

# THE DAILY NEWS

LEGISLATIVE LIBRARY  
OCT 21 1915  
VICTORIA, B.C.

VOL. VI. NO. 244

PRINCE RUPERT, B. C., MONDAY, OCTOBER 18, 1915.

PRICE FIVE CENTS

## FRENCH AND BRITISH DEFEAT BULGARIANS

### ALLIES ADVANCE INTO BULGARIA—MONTENEGRINS HAVE DEFEATED AUSTRIANS

#### PARKER WILLIAMS DESCRIBES THE REAL WILLIAM MANSON

OPPOSITION LEADER EXPOSES THE METHODS OF THE GANG—PUBLIC FUNDS FOR PARTY FRIENDS—HOW THE TREASURY HAS BEEN LOOTED—TORIES WILL BE SWEEPED FROM PROVINCE

The Parker Williams meeting in the Empress Theatre on Saturday night, under the auspices of the Trades and Labor Council, was a pronounced success. The audience was large; the speech by the member from Ladysmith was thoroughly enjoyed, and the collection defrayed expenses.

S. D. Macdonald, president of the council, was in the chair and in a brief speech introduced Parker Williams.

After complimenting the council on its strength, and the city on its splendid natural advantages, which he had no doubt some Conservatives would probably take credit for, he dwelt on the great natural resources of the province, and the prospect it has of developing a magnificent race. In speaking of the fact that we have a responsible form of government, he pointed out that though he held no brief for the Liberal party, it was his duty to condemn the Conservative party. He said "I notice that your member found it necessary to leave town this morning, but, if he thinks I have wronged him in anything I may say, I am prepared to meet him here on my return. Meantime, I suppose he has gone to form part of the retinue of Mr. Bowser, who, like an Indian Rajah, must be escorted back and forth. In Ladysmith, when a man appears to discuss my work, I make it a point to be there to hear him. However, Mr. Manson will have ample opportunity to reply on his return. Some of you may think that I am talking like a Liberal, but I assure you that, from any standpoint, in dealing with the affairs of British Columbia, the Conservative party must be condemned."

#### Grabbing.

In dealing with the timber re-

sources of the province, he said that a commission of three Conservatives had found that the timber-men, who, for political purposes, had organized an association, had in three years, taken up 140 billion feet of timber. British Columbia at present cuts one billion feet a year, so that they control enough timber to last British Columbia for 140 years.

The coal lands, in every district have been handled in the same way, and, in the Groundhog try alone 200,000 square miles have been taken up which, on the departmental reports, to last for thousands of years.

In dealing with lands, Mr. Williams produced a letter from one A. E. Deveaux, of Vancouver, offering for sale 449,120 acres of land all over the province. In this land grabbing business, members of the house are implicated, notably Mr. Eberts, the speaker; Mr. McKay, M. L. A. for Kaslo; Mr. Miller, M. L. A. for Grand Forks, and the firm of Bowser, Read & Wallbridge and many others. It is a scheme to introduce old country landlordism into B. C., and the irony of it is that Sir Richard McBride is an Irishman, and Ireland has suffered most from this curse in the past.

#### Finance.

In dealing with finance he described the people as shareholders in the province, and the 42 members as directors. He produced the public accounts for last year, covering an expenditure of \$16,000,000 as against \$3,000,000 in Alberta. He pointed out that no details were given, simply hay and oats \$15,000 and so on. He picked out items such as \$2,600 paid to Mr. Docherty for sundries, no details given. He said "Docherty aided in the Price Ellison cattle rustling, and such a man should not get away with \$2,600 without details."

There was one item for \$56 for shoe laces and another for \$100 for trades union fees for the attorney-general, and hosts of others.

#### Sunday Work.

"Now we come to Skeena," said Mr. Williams. "Have you ever heard of the Lord's Day Alliance? Do you allow Sunday labor? I find that R. O. Jennings, road superintendent, worked 365 days at \$6.00 per day last year, and besides had an expense account of \$1,044, here's luck to Mr. Jennings. There are 365 days, 5 hours and 49 minutes in a year, so that Mr. Jennings has still 5 hours coming yet."

He next dealt with the waste of \$40,000 by a labor commission, and \$42,000 by an agricultural commission, both of which had done nothing. The Indian commission came in for a scathing

#### FISHING BOAT LOLA BURNED OFF PORCHER

On Saturday, the fishing boat Lola was burned and sank off Porcher Island. Her crew, Messrs. Esty, Slaven and Alec MacLean, got away safely in their small boat, but lost all their gear and personal belongings, including about \$150 in cash.

