, 1923, for the purchase of Licence X 5590, to cut 52,700 Jack Pine and Spruce Ties, on an area situated near Sheraton, Range 5, Coast Land District.

Two (2) years will be allowed for removal of timber.

Further particulars of the Chief Forester, Victoria, B.C., or the District Forester, Prince Rupert, B.C.

TIMBER SALE X 5402.

Sealed Tenders will be received by the Minister of Lands, at Victoria, not later than noon on the 26th day of October, 1923, for the purchase of Licence X 5402, to cut 25,000 Jackpine Ties on portions of Section 16 and 17, Tp. 3, Range 5, Coast District.

Two (2) years will be allowed for removal of timber.

Further particulars of the Chief Forester, Victoria, B.C., or District Forester, Prince Rupert, B.C.

TIMBER SALE X 5451.

Sealed Tenders will be received by the Minister of Lands, at Victoria, not later than noon on the 25th day of October, 1923, for the purchase of Licence X 5451, to cut 875,000 feet of Hemlock, Balsam, Spruce and Cedar, on Lots 16 and 1275, Range 2, Coast Land District.

Two (2) years will be allowed for removal of timber.

Further particulars of the Chief Forester, Victoria, B.C., or the District Forester, Prince Rupert, B.C.

TIMBER SALE X 5596.

Sealed Tenders will be received by the Minister of Lands, at Victoria, not later than noon on the 1st day of November, 1923, for the purchase of Licence X 5596, to cut 17,000 Jackpine Ties on an area adjoining Lot 5682, on the north shore of Francois Lake, Range 5, Coast District.

Three (3) years will be allowed for removal of timber.

Further particulars of the Chief Forester, Victoria, B.C., or District Forester, Prince Rupert, B.C.

TIMBER SALE X 4701.

Sealed Tenders will be received by the Minister of Lands, at Victoria, not later than noon on the 25th day of October, 1923, for the purchase of Licence X 4701, to cut 450,000 feet of Spruce, Cedar, Hemlock, and Balsam, on an area situated on the West side of Pitt Island, Range 4, Coast Land District.

Two (2) years will be allowed for removal of timber.

Further particulars of the Chief Forester, Victoria, B.C., or the District Forester, Prince Rupert, B.C.

TIMBER SALE X 5565.

Sealed Tenders will be received by the Minister of Lands, at Victoria, not later than noon on the 26th day of October, 1923, for the purchase of Licence X 5565, to cut 50,000 Jack Pine and Spruce Ties on an area situated near Perow, Range 5, Coast District.

One (1) year will be allowed for removal of timber.

Further particulars of the Chief Forester, Victoria, B.C., or District Forester, Prince Rupert, B.C.

BRADY APPEALS TO GYRO CLUB

In Stirring Address Asks For Assistance in Connection With Welfare of City's Boys

In a stirring address before the Prince Rupert Gyro Club at its luncheon last night, High School Principal J. C. Brady appealed for the co-operation and assistance of the city's newest public service organization in connection with the welfare of the boys of the city. Mr. Brady declared that many influences now at work in the city were not to the best interests of its youth. There was too much temptaion and too little influence with which to combat it. The teachers of the city were doing all in their power to guide the boys in the right direction of life but there was something needed to augment that influence. It was necessary that something be done to fill the leisure time of the youth of the city in some profitable manner. Too little had been done in this direction. The Gyro Club had a great opportunity along these lines and if its members as a body would step into the breach, their action would find the support of a very sympathetic public. They could devote their efforts to no better end.

Gymnasium Needed

The speaker suggested that the club might well institute efforts towards the establishment of a gymnasium. There was great need for such in the city. Other clubs had been established with much eclat but they had failed because they had no constructive object in view. The Gyro Club should, and he felt would, grasp the opportunity which made itself so apparent and by doing so it would make a great and good power of itself which would win the gratitude of all the parents and would prove the salvation of many of the city's youth. He welcomed the Gyro Club into the battleground against adverse influence to the youth of the city and assured it of the hearty co-operation of the teachers of Prince Rupert.

Besides Mr. Brady's address, there was a musical program and several selections were rendered by Art Easson and W. Vaughan Davies. The members sang with gusto several of the club songs.

