

THE DAILY NEWS

VOL. VI. NO. 212.

PRINCE RUPERT, B. C., FRIDAY, SEPTEMBER 10, 1915.

PRICE FIVE CENTS

ANOTHER BIG RUSSIAN SUCCESS IN GALICIA

ALLIED AVIATORS DESTROY TWO SUBMARINES — ZEPPELIN ATTACK ON RIGA

ALLIED AVIATORS DESTROY SUBMARINES AT ZEEBRUGGE

TWO SUBMARINES DESTROYED BY BOMBS—ZEPPELIN BLOWN UP OVER BRUSSELS—CREW KILLED—GERMANY'S NOTE DISGUSTS AMERICANS—DUMBA HANDED PASSPORTS

(Special to The Daily News.)

London, Sept. 10.—Allied aviators have succeeded in destroying two German submarines with bombs at Zeebrugge.

A Zeppelin has been blown up over Brussels as a result of engine trouble, while returning from an English raid. The crew was killed.

American Disgust.

Washington, Sept. 10.—The German note, justifying the sinking of the Arabic, has aroused feelings of disgust. The fact that the torpedo struck aft of the engine room, at right angles, dis-

agrees with the German statement that the Arabic was trying to ram the submarine.

Handed His Passports.

Ambassador Dumba has been handed his passports by Secretary Lansing. The Austrian government has been requested to recall its ambassador.

Financial Commission.

New York, Sept. 10.—The joint Anglo-French financial commission, composed of six experts, which has been formed to adjust the foreign exchange situation, arrived today on the liner Lapland.

E. H. MAYNARD HAS RECOVERED FROM WOUNDS

City Clerk Woods has just received a letter from E. H. Maynard, who was formerly janitor at the City Hall, and who left for the front with the first contingent.

Mr. Maynard had some narrow escapes and was finally wounded in the neck and shoulder by shrapnel. After being nine weeks in hospital at Exeter, he was transferred to a convalescent camp at Monks Horton, Kent. He expects to be on service again shortly.

CIVIC HALF-HOLIDAYS

At the special meeting of the city council last night a request from the secretary of the Agricultural Association was read, asking that the council declare civic half-holidays on September 22nd and 24th, the first and third days of the fair. On the motion of Ald. Beveridge, seconded by Ald. Nichol, the request was granted.

MAJESTIC THEATRE

Tonight and Tomorrow

"THE FULFILLMENT"—Assanay Masterpiece, in three acts. A stirring drama of situations which unfold scenes of unparalleled sacrifice and emotion. A subject that reaches every heart.

"MR. BLINK OF BOHEMIA"—A clever farce comedy.

"SALAMANDER UNATTACHED"—A Comedy Drama.

"SAFETY WORST"—A corking Lubin comedy.

ADMISSION 10 and 15 cents.

Coming Monday and Tuesday—The 7th Episode of "The Broken Coin"—The greatest serial ever exhibited.

LONDON CAFE And Grill

Faultless Service of Faultless Food
Hart Bldg. Third Ave.

BOXES FOR LADIES

CHINESE LOTTERY OUTFIT SEIZED

The police last night seized a Chinese lottery outfit at a Chinese resort on Third Avenue. It seems that the manipulators of the lottery arrived recently from the south, and that the police had been waiting an opportunity to make the seizure.

CROP VALUE OF \$300 TO EACH INDIVIDUAL

Regina, Sept. 9.—There is a good crop of grain in the three prairie provinces, and if it were sold and the proceeds distributed among all the men, women and children of Saskatchewan, Manitoba and Alberta, each would receive \$300, on a basis of 1,300,000 people," said Mr. W. P. Hinton, assistant passenger traffic manager of the G. T. P. when in Regina recently.

FAIR FUND

The total amount received in subscriptions to the fair fund for 1915 amounts to date to \$396.50. This is not as large by any means as last year, but taking into consideration the many calls on the purses of the citizens these hard times, it certainly speaks well for the spirit of co-operation and the helping hand. The directors feel assured that Prince Rupert will have no reason to be ashamed of this year's Fair, notwithstanding depressed financial conditions. A full list of subscribers is in course of preparation and will be published shortly.

THE WEATHER

By F. W. Dowling.

Barometer 30.255
Highest temperature 71
Lowest temperature 48

PETER PAN BAKERY, next City Hall. Bread 5 cents per loaf, 22 for \$1.00. Steak Pies—try one. Bread does not sour, made by an auld countrie baker, who gained medals and diplomas at London Exhibition. 212-4



HOLDING THE FOE AT MOST VITAL POINTS

The narrows indicate where the Russians are making their greatest efforts to stem the German advance along the northern half of the eastern front.

