GREY'S III TIMATIIM

CZAR FERDINAND

NEUTRAL--GREECE JOINS ALLIES--ROUMANIA WILL FOLLOW

BRITAIN'S ULTIMATUM TO BULGARIA IS EFFECTIVE

SIR EDWARD GREY SENDS WARNING-CZAR FERDINAND DOES NOT WANT WAR-GREET JOINS THE ALLIES AND ROUMANIA WILL OBEY THE POPULAR DEMAND-SHIP MINED

(Special to The Dally News.)

ing ultimatum sent by Sir Ed- do likewise. ward Grey to Bulgaria, has had prepared to give our friends in \$30,000,000. our power, in a manner that 600,000 men in the field. would be most welcome to them, in concert with our allies, with-

that he no longer wants war.

Greece and Roumania.

lies. There is a popular demand the train. London, Sept. 30 .- The follow- in Bukarest, that Roumania shall

Greek War Loan.

a most wholesome effect on the Athens, Sept. 30 .- The Greek Balkans: "If Bulgarian mobiliza- chamber of deputies ratified the tion should result in Bulgaria as- action of the government in callsuming an aggressive attitude on ing for a general mobilization. the side of our enemies, we are and authorized a war loan of posal, the commissioners were

American Ship Mined.

Washington, Sept. 30.—The the dock. out reserve and without qualifica- American sailing ship Vincent has been blown up by a mine off ANOTHER STALWART Czar Ferdinand has intimated Cape Orloff, in the White Sea. The ship is a total loss, but the crew was saved. Three men who Greece today announced that were injured were taken to hosshe will take the side of the Al- pital at Archangel.

ALLIED AIRMEN BOMBARD BRUGES

Amsterdam, Sept. 29.—Airmen of the entente allies have again picion here that bombs from the aircraft struck the gas works.

A message received later from Bruges confirmed the belief that the gas works had been struck by the bombs of the allied airmen. A SPLENDID FEATURE AT The whole city has been thrown! into darkness, the dispatch said.

PRINCE RUPERT ARRIVES

Prince Rupert this morning.

THE WEATHER

By F. W. Dowling. For 24 hours ending 5 a. m. September 30th.

Barometer 29.970



Majestic Theatre.

TERRIFIC GALES DO MUCH DAMAGE IN SOUTH the old country.

(Special to The Dally News.)

at Sluis (in Zealand, on the Bel- leans and the lower Mississippi. gian frontier), which is supplied All communication has been deof property. The gale attained time in making tracks. a velocity of 130 miles an hour.

THE WESTHOLME THEATRE

The Famous Players' five-act production, "When We Were Twenty-one," at the Westholme The following were amongst tonight is a most enjoyable the first-class passengers on the drama. William Elliott, as "The Imp," is great, while Marie Em-A. Johnson, J. M. D. Brien, J. press, as the notorious "Firefly," Warner, S. D. Ross, N. Campbell, plays the part of an alluring ad-Commede Yonemina, Lt. Uonai, venturess to perfection. The piece Lt. Uayila, Naval Com. Hashi- is played by an exceptionally guihe, D. N. Carson, Mrs. S. W. strong company, and there is not Hardee, Mrs. L. M. M. Gandless, a dull moment from start to M. J. Welch, Mr. Craddock, W. E. finish. "The Imp" gets into no Fisher, D. D. Smith, F. T. Donel- end of scrapes, each one more ly, A. J. Knott, Mrs. J. C. Slater, costly than its predecessor, but girls, sou' westers, to match-Mr. and Mrs. A. R. Rigg, R. Levin, his guardian, Dick Carew, foots Wallace's. T. Stevenson, Miss Miller, Mr. and the bills, with the assistance of Fennell, Col. A. E. Labelle, Mr. T. realizes the different kinds of a construction and expansion of urged to attend. fool he has been, and everything the lead and wood of which it is winds up happily for all con- constructed.