Several Fined

Gyro court was held with President Gonzales as magistrate. Several of the members were fined for not wearing their pins and other offences and the proceedings proved very entertaining.

It was an open meeting and there was a good attendance of Gyros as well as the following guests: Principal Brady, W. Vaughan Davies, A. A. Easson, Sidney Bazzett-Jones of Rorie & Small; Clarence Woodruff, of Bryant & Greer; C. Woodworth, vice-principal of the High School; D. H. Hartness, vice-principal of Booth Memorial School; C. E. Starr, manager of the Pacific Fisheries; Frank Dibb, manager of the Rose, Gowan & Latta printshop; John D. Lewis, manager of the Canadian Bank of Commerce, Anyox; L. B. Cook, travelling salesman for the United Drug Co.; Frederick G. La Grue, traveller for James Thomson & Sons.

TIMBER SALE X 5482.

Sealed Tenders will be received by the Minister of Lands, at Victoria, not later than noon on the 8th day of November, 1923, for the purchase of Licence X 5482, to cut 70,000 lineal feet of Piling, 44,000 lineal feet of Cedar Poles, and 9,500 Hemlock Ties, on a portion of Lot 1371, Cassiar Land District.

Three (3) years will be allowed for removal of timber.

Further particulars of the Chief Forester, Victoria, B.C., or District Forester, Prince Rupert, B.C.

TIMBER SALE X 5454.

There will be offered for Sale at Public Auction, at noon on the 2nd day of November, 1923, in the office of the District Forester, Court House, Prince Rupert, the Licence X 5454, to cut 58,700 Jackpine Ties and 1,500,000 f.b.m. of Spruce Sawlogs, on an area situated on the Nadina River, approximately 4 miles west from Francois Lake, Range 4, Coast Land District.

Five (5) years will be allowed for removal of timber.

Further particulars of the Chief Forester, Victoria, B.C., or the District Forester, Prince Rupert, B.C.

TIMBER SALE X 5587.

There will be offered for sale at Public Auction, at noon on the 16th day of November, 1923, in the office of the Forest Supervisor at Smithers, the Licence X 5587, to cut 85,600 Jack-pine Ties, on an area adjacent to the south boundary of S.T.L. 7797p, Range 5, Coast Land District.

Three (3) years will be allowed for removal of timber.

Further particulars of the Chief Forester, Victoria, B.C., or District Forester, Prince Rupert, B.C.

TIMBER SALE X 5501.

Sealed Tenders will be received by the Minister of Lands, at Victoria, not later than noon on the 16th day of November, 1923, for the purchase of Licence X 5501, to cut 1,084,000 feet of Hemlock and Spruce, and 46,500 lineal feet of Cedar Poles, on Lots 1375 and 1376, Range 5, Coast Land District.

Two (2) years will be allowed for removal of timber.

Further particulars of the Chief Forester, Victoria, B.C., or District Forester, Prince Rupert, B.C.

Borden's
EAGLE BRAND
Condensed Milk

Is not a "prepared" food at all. It is *milk*—pure Country milk combined with pure sugar. The natural food for baby when mother's milk fails, supplying complete nourishment and being easily digested.

Send for free Baby Books

The Borden Co. Limited
VANCOUVER
Condensary at South Sumas, B.C.

C-20
23

The Man in the Moon
SAYS:-

IN a sober land like this
Such things are hardly right;
They say the moon gets full
And money's always tight.

HUSBANDS are not all bad. Some of them make money.

SOME people live high, but not so high that they are above suspicion.

A CORRESPONDENT suggests that if we had motor roads here we should also have more need for money lenders.

AFTER all, I wonder who are the slaves to fashion, men or women?

AT cooking she's no good
Can't even build a fire
But you ought just to see
That flapper take a flier.

SOME of the members of the Badminton club are said to be already making a racket.

ONCE upon a time there was a girl passed a mirror without looking in and admiring herself. It was just a fairy tale.

THERE is another fairy tale told about a girl who did not care to have admirers.

PERHAPS you have heard the fairy tale about the man who did not think he was one of the lords of creation.

IN the summer its hay fever and now in the autumn its just plain snuffles.

AGAIN the other day I read that chestnut about a man buying a phonograph instead of getting married because, he said, he was sure he could shut off the phonograph when he was tired.

FASHION makes freaks of the women, women make fools of the men, men make fun of the fashions, so there you have the whole vicious circle.