CITY TO HANDLE WORK FROM GENERAL FUND

At a special meeting of the city council last night, a report from the city treasurer to the finance committee was presented, in connection with the redecking of city streets and the construction of the Seal Cove roadway.

The city treasurer reported that the receipt of \$4,000 of 1914 taxes on Wednesday had made it possible to do the work out of general fund instead of selling the debentures at 90, thus saving \$1,500 in discount, besides the interest of \$900 per annum.

He also stated that there was a surplus of \$7,200 in the bank from local improvement bylaw No. 232, which he proposed to use and pay property holders six per cent. for, thus earning two and a half per cent for property holders on this amount. The total saving as against selling the bonds at 90 would amount to \$5,550.

Ald. Montgomery asked the finance committee what steps had been taken regarding the offer to Terry, Briggs & Slaten and whether the inspector of municipalities had sanctioned the debentures.

The mayor said the inspector had not sanctioned the debentures, and that he had wired to Terry, Briggs & Slaten cancelling the offer for the bonds, the members of the council being satisfied that to make any sacrifice in selling the bonds might have an adverse effect on the market for the treasury certificates.

Ald. Montgomery said he objected strongly to the manner in which the whole business had been handled. The calling for

WHOLESALE ENQUIRY BY NORRIS GOVERNMENT

(Special to The Daily News.)

Winnipeg, Sept. 10.—The Norris government has ordered an appraisal of every public building built by the Roblin government, and of the telephone plant and elevators. They expect to find overpayments of \$4,000,000 on the buildings.

RICHEST GOLD YET FOUND IN CANADA

Toronto, Sept. 9.—Mr. T. F. Sullivan, of the Ontario Department of Mines, has declared a sample of gold brought in a suitcase from New Ontario to be "undoubtedly the richest yet found in Canada." It was brought here in a suitcase by an official of the Dominion Gold Mines, Ltd. Mr. Sullivan said: "The samples weigh about 150 pounds quartz and gold, and are worth about \$8,000. The claim where they were discovered is eight miles east of Matheson."

tenders, and the refusal to open them, and the giving of options without consent of the council has disapproved of. What had now happened showed that he was correct in holding up the earlier selling of the bonds. He had noticed correspondence downstairs from the inspector of municipalities in which he refused to sanction the issuing of debentures under the bylaws.

Ald. Maitland, seconded by Ald. Montgomery, moved the adoption of the treasurer's report.

Mr. William Sloan, of Nanaimo, is visiting with Judge and Mrs. Young.

MUSIC

CHARLES BALAGNO

(Pianist at Westholme)

TEACHER OF PIANO FORTE

Former pupil of F. G. Strong.
TERMS MODERATE PHONE 408

ANOTHER RUSSIAN SUCCESS ON EASTERN GALICIAN FRONT

7,000 MEN AND 150 OFFICERS CAPTURED — GERMAN RETREAT ACROSS STRYPA — 17,000 MEN ARE TAKEN IN ONE WEEK — ZEPPELINS DRIVEN OFF BY BATTERIES AT RIGA

(Special to The Daily News.)

Petrograd, Sept. 10.—Another success has been scored by the Russians in Eastern Galicia. Southwest of Trembowla on the 8th of September they captured 150 officers and 7,000 men. The Germans have retreated across the River Strypa. The total captures since Sept. 3rd amount to 383 officers, 17,000 men and a large quantity of guns.

Attack on Riga.

An attack on Riga by six Zeppelins has been driven off by fire from the batteries and aeroplanes.

The Grand Duke.

Rome, Sept. 10.—General Corsi, in discussing Nicholas' retirement says the Grand Duke showed great genius and decision during his retreats, but lacked the energy to profit from his triumphs when victorious.

RED CROSS RAFFLE

The raffle for the moose head, which F. H. Mobley presented to the Red Cross Society, will take place in the Arctic Studio on Saturday at 8 p. m.

FISH DEMONSTRATION AT THE EXHIBITION

A novelty at this year's fair will be a fish restaurant conducted under the auspices of Mr. and Mrs. Shrubbsall, assisted by the Canadian Fish and Cold Storage Co., The Atlin Fisheries, and The Norvik Fish Co., and the leading hotels.

Mr. and Mrs. Shrubbsall will manage the restaurant, the fish companies will supply the fish products, and the hotels' expert chefs will demonstrate in a practical way how fish, Prince Rupert's greatest asset at the present time, should be cooked.

