

THE DAILY NEWS

VOL. VI. NO. 222,

PRINCE RUPERT, B. C., WEDNESDAY, SEPTEMBER 22, 1915.

PRICE FIVE CENTS

BULGARIA TO SUPPORT CENTRAL POWERS

GREECE IS MOBILIZING HER ARMY -- GERMANS' FUTILE PURSUIT OF RUSSIANS

BALKAN STATES DIVIDED-- BULGARIA TO AID GERMANY

100,000 BULGARIANS MASSES ON THE SERBIAN FRONTIER--
GREECE MOBILIZING HER ARMY--BULGARIAN RAIL-
ROAD TRAFFIC SUSPENDED-- BRITISH
BUDGET PRESENTED

(Special to The Daily News.)

Athens, Sept. 22.—A meeting of the cabinet, including King Constantine, was summoned on receipt of the news that Bulgaria had mobilized 100,000 men on the Serbian frontier. The English representatives recognize that their cause is lost and that Bulgaria is cleaving to the central powers. British, French and Russian ministers were at the conference.

It is understood that Greece will mobilize her first, sixth, seventh and tenth army divisions totalling 100,000 infantry, and also several cavalry regiments. Traffic over the Bulgarian railroads was suspended last Saturday and all Bulgars in Macedonia and Thrace, numbering 45,000, have been recalled.

British Budget.

London, Sept. 22.—Rt. Hon. R. McKenna, chancellor of the exchequer, introduced the budget today in the Imperial Parliament. Under it automobiles, bicycles,

moving picture films, clocks, watches, musical instruments, plate glass and hats pay a tax of 33 1-3 per cent. ad volorem, although these taxes are purely temporary, that on spirits and beer has been unaffected under the new agreement.

The principal blow falls upon the income tax. This has been raised forty per cent. In addition to this increase, the scope of the tax has been widened to catch workmen earning as little as \$14 weekly. The very wealthy must contribute more than a third of the revenue.

The one cent mail has been abolished. The weight of matter carried for the two cent rate has been reduced.

The rate of telegrams, which was 12 cents for 12 words, has been increased to 18 cents. Sugar has been increased a penny a pound. The chancellor of the exchequer intimated in his speech that the government might have occasion to call upon the country for another war loan.

MYRTLE ANDERSON TO BE BROUGHT HERE

A tug belonging to the North Coast Towing Company has been sent out to bring in the halibut schooner Myrtle Anderson, which was burned recently off Rose Spit. The crew arrived the other day on Captain Edenshaw's launch, the captain remaining with the damaged vessel.

SOLOMON MUSSALLEM is conducting the Mussalleh Co., Ltd., at 423 5th Ave., East, and is offering the highest grade goods at the lowest prices in town. Phone 123.

CAPTAIN BABINGTON OFFERS FOR DELHI

As the Delhi is a complete wreck, no attempt will be made to repair her, the hull being absolutely useless. It is now simply a question of salving any parts of value.

Captain Babington, of Prince Rupert, has made an offer of \$1,500 for her, intending to beach her and dispose of the winches and any other parts of her machinery which remain. No decision has yet been arrived at, further than that she will be taken off the ways and beached out of the way of navigation.

OWN YOUR OWN ELECTRIC

PLANT and live in the country the year round. A chance of a lifetime. 320 acres on a beautiful lake in the Bulkley Valley. Good boating and fishing, near railroad. (Churches and stores soon). Only \$8 an acre, \$2 down, balance over ten years at 7 per cent. Buy now, before the war is over, as farm land will surely advance. 219-24.

A. C. LITTLE.

An electric machine for cleaning steamship boilers, working somewhat like a drill, has been patented by two Swedish inventors.



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

DOREEN IS WRECKED IN HECATE STRAITS

The launch Doreen, of Prince Rupert, has drifted on the rocks along the shore of Hecate Straits and is in bad shape. A number of Indians and white residents tried to get her off, without avail. The three sons of the captain were on board when the accident happened, but were taken off safely.

MINISTERIAL UNION TO REPLY TO BOWSER

(Special to The Daily News.)

Vancouver, Sept. 22.—The Ministerial Union of the lower mainland announces that it will reply to Hon. W. J. Bowser's criticism of "The Crisis in B. C." at a public meeting on October 1st.