Some distance away from the scene of the wreck, they were picked up by the mail boat and brought in to Prince Rupert.

#### STEAMER SCHEDULE CHANGES OCTOBER 28

The new steamer schedule of the G. T. P. comes into effect on Thursday, October 28th. The Prince George will lay up for an overhaul and the Prince John will resume.

Steamers will arrive on Thursdays at 9 a. m. and Sundays at 8 p. m. and will leave for the south on Saturdays at 9 a. m. and Mondays at 7 p. m.

It is not expected that there will be any change in the train service.

### ALLIES DEFEAT BULGARIANS AND CONTINUE TO ADVANCE

FRENCH AND BRITISH TAKE STRUMITZA—AUSTRIANS ARE DEFEATED BY MONTENEGRINS—BULGARIAN PREMIER OUTLINES GREEK POLICY—QUADRUPLE ENTENTE COMPACT

(Special to The Daily News.)

London, Oct. 18.—The Allied troops have been successful in their attack on Bulgaria. They have defeated the Bulgarian army and have occupied Strumitza, north of the Greek boundary and are continuing to advance into Bulgaria.

On the Drina-Grahova front the Austrian attacks against the Montenegrins have been completely repulsed with heavy loss. An Austrian aeroplane was brought down.

#### Greek Policy.

A Reuter report from diplomatic sources states that Von Mackensen has demanded reinforcements.

#### Entente Compact.

Rome, Oct. 18.—Representatives of the quadruple entente have entered into a compact to enter the Balkan arena.

indictment. For one year it cost \$80,000 and then some. It spent \$83 in "lemonade and coffee" on a 16-mile trip, besides running up big automobile bills, under the heading of "museums, etc." The travelling expenses for officers totalled \$116,000. Sir Richard spent \$5,400, "which, at 10 cents a mile, would take him two and a half times round the world. Suppose some barroom loafer raises a row in the party over a road foreman's job, Sir Richard has to go out to settle it, and you pay the cost."

He next scored Mr. Eberts, the speaker, who invented rules to retard discussion, and besides made all he could on the side, even to having Mrs. Eberts collect three months' salary coming to a "dependent" of a man Grant, who died, and \$75 given to "sundry indigent persons" during the year.

#### Hand-outs.

He next attacked the payment of \$75,000 to Sam Matson in the Songhees Reserve deal, and the

Roumania has ordered class 1916 reservists to the colors and is completing the mobilization of all her forces.

By royal decree eight classes of Greek auxiliaries have been disbanded. Premier Radoslavoff of Bulgaria is quoted in a Zurich despatch as saying that "Greece will not enter the war while the central powers are victorious, but will immediately attack Bulgaria when the Allies succeed in checking the Austro-German advance."

\$80,000 paid to Read and Alexander in the Kitsilano deal, the latter earned in less than 24 hours. R. F. Green, M. P. for the Kootenay, had McBride authorize the spending of \$2,362 to find out if a coal speculation he had made in the Peace River country was worth holding on to. Bowser's oyster beds was a repetition of the same story. "In fact, the resources of the province have been 'potlatched.'"

#### The Press.

Sam Matson is paid from \$30,000 to \$35,000 annually in "advertising," as boss of the party press. The opposition press had been squeezed out practically all over the province. People advertising land notices, etc., had been led to believe that they would be more "effective" if put in the Tory papers. Sam Matson received \$8,900 in five months in which he tried to freeze out the Times in Victoria, by running the Evening Post. Mr. Williams accused Sam Matson of furnishing the public with deliberately

#### TERRIFIC BOMBARDMENT BY GERMANS ON WESTERN FRONT

FRENCH COMPLETELY REPULSE THREE ATTACKS—BELGIAN ARTILLERY DOES DEADLY WORK—GERMAN DESTROYER CUT IN TWO—A FRENCH STEAMER SUBMARINED

(Special to The Daily News.)

Amsterdam, Oct. 18.—A terrific bombardment on the French and British lines is in progress, preparatory to another German attempt to force a way through west of Calais.

#### Germans Repulsed.

Paris, Oct. 18.—(Official) 3 p. m. French forces last night completely repulsed three German attacks northwest of Souchez and at Bois en Hache.

#### Belgian Success

La Panne, Belgium, Oct. 18.—Belgian troops repulsed two attacks on Saturday night. Many dead were found on the highway near Dixmuide and Ypres on Sunday. The Belgian artillery did

deadly execution, and the German losses were heavy in an attempt to break through the lines.