LABOR TROUBLES IN MUNITION PLANTS

Ottawa, Sept. 9.—Judge Coatsworth of Toronto, will be the chairman of a board of conciliation, which will enquire into the trouble which has arisen between Nova Scotia companies manufacturing munitions of war, including shells, and their employees. The companies affected are the Nova Scotia Steel company, of New Glasgow, and the Canada Car Company.

The dispute was not one which comes under the jurisdiction of the Industrial Disputes Act, but the Labor Department secured the consent of all parties to have a board named. R. H. Murray and B. A. Weston, two Halifax barristers, were chosen to represent the men and company respectively, but they could not agree on a chairman. Hon. T. W. Crothers has selected Judge Coatsworth and the inquiry will be proceeded with at once.

A board has also been named to deal with the dispute as to wages between the I. C. R. Coal Mining Company, of Westville, N. S., and its employees. Judge W. B. Wallace, of Halifax, is chairman, Simon Lott, of Pictou, the men, and John McKeen, of Halifax, the company.

Pipes, Chimneys, Ranges and Furnaces cleaned and put in order. Have it done before the bad weather sets in. Fritz, phone 583.

ROADWORK WILL BE DONE BY DAY LABOR

At the special council meeting last night there was a lengthy discussion as to whether the Seal Cove roadway be constructed by contract or day labor.

Ald. Dybhavn and Beveridge thought that in doing the work by contract a saving might be made and it was essential that the work be done as cheaply as possible.

Ald. Montgomery, Maitland and Nichol believed that the work could be done as economically by day labor as by contract.

Ald. Beveridge raised the point of hiring men for the work. He suggested that the whole council should consider a list of names of men who needed work, in order that no favors might be distributed.

The mayor stated that they had a list of over a hundred names on file and that these and any other applicants would receive full consideration.

All were agreed that needy citizens should have consideration. It was decided to do the work by day labor. The board of works will meet later to discuss the hiring of foremen. Ald. Maitland emphasized the fact that for the Seal Cove work a good bridge foreman would be an essential.

Follow the crowd to Self's Cafe. There is a reason. Next Majestic Theatre. 1021f.

WEST HOLME

OPERA HOUSE

RUPERT'S POPULAR PLAYHOUSE

TONIGHT AND TOMORROW

"THE VAN THORNTON DIAMONDS"

Thrilling two-reel Drama.

"THE SILVER CUP"—Third Episode

of that most mysterious serial,

"The Road O' Strife."

"PATHE GAZETTE"—Showing the

Russian Army, Kitchener reviewing

troops, Canadian Soldiers, and

the Australians in Egypt.

"AN EMBARRASSING PREDICAMENT"

Comedy.

"A SAFE ADVENTURE"—Comedy.

POPULAR PRICES, 10 and 15 cts.

Coming Sept. 17 and 18, Charlie

Chaplin in "Work."

ESPECIALLY FOR WOMEN

"Fruit-a-tives" Now Known as Woman's Best Medicine

"FRUIT-A-TIVES," the famous fruit medicine is particularly well suited for the use of women, because of its mild and gentle action and its pleasant taste.

In severe cases of Constipation, Indigestion, Bloating, Sick Headaches, Pain In The Back, Neuralgia, or a General Run-Down Constitution, "Fruit-a-tives" is the only medicine needed to correct such troubles and restore the sufferer to complete health.

As a tonic, "Fruit-a-tives" is invaluable to purify and enrich the blood and build up strength and vigor.

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

LAND NOTICES

Skeena Land District.
Queen Charlotte Islands Land District—
Graham Island.

TAKE NOTICE that I, Grant Thorburn, of Prince Rupert, hotel man, intend to apply to the Chief Commissioner of lands for the Province of British Columbia for a license to prospect for coal and petroleum: Starting at a post planted two miles west of the northwest corner of Section 6, Township 9; thence east 80 chains; thence south 80 chains; thence west 80 chains; thence north 80 chains to point of commencement; containing 640 acres, more or less.

Dated the 16th day of March, 1915, at the northwest corner.

GRANT THORBURN.
Samuel Horner, Agent.

Skeena Land District.
Queen Charlotte Islands Land District—
Graham Island.

TAKE NOTICE that I, Samuel Horner, of Vancouver, prospector, intend to apply to the Chief Commissioner of Lands for the Province of British Columbia for a license to prospect for coal and petroleum: Starting at a post planted two miles west of the southwest corner of Section 7, Township 9; thence east 80 chains; thence north 80 chains; thence west 80 chains; thence south 80 chains to point of commencement; containing 640 acres, more or less.