RED CROSS HOME COOKING

cerned.

week, from 1 o'clock to 6, the Red * the last date on which Maximum temperature52 Cross Society will hold a sale of * you can register as a Minimum temperature 50 home cooking in the office of ex- * voter. Do it now! Alderman McClymont, Third Ave. **** ** ** *** Mrs. Bazett-Jones and Mrs. R. E. Walker will be in charge. AH ladies in the city are requested to assist by sending in home cooking. Raffles as usual will be a feature. Remember now is the time the Red Cross will be taxed Follow the crowd to Self's to its utmost to take care of our Cafe. There is a reason. Next wounded soldiers. Everybody is 102th requested to lend a hand.

MONTREAL HARBOR COMMISSIONERS HERE

Commission, arrived from the

Los Angeles, and took in the Panama Exposition on the way north. In the short time at their disable to make a short trip around drydock. They were greatly impressed with both the harbor and

OFFERS HIS SERVICES

There was a tartan and heather! mixture touch in the air around the depot this morning when Ben

one of the Prince Rupert contin- able for its wonderful photog-Galveston, Sept. 30 .- Torren- gents, but was turned down on raphy, the interior cave scenes den cessation of the flow of gas tial gales have visited New Or- account of defective hearing. His being particularly fine. The

YESTERDAY'S BASEBALL

National League.

Brooklyn, 2; New York, 1. Cincinnati, 4; Chicago, 5. Philadelphia, 5; Boston, 0.

American League.

Chicago, 13; Cleveland, 3. St. Louis, 2; Detroit, 3. Philadelphia, 2-5; Washington,

Coast League.

Salt Lake, 8; San Francisco, 3. Oakland, 3; Portland, 1. Los Angeles, 4; Vernon, 7.

Slicker rain coats for boys and

REGISTER

MUSIC

CHARLES BALAGNO (Planist at Westholme) TEACHER OF PIANOFORTE Former pupil of F. G. Strong.

LIEUT. A. G. FORSTER FOR 54TH BATTALION

W. Ross, president, and M. P. Lieutenant A. G. Forster left Fennell, T. Pauze and Colonel for Vancouver this morning, en Labelle, of the Montreal Harbor route for Vernon, where he will take up his commission in the 54th Battalion. Mr. Forster is south on the Prince Rupert this one of Prince Rupert's most highmorning, and left for the east on ly respected old timers, having been manager for C. B. Schrieber They were on their way home & Company since the very early from a convention of American days of the city. The hearty good letin, 3. p. m.) The French forces the re-taking of Lille. The Allies Harbor Boards held recently at wishes of his many old friends today penetrated the second line hold high ground, the British bewill go with him.

Lieut. Forster will be in the same fantry carried the German German positions. Webster and Major F. T. Lucas. the Balkans all the support in Serbia is reported to have the harbor, paying a visit to the By the way, it may not be genercently received his majority. News of the rapid promotion of this most popular young Rupertonian will be received with a great amount of pleasure.

PATHE ATTRACTIONS AT THE MAJESTIC THEATRE

"In the Mesh of the Net," a of Lens, which is nine miles Society. Redfern took a hilarious farewell Pathe three-act feature, is the of his friends, on his leaving for special attraction at the Majestic DRYDOCK DESIGNER tonight. It is a story of the U. Ben tried hard to get away with S. secret service, and is remark-

> prisoners, who look extremely the next few days. happy, and a splendid picture of There is just a possibility that at the front with shudders. fun for everybody.

There is another splendid program for Friday and Saturday.

ST. JOHN AMBULANCE

228-9. port, election of officers for en- bone in his left arm, which had suing year, formation of new not set properly, but which had PACIFIC HALIBUT Mrs. Wright, Mr. Howden, J his staunch old friends ,and, The spire of an old church in classes. All ladies and gentle- regained its normal freedom and Kinnear, E. Sinde, F. Thourst, T. finally, when the "Firefly" drops England has been twisted into an men interested in first aid to the power. Anderson, Mr. W. Ross, M. P. "The Imp" like a soiled glove, he almost spiral form by the unequal injured and home nursing are After the fifteenth attempt to By indpt. schooners at Seattle. . 1,379,000 By company vessels at Seattle. . 635,000

On Friday afternoon of this * Monday, October 4th, is * PATRIOTIC DANCE

Under the Auspices of the Chapter Hill 60 of the 1. O. D. E. -AT-

ST. ANDREW'S HALL FRIDAY, OCTOBER 8, 1915. At 9 p. m.