#### German Destroyer Sunk.

London, Oct. 18.—A German destroyer was cut in two by a German ferry, which left Trelleberg, in Sweden, at six o'clock on Friday with all lights out. Only six of the crew were saved.

#### French Steamer Sunk.

Paris, Oct. 18.—The French steamer Admiral Hamelian was torpedoed by a German submarine in the Mediterranean. The sub. bombarded the sinking ship with forty shells while the passengers and crew were taking to the boats. Seventy-one were killed.

#### ANOTHER SOLDIER RETURNS FROM FRONT

Edward Biddle, who left here with the first contingent, arrived from the south this morning, after spending two weeks in Vancouver. He has a German helmet and several other war relics, and has some interesting stories to tell of life in the trenches.

#### "THE DIAMOND FROM THE SKY" AT THE WESTHOLME

This is "Diamond from the Sky" night at the Westholme, and there is a good program besides. The title of this week's installment of the great serial is "For the Sake of a False Friend." "The Price of Silence" is a very fine two-act drama, featuring Alice Joyce and full of human interest. "Two Hearts that Beat as Ten" is just as funny as it sounds, while "The Repentance of Dr. Blinn" is a pleasing little drama. There is a big Paramount feature for Wednesday and Thursday, entitled "Snobs."

garbled reports of the proceedings in the house.

#### William Manson.

"With the opposition press squeezed out, government has developed into a burlesque and a farce. Do you imagine that the accumulated wisdom of the 42 members conducts the legislation of this province? It is all written down behind the locked doors in the offices of Bowser and McBride. You think that Manson has something to do with it, but he has even less to do with it than Place and myself. Important legislation is laid on the table. Bowser lays it there and dares any man to question it, and God help the man who tries. Your member adds nothing to the legislation of the province. A man is judged by the record he leaves in the annals of the house. William Manson has been there for eight or nine years and has nothing to show but his signature for his

(Continued on Page Two)

#### "THE BROKEN COIN" AT THE MAJESTIC THEATRE

"The Broken Coin" reaches its twelfth installment at the Majestic tonight, and there is certain to be the usual crowded house, no matter how the weather is. This famous serial has made a tremendous hit with Majestic patrons, and is just as interesting now as it was at the start. A splendid comedy program and a very fine Animated Weekly completes a very fine show.

"Foolish Mr. Dingle" is a most laughable farce and "At the Bingville Barbecue" is an extremely funny comedy. The management announces a great treat for Wednesday and Thursday in the famous Pathe masterpiece, "The Tip Off."

#### PATRIOTIC CONCERT

A patriotic concert will be given under the auspices of the I. O. D. E. on Trafalgar Day, Thursday, October 21st. Proceeds to go to the Red Cross fund. Details will be given later.

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DAILY EDITION  Monday, Oct. 18, 1915

**THE WAR**

During the last two weeks the war situation has undergone a complete change, and the eyes of the civilized world are once more turned upon the Baltic States. It is not unlikely that, after over a year of desperate work in France and Flanders; in Galicia, Poland and Russia, the titanic struggle will be settled in the war-scarred little states which lie between Turkey and Austria.

The Kaiser must have welcomed the change of venue, as it will have turned the attention of his people from the defeats in the west and the retreat before the Russians in the east. The assistance of Bulgaria must have renewed the hopes of the Prussian war lords, as there is no doubt that Berlin expects to be able to flood Turkey with an ample supply of ammunition just so soon as the Bulgarians get control of the railroads.

In spite of allied reinforcements, sent in over the Nish-Saloniki railroad, Serbia is still in rather a precarious position as the attacking forces are much stronger than the gallant little army which is so bravely defending the frontier against the Austro-Germans. However, the counter move by the British and French troops against Sofia should relieve some of the pressure by fully occupying the Bulgarian army on the Serbian frontier, while the expected attack on Varna by a Russian army and fleet sent from Odessa will help still further to spread the forces of the central powers.

If the Allies are able to place enough men in the field, and there is no reason why they should not, the whole horrible business may be decided in the Balkans within the next few

months. Italy, Russia, France and Britain should be able, between them, to place at least a million additional troops in the new war zone during the next few weeks. The fate of Constantinople will be decided in Serbia and Bulgaria, and the Allies must see to it that Turkey is kept isolated so far as getting supplies is concerned.