Dated the 16th day of March, 1915, at the southwest corner.

512-140 SAMUEL HORNER.

BABY'S OWN SOAP



The purity and fragrance of Baby's Own Soap have made it a universal favorite. Its use is beneficial to any skin. 4-13
Albert Soaps Limited, Montreal.



PERRIN'S GLOVES

The well known Perrin trademark as shown in cuts should be on every glove you get, as this assures you perfection of Style, Fit and Finish.

Best dealers the world over sell the genuine PERRIN'S GLOVES.



WHEN A FELLOW TRIES TO CUT OUT SMOKING.

Cartoon by Harry Moyer.

Sterling Marine Motors

Can be purchased in town. A Motor that will give you entire satisfaction. Built for hard work. Guaranteed.

—HEAVY DUTY—

FISHERMAN'S ENGINE

2 Cyl.—5 1-2 in. by 7 in., 12-15 Horse Power.

4 Cyl.—5 1-2 in. by 8 in., 25-35 Horse Power.

Do your remodeling with a first-class engine.

For Further Information Apply to

W. E. Willisroft, Phone Blue 508, or D. Brown, Electrician, Phone 383.

Nerve Energy and Eyeglasses.



A constant dropping wears away a stone. A slight eyestrain injures the health because it is constant. The strain which first manifests itself as a slight discomfort should be remedied at once. This we guarantee to do with glasses. Consultation free. Delays are dangerous.

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THE DAILY NEWS

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Are strictly a B. C. Product. Right from the delicious, fresh picked, sun ripened fruits of the Fraser Valley and Vancouver Island, to the purest of Cane Sugar.

Every step in the producing and manufacturing of the delicious Jam contributes to the prosperity of B. C. It will satisfy the most exacting.

SOLD BY ALL GROCERS
In 1-lb. Glass Jars and 4-lb. Tins

THE EMPRESS MANUFACTURING CO., LTD.
Vancouver, B. C.

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Circulation Guaranteed
the Largest in Northern
:: British Columbia ::

Largest Circulation means the Best Advertising
:: Medium ::

THERE IS A REASON

Three quarters of the local Advertising is done in the Daily News

Prince Rupert's
Leading Paper!

. Read . 'THE DAILY NEWS'

Ramsay's Empire Cream Sodas

In 2-lb. Tins

Have attained their enviable reputation by their superior quality and uniformity. The most discriminating housewife insists upon "Ramsays Empire" when buying Soda Biscuits.

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.

A Sixty Year Standby

For sixty years Dr. Price's Cream Baking Powder has been the standby of countless housekeepers who have relied upon it for healthful, home-baked food.

Dr. Price's contains no alum or lime phosphate. There is never any question about the absolute purity and healthfulness of the food it raises.

It has stood the test of time. That is why the best informed housewives will use no other.

DR. PRICE'S CREAM BAKING POWDER

Made from Cream of Tartar No Alum

There's a Wealth of Goodness in every package of "SALADA" TEA

Perfectly preserved in the sealed Aluminium package
—keeps the goodness in, and the contamination out.

FOR RENT

HOUSE ON SIXTH AVE.,
SECTION SIX

\$8.00 PER MONTH

—APPLY—

PATTULLO & RADFORD
2ND AVE

A. E. WRIGHT

Provincial and Dominion
Land Surveyor
Surveying and Engineering
P. O. Box 10 Phone 85
Fourth Street

THE IMPERIAL

WATER HEATER COIL

FOR RANGES AND STOVES
(Patented 1915)
Is made to meet the demand for
Hot Water instantly and without
additional fuel being used.

WARNING!

Purchasers of any in-
fringing Stove Coil lay
themselves open to pro-
secution equally with the
parties manufacturing or
making same.

Now is your chance to get the
best in Hot Water Heating Ap-
pliances—

Coil Connected.....\$20.00
Coil minus Connections..\$15.00
Your Money Back If It Dont Suit.
As I own and control the above,
no one can put same in. Shall vi-
grously prosecute any infringements.

HARRY HANSON

Phone 489 P. O. Box 395

FROZEN BAIT AND ICE

FINEST FROZEN HERRING

\$25.00 per ton.

For Sale by

KINCOLITH PACKING CO.
LIMITED

MILL BAY, B. C.

For further particulars
apply to
THOR JOHNSON
Central Hotel.