I'D like to meet Lloyd George but how much greater delight it would give me if I could only meet my obligations.

WOMEN who used to have their hands in the dough in the pantry, now are trying all the time to get their hands on their husbands' dough.

EXPERIENCE is a great teacher and yet some teachers are ruined by their experiences.

Advertise in the Daily News.

LOVE AND SACRIFICE IN RUSTLE OF SILK

Story of a Girl Who Loves Too Well to be Selfish; Setting in England

In the story "Rustle of Silk" showing tomorrow at the Westholme Theatre, Arthur Fallaray, British Colonial Secretary after the World War and next in line for the post of Prime Minister, has many bitter enemies and staunch friends. Among the former is Paul Chalfont, secret owner of a newspaper, who is anxious to prevent Fallaray from becoming Prime Minister. He is a close friend of Fallaray's wife, Lady Feo, who cares little about her husband and lives only for amusement. But little Lola de Breze, a smart little hairdresser, daughter of an obscure watchmaker, loves and worships Fallaray ,though from afar.

Lola is invited to dine with Chalfont at the Savoy Hotel one evening. It is here that she meets Fallaray for the first time. Lola is thrilled by the meeting, and Fallaray, for the first time in his life, is moved by the presence of a woman and is conscious of the "rustle of silk." Lady Feo engages Lola as her maid, and, unknown to Fallaray, Lola becomes a member of his household.

Losing Fight

Fallaray, fighting a losing fight in Parliament, has become weary and heartsick. When he learns of his wife's infatuation for Chalfont he is ready to give up entirely. Lola has a chance meeting with Chalfont, who persuades her to take tea with him, and they go to the tea room where Feo is entertaining some friends. Feo is furious and discharges the girl. Lola returns home and starts to pack her belongings when a telephone message arrives that Fallaray has been hurt while hunting. Feo says that she will join her husband in the morning, but Lola, knowing the man she loves is hurt, rushes to his aid.

After Lola has gone Feo goes to her room and discovers some letters which Lola had written to Fallaray. In a jealous rage she shows the letters to Chalfont, who is delighted that he has at last found something on Fallaray. He obtains the letters, saying he will start an action for divorce in her name, using the letters as evidence. Instead he publishes them in his newspaper.

Amazing News

In the country Fallaray reads the newspaper and is amazed at the news. Lola is with him and begs his forgiveness, saying that the letters were never meant for anyone to see. Thrilled at the thought that Lola loves him, Fallaray tells her that he has loved her from the first moment he met her.

Calling upon Chalfont, Feo sees the letters on the table and throws them into the fireplace, thereby destroying all proof of the scandal. She then goes to her husband and is furious when she finds Lola with him. Fallaray tells her that he has decided to give her the divorce she wanted. Lola, who has witnessed the scene, makes the greatest sacrifice a woman can make. She gives him up, saying he must continue to serve England. Fallaray, for her sake and with her love as his banner, again takes up the fight and as a result of the general election is made Prime Minister.

Hopes for Happiness

Lola, again at home with her father, lives in the hope that some day when Fallaray has finished his work they will find happiness together.

TERRACE

The following registered during the week at the Tourist Hotel: B. Morgan, Arthur Enboden, E. Exely, H. Berryman, M. Allison, R. Reed, W. L. McKenzie, E. F. Duby, E. H. Shockley, W. C. Edgar, Gordon Smith, C. E. Lynum, B. Linquist, S. R. Lawrence, F. Selvig, Fred Griffin, G. S. Kelly, W. R. Mundon, G. E. Wesley, E. L. Hughes, Geo. Wilcox, J. Jones, Matt Allard, O. Westman, E. H. Forsman, A. McAdam, T. R. Davis & Son, L. Gaspar, W. Belcher, J. Sherman, R. Williams, B. Lucas, Wm. Whiffin, J. Berg, P. Torkelson, E. Church, C. McCormack, W. Watt, Ole Olson, Otto Oleson, N. Butzen, Peter Garthol, A. J. Watkinson, H. Terry, T. Malvar, D. Cameron, H. Conners, H. Bergeron, Albert A. Cote, J. Berryman, J. Cherrier, F. Kruger, W. McKenzie, D. O'Connel and daughter, G. W. Hall, M. L. Laurand, M. Wallace, W. Aird, Mrs. Wordell and child, W. McDonald, G. McDonald, A. C. Anderson, Chas. Turley, C. Cline, Mrs. E. R. Cox, T. R. Davis & Son, J. E. Jack, J. Dancy, A. Thompson, T. G. Marten.