The situation in France and the eastern front shows little change, but reports are all favorable to the Allies. It is evident that quite a number of British submarines have been able to pass the mine fields at the entrance to the Baltic, so that the band around Germany is being drawn still closer. If there is truth in the report that submarines have also entered the Bight of Heligoland, there is liable to be interesting naval developments soon, as there is little doubt that a large part of the German fleet of small cruisers and destroyers has sought shelter behind the island of Heligoland, while the German submarines, which have infested the North Sea and the Channel, have mostly been outfitted and supplied from a base somewhere in the bay. There have been no reports of big victories during the past week, but the general trend of affairs on all fronts has awakened a feeling of splendid optimism throughout the Empire.

**PARKER WILLIAMS DESCRIBES THE REAL WILLIAM MANSON**

(Continued From Page One.)

pay cheque and his photo in the group. In the records of the legislature there is nothing to show whether he is 'he, she, or it.'

He went on to describe how William Manson has just to sit



still and do as he is told. His work is over once he is elected; getting the nomination by any low-down way he can is all he has to worry about.

Mr. Williams said that, if he cared, he could go into details as to how this man Manson gets his nomination. He said "William Manson is a sanctimonious gentleman. His plan of campaign is to preside at a Methodist conference while his heelers are rustling support for him in the tenderloin and the bar-room, using the lowest possible means to attain their ends. A man is responsible for what he permits and Manson encourages all kinds of 'skulduggery' so long as it gets him back to Victoria."

He will vote for any old thing so long as the rest do, even to deciding that "labor is a commodity," just as vegetables, as he did on one occasion. In Manson's own words, his one excuse for being there is "to get the stuff." "A large vote for Skeena district is all he wants. He does not want this that the district may benefit, but that he may have the ground more secure under his feet. It is like an endless chain, or a snake with its tail in its mouth. What is done with the money voted? Does the genuine working man benefit? If he makes a noise like a Conservative he does. If he is a rancher away back miles from anywhere, and can control a few votes for the Conservatives he can get a trail made to his door. A man, with a wife and kiddies, struggling for bread and butter, dare not show a spark of independence or real manliness. The money is used to break the moral fibre of the men in the Skeena district. It is a crime that a single dollar comes in, to be used in any such way. A man with such a conception of public duty is unfit to exercise the franchise. However, when a bid is made to your cupidity, you can stand up and refuse to be bought. I have nothing to gain by fooling you or myself, therefore, you may take it as true when I tell you that the Conservative party will be swept from the province. Manson will tell you that it is necessary to send him back "to get the stuff." How much do you want? (A voice, \$350,000). Let me tell you there is small chance of your getting it."

Mr. Williams went on to deal with the question of appropriation in return for support, in which he scored the policy of the government most unmercifully, asking if that was their conception of duty to the province or any part of it. "If it takes a government supporter to get what is due to you, what is the quality of that government? If you get more than your due, at whose expense do you get it?" he asked. "If a government will punish a district for not sending back a representative of its own party, we have lost every shred of the liberty of representative government."

**Bankruptcy.**

He went on to show that the province is on the verge of bankruptcy, and that it is at present \$20,000,000 in the hole, and carries \$90,000,000 of railroad bond guarantees besides, and these will have to be met. He pointed out that outside capital had been scared away from the province by wildcatting, supported by the McBride government. He said that the capital must come from within and that men with a broad conception of things, prepared to advance along socialistic lines must be sent to Victoria. He placed the blame largely on the capitalist system and described the war as a godsend, as it had relieved the situation by absorbing many unemployed. He urged those who are opposed to socialism to study the question thoroughly, and described its ideal as "each for all, and all for each." He said: "Socialism is looked upon as something good enough for a lot of rough-necks, but God pity the country that has no rough-necks."