AUTO DELIVERY

EXPRESS AND BAGGAGE

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Pioneer Laundry

Third Avenue East
Phone 118

We Use the Most Modern
Laundry Machinery Built.
Come In Any Tuesday or
Wednesday and See How
We Do It
Absolute Satisfaction Is
Guaranteed

GOOD PROGRAM AT THE WESTHOLME THEATRE

"The Sign of the Cross," which
proved so popular with the pa-
trons of the Westholme Theatre,
is the first of a steady supply of
the masterpieces of filmdom,
which Mr. Albert arranged for
on his recent visit south. Ar-
rangements have been made with
Pathe Freres, Famous Players
Company, Mutual Film Company
and the General Film Company
for an exclusive service. Neither
trouble nor expense have been
spared in an effort to give Prince
Rupert the very best.

The program for tonight and
tomorrow is a nicely varied one,
comprising a two-reel drama en-
titled "The Van Thornton Dia-
monds," the story of a society
crook and how he schemes to an-
nex the valuable jewels of Mrs.
Van Thornton and is foiled by the
girl he has married and forced
to become his accomplice. "The
Silver Cup," the third episode of
"The Road O' Strife," is as mys-
terious as its predecessors. The
Pathe Gazette is particularly in-
teresting, showing Russian and
Canadian troops and the Aus-
tralians in Egypt, and Kitchener
reviewing his army.

Two good comedies in "An Em-
barrassing Predicament" and "A
Safe Adventure" completes a very
fine program. On Sept. 17 and
18 Charlie Chaplin will be here
in "Work."

THE CRADLE

BORN—To Mr. and Mrs. John
E. Lalonde, First Avenue, West,
a daughter at the General Hos-
pital, this morning.

Sheet Metal Work!

Now is the time to have
your roofs repaired, eve-
ntroughs and skylights seen
to, and heating plant put in
good shape for the winter.

In such Cases

Consult a Practical Man if You
Want Results

I served a regular appren-
tice at the Sheet Metal and
Heating business, in a regu-
lar Sheet Metal Shop Not in
A Jam Factory.

C. O. ROWE

The Practical Sheet Metal Man
PHONE 340 P. O. BOX 467
Shop Opposite Board of Trade Rooms
322 SECOND AVENUE
Estimates Furnished to Can-
tractors and others Free

BAYVIEW HOTEL

OPENS SEPTEMBER 5.

More Homelike and Comfy
Than Ever.

FRESH, AIRY ROOMS

DAINTY HOME COOKING

Walker's Music Store

Removed to Warner's Old Stand
On Second Avenue.

PIANOS

PLAYER PIANOS, MUSIC
ROLLS, SHEET MUSIC, AND
SMALL MUSICAL GOODS.

Torhau-Meintzman Pianos.
Pianos to Rent.

ESSANAY FEATURE AT MAJESTIC THEATRE

Tonight and tomorrow the Ma-
jestic presents a very fine pro-
gram, the chief item of which is
a three-act Essanay Photoplay
entitled "The Fulfillment." It is
a thrilling story of self-sacrifice
on the part of a young naval
officer who risks his life to save
his rival from a fire, and is after-
wards given up as dead. The
shock, coming just before the day
arranged for their wedding, robs
his sweetheart of reason. The
rival, who knows that the hero
is still alive though seriously in-
jured, keeps the girl in the belief
that her lover is dead.

In the long run the villain con-
fesses and the couple are restored
to each other, and a happy wed-
ding follows. The piece is rich
in human interest. Three good
comedies in "Mr. Blink of Bohe-
mia," "Salamander Unattached"
and "Safety Worst," complete a
strong bill.

CRICKET

There will be a cricket match
on Saturday afternoon at 3:30
between the Club and a team re-
presenting the G. T. P.

YESTERDAY'S BASEBALL

Northwestern League.

Seattle, 2; Vancouver, 0.
Tacoma, 3, Spokane, 2.

National League.

Cincinnati, 4-5; St. Louis, 3-0.
Boston, 0; Brooklyn, 1.
New York, 0-4; Philadelphia,
3-9.

American League.

Detroit, 6; Cleveland, 5.
Washington, 5-4; New York, 3-1
Philadelphia, 0; Boston, 5.

Coast League.

Portland, 5-7; Oakland, 6-2.
Vernon, 19; Salt Lake, 4.
San Francisco, 3-6; Los Ange-
les, 0-0.

A mechanical blotter has been
invented that dries the ink on a
large surface instantly.