Proceeds to be donated to the Red Cross Society of Prince Rupert.

TICKETS \$1.00 EACH

FRENCH PENETRATE SECOND LINE OF GERMAN DEFENCES

TRENCHES CARRIED AFTER TERRIFIC BOMBARDMENT- ALL GAINS ARE CONSOLIDATED-KAISER COMMANDS IN PERSON - GREAT STRUGGLE FOR LENS, THE KEY TO LILLE

(Special to The Dally News.)

of German defences in the Cham- ing on Hill 70 and the French It is interesting to know that pagne district. The French in- on Hill 140, both dominating the the German defences. The French offensive. are consolidating all gains made.

Kaiser Commands.

fensive.

Struggle for Lens.

western front is for the capture address in aid of the Red Cross

northeast of Arras. The capture Paris, Sept. 30 .- (Official bul- of Lens with its railroads means

regiment with Major Bullock- trenches by storm after a terrific There is a general belief in bombardment by 500 heavy guns, England that these attacks are which had partially demolished only the prelude to a much vaster

Zeppelins Hovering.

A Zeppelin attack is expected, Kaiser Wilhelm is personally following the news that six of in command of the German de- these craft have been sighted over Aerschot, flying west.

London, Sept. 30 .- The great | Canon Rix left for Terrace this struggle of the moment on the morning, where he will deliver an

ARRIVED LAST NIGHT

designer of the drydock, arrived ent says:- "There is a fearful sister in Scotland notified him picture depicts the plans laid for last night, accompanied by Frank bringing back of German woundthat, being an ex-naval man, he the capture of a notorious con- Tracy, to conduct the official ed. The trains bring them to would have little difficulty in get- traband runner, and the success- testing of the structure. Mr. Fey, them to villages close behind the from Bruges, leads to the sus- molished and scores are dead, ting into some branch of the ser- ful carrying of them out, in which representing the steel corpora- lines. Courtemark has all its while there is considerable loss vice over there, and Ben lost no there are some exciting episodes. tion, and Mr. Poole, of Portland, available buildings filled, and The Pathe Gazette shows some Ore., representing the steel con- more are constantly arriving in very fine military views, including tractors, are also here for the wagons, lying on straw which has one of a ship-load of German test, which will take place within been hastily improvised into beds.

> a flotilla of British destroyers. the dock may be quite busy this "Great events are everywhere The comic side of the program is winter. Four Japanese gentlemen, expected." also good, "Whiffles' Alibi" and who arrived on the Prince Rupert "Vanishing Cinderella" providing this morning, will probably be interested spectators at the trial.

RECRUIT REJECTED

The annual general meeting of After giving up his work as a through the crowd carrying part The St. John Ambulance Associa- motor car mechanic Abraham of the lunch. Captain Mackenzie tion will be held in the Board of Tuckman, of London, was reject- had to do some skilfull maneuvr-Trade rooms on 2nd Ave., Wed- ed fifteen times by the recruiting ing in turning the ship's bow in nesday, the 29th inst., at 8 p. m. officers in Great Britain. He was to the wharf to take the belated Business:—To receive annual re- rejected on account of a broken arrivals on board.

two brothers killed at the front, Arrivals at Prince Rupert, B. C ... 1,793,500 Ladies' rain coats, \$4.90-Wal- Tuckman stowed away in a ves- Arrivals at Steveston, B. C.... 354,000 228-9. sel sailing for Seattle through the Arrivals at Oregon ports...... 30,000 ing a German spy when he was discovered, he proved his identity | We are given one week longer and was signed on as one of the to sell the ladies' sample suits crew, but deserted when the boat sent us by the manufacturers. reached Seattle.

consul arranged for his release lace's. and sent him to Victoria, B. C., the nearest British port, where he | again presented himself to the LONDONCAFE recruiting officers, pronounced medically fit, and joined a Canadian battalion .- Daily Mail.

Boys' slicker rain coats in the | Hart Blk.