Exhibition of ladies' suits for one week only at Wallace's.

DISASTROUS EXPLOSION IN NEW YORK SUBWAY

(Special to The Daily News.)

New York, Sept. 22.—Seven have been killed and fifty injured by a dynamite explosion in the new Seventh Ave. subway. The cave created by the blast engulfed a street car and many pedestrians. It is believed that twenty have been killed.

MASSETT BOY IS A PRISONER IN GERMANY

Word has been received from Massett that Lewen Tugwell, who left with the first contingent from here, is wounded and a prisoner at Hesse, in Germany. For four months the young man was posted as missing, but has been discovered by the American consul. Mr. Tugwell was wounded and captured at the battle of Ypres.

OPENING OF RUPERT'S THIRD AGRICULTURAL EXHIBITION

OPENING SPEECHES BY PRESIDENT A. J. PRUDHOMME AND
MAYOR NEWTON—MAGNIFICENT DISPLAY OF ALL
KINDS OF GARDEN AND FARM
PRODUCE

Prince Rupert's Third Agricultural Exhibition was opened today. A. J. Prudhomme, president of the Northern B. C. Agricultural Society, in a short and appropriate speech declared the fair open, after which Mayor Newton delivered a short address. Exhibition Hall this year reflects the splendid season experienced in the district. Not only are there many more exhibitors than last year, but the exhibits are of a higher grade. This is particularly applicable to the showing of garden products from the city itself. The variety and quality of the vegetables displayed on the "Grown in Prince Rupert section" must be a revelation to many.

From the interior and the islands there is an even better display than on former occasions, and there are signs of enterprise on the part of growers. For instance, there is an exhibit of tobacco grown in the Kitsumkalum Valley, while a lemon tree has been sent in from Port Essington. If there are visitors from the south at the Fair, they will be amazed at the specimens of tomatoes, corn, squash, etc., which the farmers have sent in, while the grain exhibits are much superior to any shown here before. The following districts competed for the handsome Dewar Cup:—Prince George, Hazelton, Skidegate, Terrace and Porcher Island, while a special exhibit was sent in from the Atlin district.

Every available foot of space in the huge building is occupied, and some of the local merchants and packers are to be commended for the efforts they have made in fixing up attractive displays of their goods. The following firms are exhibiting:—Martin O'Reilly, Parkin & Ward, Prince Rupert

Importing Company, Mr. Shrub-sall, Brackman-Kerr Company, the Skeena River Canneries and the Canadian Fish and Cold Storage Company.

The proceedings of the day opened with a grand parade headed by three bands massed, after which children's sports were conducted on Recreation Park, specially granted by the city for the occasion. At 1:30 a football game between a team from Granby and an eleven representing the city, was played.

During the afternoon the ladies of the Red Cross Society provided dainty teas for the visitors. A splendid program has been arranged for each evening, including numbers by most of the prominent local vocalists and instrumentalists, with readings by way of variety.

The national flag appropriately plays an important part in the decorations of the Exhibition building, while the Roll of Honor occupies a prominent position beside the platform. Many whose names figure on the list look an active part in former exhibitions, notably Lionel Crippen. On former occasions "Crip" was a prominent figure in the fair celebrations, usually managing the concerts, etc., into which he put all the vim of his sparkling personality.

Indian Exhibits.

As formerly the Indian exhibits are particularly interesting. A very fine water-color drawing of Port Simpson is shown by Fred Alexke, while a large variety of basket work and totem poles is displayed. That the Indians can produce more than ornaments is shown by a very fine exhibit of flowers and vegetables grown around Port Simpson, as well as

ORDERLY RUSSIAN RETREAT-- GERMANS STILL LOSE HEAVILY

RUSSIANS ARE DESTROYING ALL MILITARY WORKS AND RAIL-
ROADS—FRENCH RESCUE 5,000 ARMENIANS FROM
THE TURKS—NEW GERMAN SUBMA-
RINE ORDERS

(Special to The Daily News.)

London, Sept. 22.—The Russian army is safe after a retreat of thirty miles from Vilna. The Germans are continuing their efforts to encircle the Russians, and are still losing two to one. The Russians retired in the most orderly fashion, destroying all military works and railroads as they went.

Armenians Rescued.