BEST QUALITY DOMESTIC LUMP

COAL

\$9.50 per Ton — Cash on
Delivery
Money Back If Not Satis-
factory

UNION TRANSFER CO.
333 2nd Ave. Phone 36

FOR TAXI

Phone 99

Stand - Hotel Rupert

"A Dollar In Time, Saves Nine"

A VISIT to The Bank of
British North America
for the purpose of
depositing part of your
earnings, becomes a pleasant
and profitable habit, when once
you have acquired it.

The dollar you use to open
an account in the Savings
Department in turn saves
others, as the habit of saving
grows.

THE BANK OF

British North America

78 YEARS IN BUSINESS,
CAPITAL AND SURPLUS \$7,864,000.

PRINCE RUPERT BRANCH

P. MARGETTS, Manager.



THE FAIR 1915

ARE YOU A MEMBER?

It costs \$1 and no more to join
the N. B. C. Agr. Ass'n., payable
at any time before the 1st of
October next.

Membership spells strength.
The government base the Fair
grant each year on membership
roll. 450 was the roll for 1914;
\$500 the government grant, and
1,000 is the number wanted for
1915. Your \$\$ means a better
and larger fair.

Your dollar means more dollars
in September next will be spent in
your city.

Your dollar is aiding develop-
ment, and helping to make pay-
rolls, prosperity and profit.

Send in your name to the sec-
retary, Northern B. C. Agricultur-
al and Industrial Ass'n., Box 1657,
City. tr.

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F. G. ROBERTS

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Your King and Country Need You

RECRUITS WANTED FOR 62nd OVERSEAS BATTALION,
CANADIAN EXPEDITIONARY FORCE.

RECRUITING OFFICE AT PROVINCIAL GOVERNMENT
OFFICE NOW OPEN.

In view of the recruiting which is in progress at present
throughout the Province, it is apropos to answer a few of
the questions which are considered by those who con-
template entering the Service. The following is a list of per-
tinent queries, together with the information which each elicits.

QUESTIONS ANSWERED.

1.—How long am I to serve? Until the end of the war
and six months after if required.

2.—What pay shall I receive? Your pay as a private will
be \$1.00 per day and 10 cents field allowance. Besides this
you will be clothed, equipped and subsisted by the Govern-
ment.

3.—What will my wife receive during my absence? Every
month there will be paid her a separation allowance of \$20
(also part of your pay) and if this be not enough to com-
fortably maintain your family, the Canadian Patriotic Fund
will further assist them.

4.—What will happen if I am wounded or sick? You will
be cared for by the Government and your pay continued
until you are discharged. If you are permanently disabled an
allowance will be paid you, varying according to the extent of
your injury or disability.

5.—What will be done for my wife and children if I die
while on Active Service? The Government will provide an
adequate pension, that will enable the family to live com-
fortably until the children are old enough to look after them-
selves. The widowed mother of a single man, if the son be
her sole support, is treated in the same way as a wife.

Don't merely smother your cough

CURE IT

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 off
the cold and thus effects a permanent cure. It is this quality which has won for
it the largest sale of any cough and cold remedy in Canada.

35c. large bottles, everywhere.

J. L. MATHIEU CO., Prop., SHELBROOKE, P.Q.

If your cold is severe, Mathieu's Syrup of Tar and Cod Liver Oil, will
promptly dispel the fever and chase the pain from head, heart and lungs. See it at
Pharmacies, etc.



Noblesse Oblige

Rank imposes obligations—
or—as the French put it—"Noblesse Oblige."

It is a very natural and right principle that those who
by their position in life command the respect of others
should deserve it and be worthy of maintaining their
position. "Much is expected of those in high station."

But this principle is not con-
fined to persons of noble birth
—it has a hundred applica-
tions. It applies, for example,
to those manufacturers of
reputation and prestige who
make goods of high quality
and who advertise them con-
stantly in the newspapers of
the land.

By their advertising they have
attained an eminence where
the very best in quality and
good service is expected of

them. They have set a stand-
ard and their very business
life depends on the constant
maintenance of it.

So that when you buy adver-
tised articles you rest assured
that you are getting the best
value that money can buy.

Well may you place your faith
in advertised goods. Well
may you give them prefer-
ence over articles which you
can only hope may prove
satisfactory.

For the principle of "Noblesse Oblige" is
your guarantee of excellence in Advertised Goods.

If you are doing a local business talk over your advertising prob-
lems 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 obliga-
tion, by the Secretary of Canadian Press Association, Room 503,
Lumsden Building, Toronto.