BOAT ARRIVALS

C.N.R. steamer Prince George, Capt. W. S. Morehouse, arriving from the south at 4 o'clock yesterday afternoon, brought the following passengers:

For Prince Rupert—C. Bowaradaite, Mrs. W. J. Caldwell, E. A. Sheppard, N. M. Smith, G. Findlay, D. Daffney, A. Barrett, Mrs. W. A. Pullen and child, K. Gillie, Miss J. Birkelien, Rev. and Mrs. Edwin Moss, Miss E. Kelly, Mrs. S. McKinley, H. Douglas, R. G. Holmes, Miss L. Glover, Mrs. D. McLeod, Mrs. J. H. Rife and family, E. Butler, H. Reed, S. Workman, C. Medley, W. A. Griffiths, Miss Mitchell, Mrs. C. S. Phipps, R. M. Taylor, J. Legare and A. S. Feltoe (Terrace), E. Davies.

For Anyox—Lew Lun, E. C. Nevison, O. Olsen, O. Nordun, H. Shuttleworth, Mrs. W. J. Simpson and child, Fred La Grue, E. E. Owen, R. H. Ballantyne, S. B. Adams, J. D. Lewis, Mrs. M. J. Bryden, H. Woodley, F. J. Neller and G. B. Smith.

HOTEL ARRIVALS
Prince Rupert

George McAfee, Georgetown; Mr. and Mrs. W. A. Pullen, Tucks Inlet; H. Douglas, E. A. Shepherd, N. Mackay Smith and L. B. Cook, Vancouver; W. A. Griffith and E. Davis, Seattle; Capt. John B. Colthurst, Terrace; M. M. Connelly, Los Alamos, Cal.; Jas. A. Graham, Fraser Lake; A. Butler, Kanatak, Alaska.

Central

C. H. Anderson and A. Narratt, Vancouver; J. A. Gibson, Georgetown; Mrs. A. Norberg, Oona River; F. Daniels, C.N.R.; E. Johanson, Banks Island.

The Court of Last Appeal

YOU are the judge and the jury. Your verdict is final. There can be no appeal---for this is the High Court of Public Opinion

The wares of the world must appear before you---the product of every factory---the merchandise of every store. Those things that fail to measure up to your requirements are quickly condemned to oblivion

The manufacturer who advertises deliberately places his merchandise on trial. He openly courts your critical inspection. He invites comparison. He directs your attention to his goods and then forces those goods to stand on their own merits.

If he were not sure of his wares he would not dare to advertise. For advertising would put him to a test he could not meet, and thus hasten the end of his business career. It would be business suicide.

You can depend on the man who advertises. He knows his product is good.

That's one reason why it pays to read the advertisements you find in this paper. It is through advertising that you are able to keep in touch with the good things that progressive business men are spending their money to introduce and to keep before you.

BASE YOUR JUDGMENT ON THE ADVERTISEMENTS

Canadian National Railways

Prince Rupert
DRYDOCK AND SHIPYARD

WOODEN HULL CONSTRUCTION A SPECIALTY.
Plans and Estimates Furnished For All Classes of Boats.

Anyone considering the purchase of a new fishing vessel, tug, or wooden boat of any description is cordially invited to inspect progress on the two 60 foot cruisers we are now building for the Fisheries Department.

LINDSAY'S
Cartage and Storage
Phone 68.
Cartage, Warehousing, and Distributing. Team or Motor Service.
Coal, Sand and Gravel.
We Specialize in Piano and Furniture Moving.

EDSON COAL
We can now Supply our
FAMOUS EDSON COAL
in any quantity.
Prince Rupert Feed Co
Phone 98.

Shockley's Planing Mills
Are now Sole Agents for the lumber output of the
Royal Mills, Hanail, B.C.
DIMENSION LUMBER. SPRUCE AND CEDAR SHIPLAP.
Spruce Planking and Cedar for Foundation Work.
GET OUR PRICES—IT WILL PAY YOU.
Phone 383.