Paris, Sept. 22.—French warships have been able to rescue 5,000 Armenians from the pursuing Turks. The rescued included 3,000 women and children. They had kept their assailants at bay in the Djebel Housha mountains since the beginning of September, until their ammunition gave out.

Submarine Orders.

Berlin, Sept. 22.—Commanders of German submarines have been ordered to allow liners to escape rather than run any risk of error.

Dutch Steamer Sunk.

Amsterdam, Sept. 22.—The Dutch steamer Koningen, of 2,000

tons, bound from Batavia to Amsterdam, has struck a mine. The passengers and crew were saved.

YESTERDAY'S BASEBALL

National League.

Philadelphia, 8-5; St. Louis, 3-1.
New York, 5-4; Chicago, 4-5.
Boston, 4; Cincinnati, 2.
Brooklyn-Pittsburg game postponed.

American League.

St. Louis, 0-5; New York, 5-3.
Detroit, 7; Philadelphia, 5.
Chicago, 1; Washington, 7.

Coast League.

San Francisco, 6; Portland, 5.
(15 innings).
Los Angeles, 2; Oakland, 4.
Vernon-Salt Lake game postponed on account of rain.

Exhibition of ladies' suits—no two alike—no duplicates will be sold—Wallace's.

JAP FISHERMEN ARE STRANDED ON ISLAND

The crew of a Japanese fishing schooner is eking out a miserable existence on North Island of the Queen Charlottes, where they have been for a month. Two of their number reached Prince Rupert yesterday on a fishing boat and are detained by the immigration authorities, as they had entered the country irregularly.

Dr. McNeill had to employ an interpreter as neither could speak English. Their story is that, while fishing off the Japanese coast, a gale drove them out to sea, and they had to keep on going until they were driven ashore on North Island. The men who have reached here are the captain, K. Taramuta, and Okatama, one of the crew. When their schooner piled up on the rocks, they got safely ashore without loss, and were able to save a quantity of rice, while they wrapped their clothing in a sail. Keeping their matches dry, they were able to light a fire.

The Japanese consul at Vancouver has been communicated with, and it is expected that the men will be brought to Prince Rupert.

a very creditable display of preserved fruits.

Dainties.

There is a record entry in the home cooking classes, and all are of a very high order. The display of preserved fruits, cakes of every imaginable description, all kinds of buns and cookies, down to the humble loaf of bread, is sufficient to produce a hearty appetite.

SEATTLE FISH MAN SIZING UP CONDITIONS

E. W. Ingalls, assistant manager of the Klopeck Fish Company, of Seattle, is in the city and will spend the rest of the week here. Mr. Ingalls is sizing up conditions from a fishing point of view, and there is a probability that his firm will locate here.

Meantime, Mr. Ingalls has no definite statement to make, but he admits that the advance made by Prince Rupert has surprised him, and that the city far exceeds his expectations.

Everything at cost. P. R. Tent & Awning Co., 3rd Ave. 224.

MAJESTIC THEATRE

Tonight and Tomorrow

SPECIAL EXHIBITION PROGRAM

Pathe Freres Famous Feature Production in
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"PATHE GAZETTE"—British Journal of War and World news.
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COMPENSATION

At the Trades and Labor Congress in Vancouver on Monday, the attorney-general made a bold bid for labor support by asking the congress to appoint a British Columbia delegate to act on a commission to collect data on workmen's compensation. Months ago the attorney-general drew up a Workmen's Compensation Act, which was laid on the table until a more convenient season. One commission has already spent a great deal of time and a great deal of money in gathering information on the subject. It is true that the work of the last commission was unsatisfactory, but, with the Ontario Act as a model from which to construct an act for British Columbia, there was no necessity to have the first commission, and still less for appointing a second.

There is no doubt as to the necessity for having the best possible Workmen's Compensation Act for this province, but there is also no doubt that that necessity is the least important part of the business to the McBride-Bowser bunch. The important thing is voting strength, and the best way Bowser can see to foster that strength amongst the working men of the province is to dangle something in the form of a future compensation act before their noses, with one of their number earning a salary meantime. It is the time-honored "bunch of carrots" dodge which has been played with unvarying success in the past. Mr. Rigg, the member for North Winnipeg, will be able to enlighten the congress as to how it was worked in Manitoba by Roblin and Rogers.