SPEAK OF EVENTS AT THE FRONT WITH SHUDDERS

Amsterdam, Sept. 29.— The W. T. Donnelly, of New York, Telegraaf's Roulers' correspond-The soldiers speak of the events

JUST MADE IT

Two lovely Skeena river salmon just made the boat this morning by a nose. The Prince Rupert FIFTEEN TIMES had drawn away from the wharf, when someone came r ushing

RETURNS FOR AUGUST

Arrivals at Vancouver, B. C.... 1,099,000

-Pacific Fisherman.

They are the smartest and best He was arrested, but the British values we have ever shown. Wal-

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DAILY EDITION

Thursday, Sept. 30, 1915.

THE CAUCASUS

The term "Caucasus" is the name of a chain of mountains extending from the Black Sea to the Caspean; it is also loosely used to connote a large area of country traversed by the mountain chain. In a general way the Caucasus range has long served as a boundary between Turkey in Asia and Russia in Europe, but during the present war the latter has been able to hold Turkey to her own side of the mountains and make some progress in pressing her armies back toward Mesopotamia on the east and Asia Minor on the west. In the former direction the Russians have been moving toward, the British forces advancing from, the Persian Gulf. In the latter they are likely before long to be found meeting the approaching forces of Italy and Greece.

At the close of the first year of the war the Czar of Russia announced his intention to take upon himself the active work of the office of commander-inchief, which he holds as Emperor. The Grand Duke Nicholas, his near relative, who had been in control of the army in Poland, was transferred to a like position in the Caucasus region, with the added dignity and influence of governor. Whatever the chief motive of this change may have been, it is not hard to foresee some of

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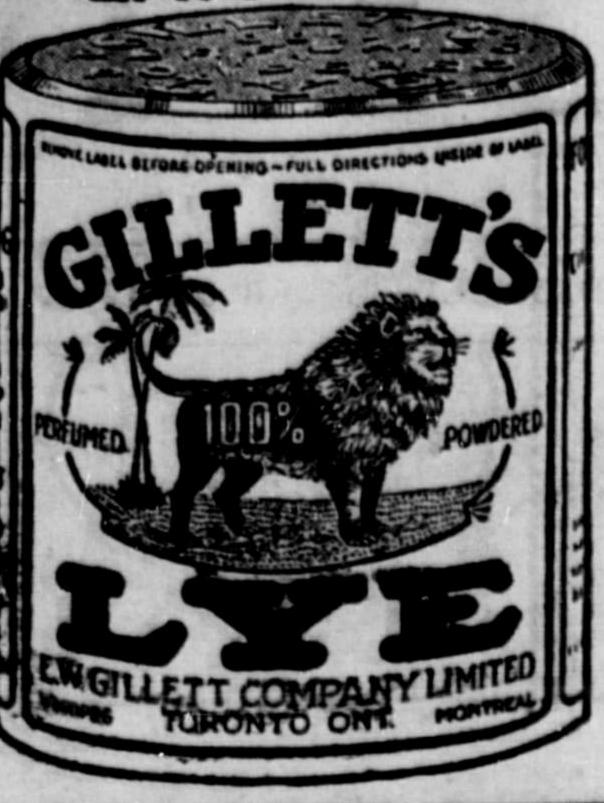
WHITE

its effects. The Grand Duke is a consummate strategist, a forceful personality, a tireless | CAGULETT COMPANY LIMITED | ganizer. To him is due the credit of re-developing the military system of Russia, which had gone to pieces during the Russo-Japanese war, and which has since proved a formidable obstacle to the eastward progress of the German and Austrian armies. If there is important work to be done in the Caucasus he is able and willing to do it.

It is not hard to understand the importance of the Grand Duke's new command. The capture of Constantinople has proved a difficult enterprise by way of the Dardanelles, but in view of recent events the plan of campaign so far maintained is not likely to be abandoned. Constantinople is the military objective of the British and French, but if and when it is taken it will become the property of Russia. The latter, from lack of a sufficiently powerful fleet, cannot do much at the Black Sea end of the Straits, but she can create an effective GERMAN BATTLESHIPS ARE diversion in the region of the Caucasus, and to do this is the task entrusted to the Grand transport. The Russian fleet the eastern Baltic. can no doubt render him use-

ALL DEALERS 10¢





ful aid, and so can the British forces in Mesopotamia, not to mention any enterprise that