**Salvation Army.**

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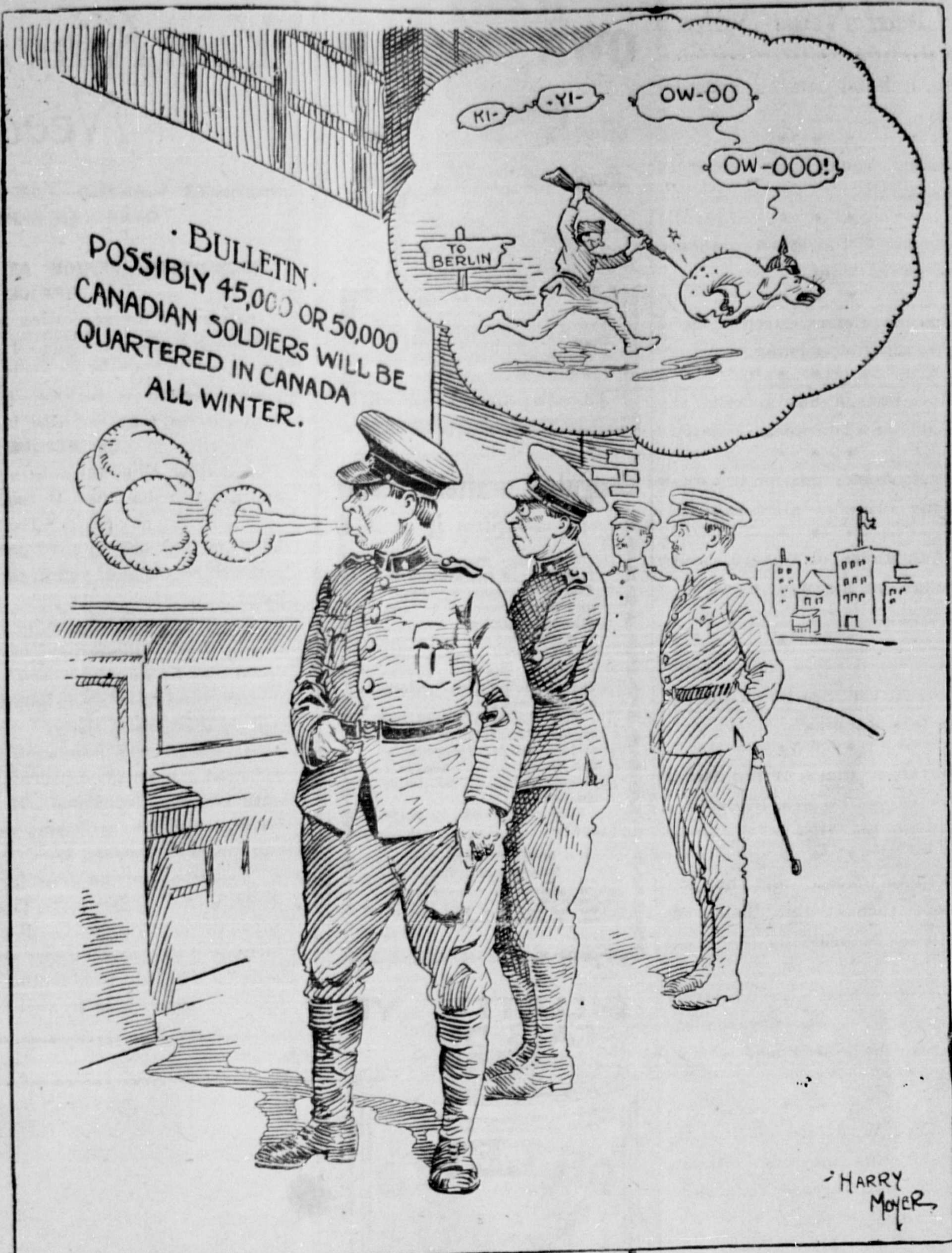
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Hart Block, 3rd Ave. and 5th St.

### A Real Lever Stimulation GOLD WATCH FREE.



A straightforward generous offer from an established firm. We are giving away watches to thousands of people all over the world as a huge advertisement. Now is your chance to obtain one. Write now, enclosing 35 cents for one of our fashionable Ladies' Long Guards, or Gent's Alberts, and carriage paid to wear with the watch, which will be given Free (these watches are guaranteed five years). Should you take advantage of our marvelous offer. We expect you to tell your friends about us and show them the beautiful watch. Don't think this offer too good to be true, but send 35 cents to-day and gain a Free Watch. You will be amazed—WILLIAM & LLOYD, Wholesale Jewellers (Dept. 149), 58, Cornwallis Road, London, E.C., England.

# Empress Jams

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., LTP.  
Vancouver, B. C.

# Empress Jams

. Read .

# 'THE DAILY NEWS'

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'

## The Housekeeper is Right

Sometimes a housekeeper requires a quick leavening agent, and finds she has no baking powder.

What does she do?

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.

# DR. PRICE'S CREAM BAKING POWDER

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

# 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.

# Sunlight Soap



cuts Monday's labor clean in half.

The Sunlight way is so easy—just note. First you soap the garment; then roll it up to soak. After a while you rinse it thoroughly and the dirt drops out like magic.