Of Commissions necessary and unnecessary—chiefly the latter—British Columbia has

had more than enough. The people of this province have allowed the McBride government to fritter away over \$200,000 by the commission method of not having things done. If the government is really serious about providing a genuine Workmen's Compensation Act, there is enough material on hand in the various provinces to furnish the finest act of the kind ever framed, without any commission. The labor men know what they want, and when the act is produced they will not be slow to say what they think of it. The labor men now in Congress in the south have had too much experience of the "commission" business ever to imagine that it is going to get them anywhere.

AMERICA'S REST

The war is giving the United States a much needed opportunity to assimilate the foreign-born population. For the last ten years an average of 1,000,000 immigrants have entered the country every year. Of course, some of them have returned, but the net gain in population from this source alone has been astounding. It has taxed the powers of the nation to absorb this vast mass of humanity unfamiliar with American institutions and the American ideals. With the outbreak of the war the rush of immigrants stopped suddenly. In the year ending with June 30, only 326,700 landed in American ports. As the war has gone on the travel this way has continued to dwindle. July brought only 21,500, and only seventy-one of them landed at Philadelphia.

The problem of making good Americans of those here is becoming easier, not only through the decrease in the number arriving, but through



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Ankle Watch, the Latest. Despite their action in banning the wrist watch for men, the American National Assn. of Retail Jewellers have carefully refrained from casting aside the new ankle watch, which appeared lately on Broadway. Photo shows Miss Kay Laurel, one of the beauties of the "Ziegfeld Follies" wearing the ankle watch.

The salt production of the United States last year was the greatest on record, amounting to 1,872,656 short tons.

A factory in Europe that uses ordinary tar as a basis, is turning out about 200 tons of artificial rubber a day.

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PRINCE RUPERT, B. C.

the return to their native country of thousands who had not yet become citizens and were compelled to respond to the call to arms.—Philadelphia Ledger.

BELLA COOLA NOTES

Harry Grainger has, for a few days, been busy cutting a trail from the Necleetsconay bridge up the right bank of the river to Sam Giequill's house. A wagon road on the level along the bank of the river is being contemplated to take the place of the present road which is almost impassable on account of its long and steep grades.

With the new steamboat schedule takes effect it will be possible for our farmers to ship produce to Prince Rupert without any expensive transfers.

F. M. Brewster and family came back from Brunswick Cannery, Rivers Inlet, where they have stayed during the fishing season. They will make Hagensborg their home the coming fall and winter.

Geo. Dagg, for many years a resident of Bella Coola, but now of Vancouver, passed through here last week from a trip to the Tatla Lake country, where he is interested in some promising mining property. He left on last Sunday's steamer.—Bella Coola Courier.

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"WHEN A SENSITIVE MAN GETS CAUGHT IN A SQUALL" —Cartoon by Moyer.

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HAZELTON NOTES

Dean John P. Sargent arrived from Qu'Appelle on Wednesday. He will spend the winter with his son, R. S. Sargent.

The Sunrise people have every reason to be satisfied with the smelter returns for the first car of ore shipped from the property, the value being \$90 a ton. Another car is now on the way to Trail.

For breaking a lock and illegally taking the ferry scow across the river, John Lee was sentenced to thirty days in jail. Hubert Cassidy, who was with him, was

allowed to go on suspended sentence.

Jack Frost, who is stretcher-bearer in the famous 16th Battalion, is the latest Hazelton man to figure in the list of wounded. His injuries are not serious. "Spot" Middleton has recovered from his wounds, and is with the battalion.—Omineca Miner.

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 \$\$ mean a better and larger fair.

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

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

Send in your name to the secretary, Northern B. C. Agricultural and Industrial Ass'n., Box 1657, City. tf.

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She raises her biscuit by a mixture of cream of tartar and soda, or soda and sour milk. She may not get the proportions quite right, but she knows her food is safe. But does she ever use a mixture of alum and soda? Was there ever a housekeeper who bought alum and soda to make a home made baking powder? Intuitively she feels it would be unsafe.

Then why use baking powder made from alum or the same mixture that the housekeeper would not dare to mix and use in her food?

Alum is alum, whether bought in the drug store or in baking powder.

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is made from pure cream of tartar and contains no alum, lime or phosphate. There is absolute safety in its use.