Bay is a Canadian sea. To ac- inspector. complish this it is absolutely necessary that Russia should | HARD NUT TO CRACK own a strip of territory of adequate width, extending from the Caucasus to the Troad, and commanding the navigable military correspondent says:channel made up of the Bosphorus, the Sea of Marmora, Globe.

towed into Kiel with a huge hole no natural line of defense, in 2nd Avenue, near McBride Street in her hull."

piness. The trouble due to indi-gestion and biliousness, is removed quickly, certainly and safely by

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MRS. HAROLD J. TENANT

Wife of the parliamentary un-Italy or Greece may attempt in der secretary for war, one of the western Asia Minor as a specu- two women members of a new lative investment in view of the committee named by Lloyd George coming international settle- to advise on questions of industrial fatigue, hours of labor, etc., When this war is over the in munition factories. Mrs. Ten-Black Sea will be a Russian ant has been prominent in induslake, as completely as Hudson trial work formerly as factory

SAYS LONDON TIMES

London, Sept. 29 .- The Times!

"The latest semi-official notice which the press received of the and the Dardanelles. The com- strength of the Germans in the passing of this achievement west placed their numbers at 1,will be the chief fame of his 800,000 men or thereabouts. Most 2 cousin and namesake; Nicholas of the German cavalry is in the the Grand Duke. - Toronto east, but there is an inordinately large proportion of heavy and machine guns in the west.

"We have a hard nut to crack, 2 DRIVEN BACK INTO KIEL now that we have passed to the offensive. The ground in front of Paris, Sept. 29 .- A Petrograd us is honeycombed with trenches. Duke. In order to perform it special t othe Temps says: "Rus- The Germans have all the best of he must have a powerful army, sian and British-submarines have the ground. The masses of Gerwell equipped not merely with driven all the German battleships man troops which came into munitions, but with means of and cruisers back into Kiel from Flanders in the autumn of 1914 are still for the greater part on "The Moltke, which was tor- our front. We have no Aisne or pedoed several weeks ago, was Argonne, or Reuthe, or Vosgesshort-to lighten our task. The Scheldt and Meuse in our front! are all fortified by the enemy."

> Japan plans to dredge a 35- THE DAILY NEWS foot channel, 17 1-2 miles long and 3,600 feet wide, through the historic Straits of Shimonoseki the work requiring ten years.

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PRINCE RUPERT, B. C.

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'Fruit-a-tives' is made from fruit juices. 50c. a box, 6 for \$2.50, trial size 25c. by Fruit-a-tives Limited, Ottawa.

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THE DAILY NEWS



HERO MET DEATH

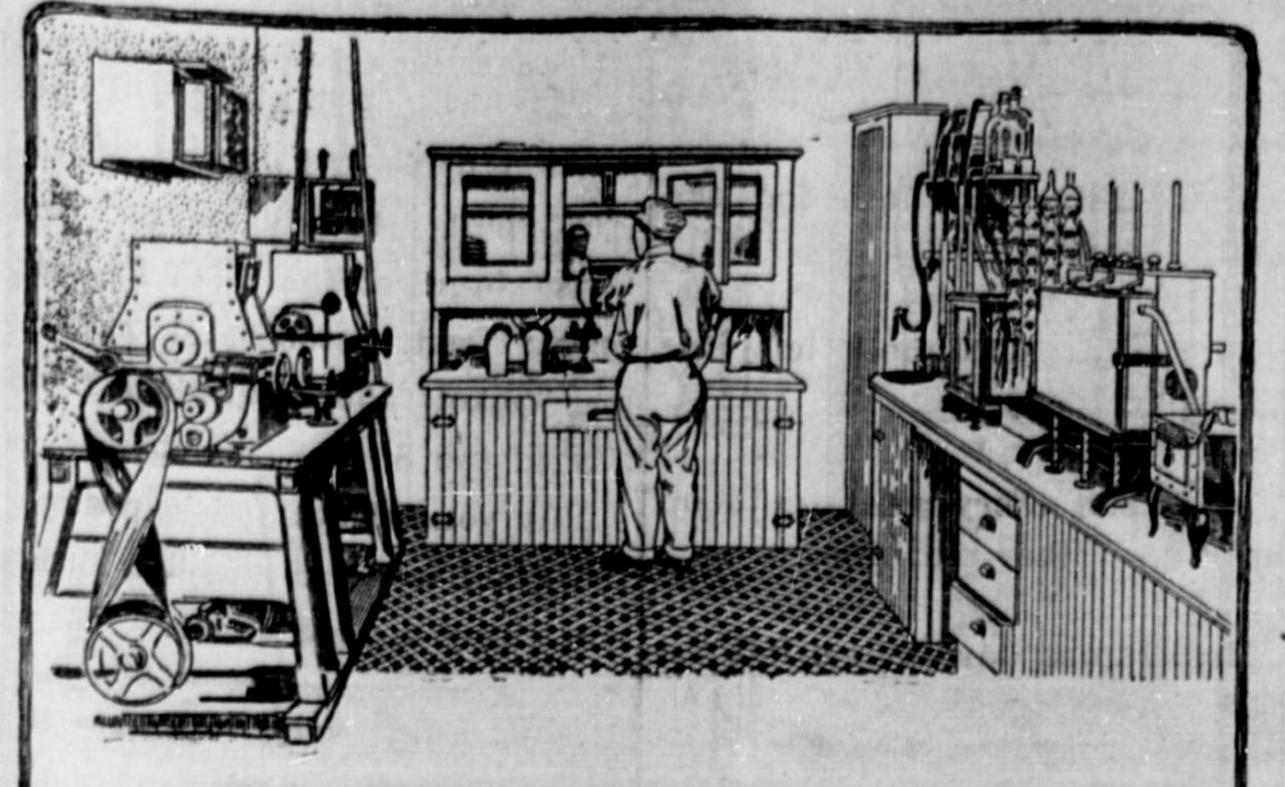
The following is an account of how the daring Pegoud met his Prominent Merchant Restored death, taken from the London Daily Mail:

The news of the death of Pegoud, the world's champion upand this left me unable to walk or help | side-down flyer, has been received myself and the Constipation was in Paris with expressions of the

Pegoud was at Belfort aviation camp on Tuesday morning last until all the palsy left me. I am now week. He had been flying on reconnaissance since dawn and was Fruitjuice is nature's own remedy and going off duty at ten o'clock when the news was telephoned that a At dealers or sent on receipt of price | German Aviatik was in sight making for the town.

He mounted his machine at once and set out with his usual con-Tuesday, fidence alone to face the foe. The two machines came within fighting distance very quickly almost over the fortress of Belfort. The German was a large and heavy Aviatik, Pegoud's a swift Monococque. With lightning-like rapidity the two craft circled round one another seeking the advan- fore Pegoud was ready to fire had personnels tage of position.

soldiers in the trench beneath had ing skilfully, banked sharply on] the fullest view of the fight. The his left wing, thus giving the man firing could be distinctly heard, at the machine gun a clear aim. though the machines were fully Once more the rattle of firing 3,000 feet high. Pegoud was the broke out. This time the onfirst to get to work, and having lookers were horrified to see Peemptied his cartridge belt without goud's machine suddenly quiver effect he retired, making a grace- and sway uneasily. Then it came | ful half turn so as to gain dis- hurtling to the ground, sliding on tance and time to reload his ma- one wing like a withered leaf from chine gun. The Aviatik, however, a tree. It smashed to pieces on seized the opportunity, and be- the ground.



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Here's where we test the choicest samples of Canada's six million acre wheat crop. We grind them into flour in the little mill you see on the left of the picture. Then comes the supreme test--bread-baking. If the bread is perfect in every way we pronounce the wheat Al and the flour-ROYAL STANDARD.

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gained the higher position. The night was unclouded; the The German pilot, manoeuvr-

> The French soldiers rushed to the spot, well within the French lines. Pegoud was dead, but bore no traces of the terrible fall. A surgeon said he had met an instantaneous death in the air with a bullet from the German machine gun, which had severed the great artery from the heart.