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From the same makers we have sample cloths and order measurement forms and can order suits to your measure. None of these samples is of the same cloth as the sample suits we are now showing and we guarantee that any suit sold will not be duplicated in town.

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You are cordially invited to come in and look them over.

H. S. WALLACE CO. LTD.

Local News Notes

It is reported that the Indians have discovered gold on their reserve at Skidegate. Fifty sacks of ore have been shipped.

Barton's sawmill, at Port Clements, is turning out a consignment of finished spruce for the British government.

An interesting exhibit at the Fair is a model derrick made by Jack Naden from pieces of scrap metal, etc. It is quite an ingenious piece of work and runs smoothly.

GREAT DETECTIVE STORY AT MAJESTIC THEATRE

The Majestic tonight and tomorrow presents a great three-act comedy entitled "Nick Winter and the Masked Thieves." Nick has Sherlock Holmes, Arsene Lupin, Craig Kennedy and all others in the crime specialist line backed right off the map. Nick's work is full of unexpected moves and will keep any audience on the tip-toe of expectation from start to finish.

"Ima Simp on the Job" is a thousand feet of laughter, while "Whiffles Goes Two Ways" is a French comedy calculated to make anybody laugh. The Pathe Gazette, a British journal of war and world's news, has many interesting and timely features.

To meet tidal variations, a German car ferry has a deck that can be raised with six loaded freight cars more than 16 feet.

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
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THOR JOHNSON
Central Hotel.

Walker's Music Store

Removed to Werner's Old Stand
On Second Avenue.

PIANOS
PLAYER PIANOS, MUSIC
ROLLS, SHEET MUSIC, AND
SMALL MUSICAL GOODS,
Gerhard-Heintzman Pianos.
Pianos to Rent.

BAYVIEW HOTEL

OPENS SEPTEMBER 5.
More Homelike and Comfy
Than Ever.

FRESH, AIRY ROOMS
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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 prose-
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parties manufacturing or
making same.

Now is your chance to get the
best in Hot Water Heating Appli-
ances—
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-
gorousely prosecute any infringements.

HARRY HANSON
Phone 489 P. O. Box 395

FOR TAXI

Phone 99

Stand - Hotel Rupert

GREAT FILM CLASSIC AT WESTHOLME THEATRE

"America's Little Sweetheart," Mary Pickford, will appear at the Westholme tonight and tomorrow in her splendid triumph "Fanchon the Cricket," the latest five-reel production of the Famous Players' Company. As Fanchon, "Little Mary" portrays the famed role of the lonely, uncouth girl of the woods, who rises above the animosity and cruelty of the villagers who persecute, until she reaches the greatest heights that woman can attain—devotion to her lover and her supreme sacrifice for his life and happiness. There are not many dramas which present such attractive qualities as "Fanchon."

The cast includes Lottie and Jack Pickford, brother and sister of the famous Mary, Jack Standing, Russell Bassett, Gertrude Normand and Richard Lee. "A Safe Investment," featuring Billy Reeves, the popular English comedian, completes a high-grade program. There will be a matinee each day at 2:30 p. m.

ENTERPRISE

H. S. Wallace is showing commendable enterprise in these dull times in going to considerable expense in fitting up a handsome electric sign at the corner of Third Avenue and Fourth Street. It will aid materially in brightening up a part of Third Avenue, which has been comparatively dull after nightfall.

THE WEATHER

By F. W. Dowling.
Barometer..... 29.935
Maximum temperature..... 55
Minimum temperature..... 46

HOUSE BARGAIN.

You can buy a nice two-room house very cheap, also some lumber at \$5.00 per M. at the Ocean Falls office, cor. First and Mc-Bride St., if you come before the other fellow gets it. Phone 25.

CIVIC HOLIDAYS

At the request of the N. B. C. Agricultural and Industrial Association the council has been pleased to declare the afternoons of the 22nd and 24th September Civic half-holidays, of which all persons are requested to take notice and govern themselves accordingly.
ERNEST A. WOODS, Clerk.

FOR RENT

THREE ROOM HOUSE
SECTION SIX

\$10.00

—APPLY—

PATTULLO & RADFORD
2ND AVE

AUTO DELIVERY

EXPRESS AND BAGGAGE

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WE PAY HIGHEST PRICES FOR RAW FURS
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Land Surveyor
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P. O. Box 10 Phone 85
Fourth Street

BYLAW NUMBER 261.