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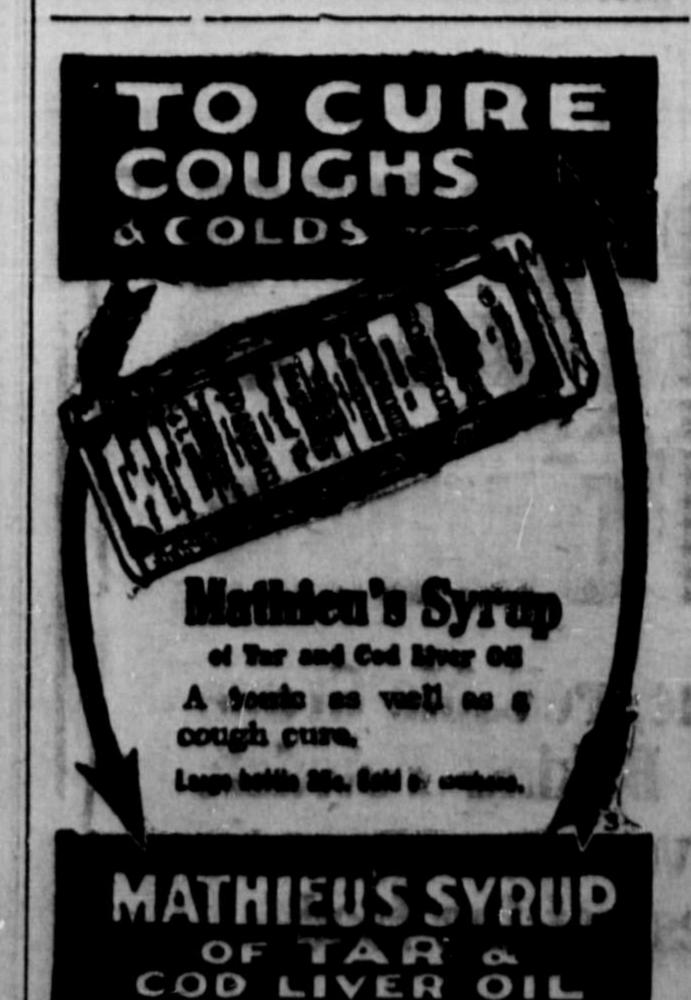
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ing to a selection from our immense stocks.

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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.

CREAM BAKING POWDER

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

Free Samples mailed on engulry. Address : "SALADA," Toronto.

House For Rent

Section Six \$1.00

T. D. PATTULLO 2nd Avenue

who met them at Edmonton.

FOR TAXI

Phone 99

Stand - Hotel Rupert

AND

FINEST FROZEN HERRING

\$25.00 per ton.

For Sale by

KINCOLITH PACKIIG CO.

LIMITED

MILL BAY. B. C.

For further particulars

apply to

THOR JOHNSON

Central Hotel.

On Second Avenue.

PIANOS

PLAYER PIANOS, MUSIC

ROLLS, SHEET MUSIC, AND

SMALL MUSICAL GOODS.

Gerhard-Heintzman Pianos.

Pianos to Rent.

Store

"The Daily News" CLASSIFIED ADS.

LOST

LOST-A small change purse, 5th Avenue near Catholic Club, containing sum of money and two Yale keys. Finder please return to 827 Summit Avenue and re-

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Provincial and Dominion Land Surveyor Surveying and Engineering

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Sheet Metal Work!

Now is the time to have your roofs repaired, evetroughs 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 apprentice at the Sheet Metal and Heating business, in a regular 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 Cantractors and others Free

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 infringing Stove Coll lay themselves open to prosecution equally with the

parties manufacturing or

making same. low is your chance to get the in Hot Water Heating Appli-

Oell Connected \$20.00 Coll minus Connections . . \$15.00 Your Money Back If It Dont Sult. As I own and control the above, no one can put same in. Shall vigorously prosecute any infringements.

HARRY HANSON P. O. Box 395 Phone 489

Local News Notes

H. G. Helgerson left for the south today.

Winnipeg today.

M. P. McCaffery went south on the Rupert this morning.

Mrs. James Carmichael left for Hazelton on today's train.

Vancouver on the Prince Rupert. Wallace's. J. H. Todd, of the G. T. P. Staff,

left for Vancouver this morning. New lot of pretty china cups 3 and saucers 25c each—Wallace's.

Officer Bailey, of the city police, left for the south with an insane man this morning.

Miss Phelan, sister of Mrs. W. D. Tippens, left for Vancouver on | the Prince Rupert.