A BYLAW TO SHORTEN THE HOURS UPON WHICH THE VARIOUS RETAIL BUSINESSES HEREINAFTER MENTIONED MAY BE CARRIED ON.

Whereas a petition has been presented to the Municipal Council of the City of Prince Rupert asking that this bylaw be passed, said petition being delivered to the City Clerk on the 26th August, 1915.

AND WHEREAS it has been proved to the satisfaction of the City Council that the said petition was signed by not less than three-fourths in number of the occupiers of shops in the City of Prince Rupert in which the aftermentioned retail businesses are carried on, and also that the petitioners number in each class of business not less than three-fourths of the persons carrying on each such class.

AND WHEREAS the classes of shops referred to in said petition are:—Clothing, Butchers, Electricians, Grocers, Hardware, Furniture, Stationers, Paints Shops, Milliner, Bazaar and Fruit Stores.

NOW THEREFORE THE MUNICIPAL COUNCIL OF THE CITY OF PRINCE RUPTER ENACTS AS FOLLOWS:—

1. After the coming into force of this bylaw all shops in which any of the classes of business hereinbefore mentioned are carried on, shall be closed at the following time, namely:

On ordinary week days, namely, Monday, Tuesday, Wednesday, Thursday and Friday.... 6:30 o'clock p. m.

Saturdays.... Remain open as long as desired.

Days prior to Public Holidays, same as Saturdays.

Ten (10) days prior to Christmas Day, same as Saturdays.

2. Any person breaking this bylaw by keeping his shop open after the hour allowed by this bylaw shall be liable to a fine of not more than Twenty-five Dollars (\$25.00) for each day, and in default of payment of such fine to imprisonment not exceeding thirty (30) days.

3. This bylaw shall come into force on the first day of October, A. D. 1915, and before that date the bylaw shall be published by inserting the same in one newspaper published in the City of Prince Rupert, for one day.

PASSED THE MUNICIPAL COUNCIL OF THE CORPORATION OF THE CITY OF PRINCE RUPTER THE THIRTEENTH DAY OF SEPTEMBER, A. D. 1915.

Reconsidered and finally adopted by the said Council this 20th day of September, 1915.

S. M. NEWTON, Mayor.
ERNEST A. WOODS, Clerk.

Read 1st time September 7th, 1915.
Read 2nd time September 13th, 1915.
I hereby certify this to be a true copy of the original bylaw.
ERNEST A. WOODS, Clerk.

BEST QUALITY DOMESTIC LUMP

COAL

\$9.50 per Ton — Cash on Delivery

Money Back If Not Satisfactory

UNION TRANSFER CO.
333 2nd Ave. Phone 36



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 contemplate entering the Service. The following is a list of pertinent 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 40 cents field allowance. Besides this you will be clothed, equipped and subsisted by the Government.

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 comfortably 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 comfortably until the children are old enough to look after themselves. The widowed mother of a single man, if the son be her sole support, is treated in the same way as a wife.



A. B. SMITH has a dry goods store in a certain Canadian city.

He does a good business, but wants to do more. He believes that Advertising in his local newspaper is the way to get more business. So he advertises—every now and then.

This is where our friend Smith is wrong—in advertising every now and then. He should advertise regularly—as frequently as his local newspaper is published.

Smith says he wants to advertise regularly, but he can't always find the time to prepare advertisements, which is true, for he is his own buyer, sales-manager, director of store service, credit man and half-a-dozen other things.

What Smith should do is this: If he is located in one of the smaller cities, in which there are no advertising agencies giving a local copy service, and he has no one among his own staff qualified by instinct or experience to write the daily announcements, he should go to the publisher of the newspaper in which he means to advertise, requesting his help. In nine cases out of ten, the publisher, through his advertising manager, will be only too glad to give Smith the assistance desired.

If Smith is located in one of the larger cities he should secure the services of a recognized advertising agency which will take over the work of preparing his advertisements.

In this way Smith can be sure of having his advertisements prepared regularly and intelligently, with no more trouble to him than the supplying of the information required by the writer of the advertisements.

So Smith can do more business, and more business means a larger income for himself, to say nothing of other gains that go hand in hand with the doing of bigger business.

**This man Smith---do you know him?
Are YOU Smith?**

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, Lumsden Building, Toronto.