John Manson, provincial road superintendent, left for the in-Mrs: C. H. Orme and little boy terior on today's train. returned last night from an ex-

tended visit to London, Ont. They Chief Minty, of the Provincial were accompanied by Mr. Orme, police, left for the south with an insane man this morning.

> Stewart J. Martin, of Hazelton, left for home this morning, after spending a few days in town.

Word was received in the city last evening that the threatened strike at Anyox has been averted.

Thirty-five Chinamen, returning from the Orient, passed through this morning for eastern |

Mr. McWha, the well known Atlin mining man, left for Victoria this morning to join a regiment for the front.

A. R. Rigg, M. P. P. of Winnipeg, passed through on his way east this morning, accompanied by Mrs. Rigg.

Mrs. Taylor, of Port Essington, who has been visiting her sister, Mrs. C. L. Munro, left for home this morning:

R. W. Hannington, inspector of legal offices, left for the south on the Rupert, after having inspected local legal offices.

The regular monthly meeting of the Board of Trade will be held in the Board of Trade rooms on Friday at 8 p. m.

M. H. Howitt, of the agricultural department, left for the interior this morning on business for his department.

Noel Ogilvie, who is in charge of the Geodetic Survey of this coast for the Dominion government, left this morning for the

A double ended locomotive in Tasmania carries the boiler and firebox on one set of wheels in the center and the cylinders and driving wheels under tenders at each end.

OPENS SEPTEMBER 5.

More Homelike and Comfy Than Ever.

FRESH, AIRY ROOMS DAINTY HOME COOKING

A pure, wholesome, reliable Grape Cream of Tartar Baking Powder. Improves the flavor and adds to the healthfulness of the food.

RED CROSS DANCE

The Sons of England will hold a whist drive and dance with refreshments, in aid of the Red Cross fund, at the K. of P. Hall, George A. McNicholl left for Friday next, October 1st, at 9 p. m. Tickets 50c, can be had from lany of the S. O. E. members.

Buy your ticket and help along the good work of the Red Cross and enjoy a good dance.

Something very Special-the W. E. Fisher returned from new raincoats for ladies, \$4.90-

MUSIC

Teacher of Violin and All Band Instruments A. PESCOTT 452 Eighth Ave. East Phone Green 327

BEST QUALITY DOMESTIC LUMP

COAL \$9.50 per Ton - Cash on

Delivery Money Back If Not Salisfactory

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Your King and Country Need You

WANTED FOR 82nd 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 he 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 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 childhen 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.

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 it the largest sale of any cough and cold remedy in Canada.

35c. large bottles, everywhere. J. L. MATHIEU CO., Prop., SHERBROOKE, P.Q.

I your cold is Sverich Muthieu's Norvine Powders, the wonderful headache cure, vil



THE PRICE OF HOMAGE

NCE when King Edward VII. paid a visit to Sheffield, all the fires in factories and plants were allowed to die out. Not a wheel in Sheffield turned for twentyfour hours. C. The primary object of this was to lift the pall of smoke that hovers over that wonderful steel-producing city, and to ensure, as far as man was able, a bright day and a blue sky for an auspicious occasion. U.It was Sheffield's expression of respect.

UT the action was unique—it was unprecedented—it was unthought of that those hundreds of mighty furnaces, raging night and day, and those seething boilers, with quivering valves, should ever be allowed to cool. a. This extinguishing of fires cost Sheffield hundreds of thousands of dollars—the price of the effort to get back again to high-power efficiency.

OME business men in Canada pay an unwitting homage, not to a king, but to a superstition—the superstition that hot weather justifies letting the fires of business energy go out. They stop Advertising in the Summer months. By paying homage to tradition, custom, superstition, they have allowed Summer to become their "dull" season. C.You know how dull it can be when you don't advertise. Do you know how brisk it can be made by Advertising? Do you realize how much momentum you now lose in the Summer that must be regained in the Fall?

YOUR ADVERTISING FIRES DIE LET OUT THIS SUMMER.

Advice regarding your advertising problems is available through any recognised Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 503 Lumsden Building, Toronto. Enquiry involves no obligation on your part so write if interested write, if interested.