Why scrub, and rub, and wear and tear the clothes when the gentle strength of Sunlight Soap will do the work with never a hurt to fabric or hands.

Try it once—this Sunlight way.

At all grocers

## "The Daily News" CLASSIFIED ADS.

### FOR SALE

FOR SALE—Bakery, everything new, including oven; sacrifice. Apply Box 112, Daily News. 240-4.

FOR SALE—15 pairs extra Plymouth Rock Homer Pigeons, mated and squab producing, at a bargain; also Belgian Hares. Apply 925 Borden St. tf.

### WANTED.

WANTED—Young girl to care for two small children. Apply 217, 4th Ave., E. Apply Box 111, Daily News. tf.

WANTED—Cooking range, must be cheap. Apply Box 111, Daily News. tf.

DRESSMAKER—Capable of making suits and doing all kinds of sewing wants work, will go out by the day. Apply Box 114 Daily News. 242-7.

WANTED—Woman cook. Apply matron Prince Rupert General Hospital. tf.

### LOST

LOST—Cameo brooch. Lost between Second Avenue and Fourth Street and the postoffice. Return to Daily News. tf.

### FOUND.

Found—Fine Blue Persian Cat; call B. C. Undertakers. tf.

## Sheet Metal Work!

Now is the time to have your roofs repaired, eave-troughs 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 apprenticeship 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 Contractors 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 Coil lay themselves open to prosecution equally with the parties manufacturing or making same.

Now is your chance to get the best in Hot Water Heating Appliances—  
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 vigorously prosecute any infringements.

HARRY HANSON  
Phone 489 P. O. Box 395

ADVERTISE IN

THE DAILY NEWS

## Local News Notes

M. J. Hobin left for Smithers today.

Judge Young has returned from Atlin.

Charles J. Halsey has returned from Work Point.

Edward Lipsett arrived from the south this morning.

Mrs. Benson has gone to the interior on a two weeks' vacation.

F. H. Mobley left for the south on the Princess Alice Saturday.

D. D. Munro, of Terrace, passed through on his way home this morning.

Mrs. Fred Stork and Douglas returned from Seattle on the Rupert this morning.

Governor Black of the Yukon, accompanied by Mrs. Black, went south on the Alice.

William Sloan and his son passed through on their way south on Saturday.

N. Scheinman has returned from a trip along the Alaskan coast as far as the new town of Anchorage.

Parker Williams left for the interior this morning. He expects to visit Terrace, Vanderhoof and Prince George.

Mr. and Mrs. W. M. Law, formerly of Prince Rupert, arrived from the south this morning and left for Houston.

Kenneth Sheraton, a former resident of this city, arrived on the Rupert this morning and left for his old home in Nova Scotia.

The Washington, an American halibut schooner, made her first appearance here yesterday with 10,000 pounds. The Polaris also brought in 25,000 this morning.

Constable Adams has received an interesting letter from Billy Kirke, in which he describes an aeroplane battle. Billy also enclosed photos of himself and Joe Hutchings. They are both in kilts and look supremely happy.

### THE WEATHER

By F. W. Dowling.  
For 24 hours ending 5 a. m. October 18th.  
Barometer ..... 29.864  
Max. temperature ..... 41  
Min. temperature ..... 38  
Rainfall ..... .45

### FIRE ALARM SYSTEM

- CIRCUIT NO. 1.  
Box 12—5th St. and 3rd Ave.  
Box 13—6th St. and 3rd Ave.  
Box 14—8th St. and 3rd Ave.  
Box 15—Junction of 1st, 2nd and 3rd Aves.  
Box 16—1st Ave., between 8th and 9th Sts. (Knox Hotel.)  
Box 17—1st Ave. and 7th St. (Central Hotel.)
- CIRCUIT NO. 2.  
Box 22—3rd Ave. and 3rd St. (Post Office.)  
Box 23—3rd Ave. and McBride St.  
Box 24—1st Ave. and McBride St.  
Box 25—2nd Ave. and 3rd St.  
Box 26—2nd Ave. and 6th St.  
Box 27—G. T. P.
- CIRCUIT NO. 3.  
Box 31—5th Ave. and Fulton St.  
Box 32—Borden and Taylor Sts.  
Box 34—7th Ave. and Fulton St.  
Box 35—9th Ave. and Comox Ave.  
Box 37—8th Ave. and Dodge Pl.  
Box 38—5th Ave. and Thompson St.
- CIRCUIT NO. 4.  
Box 41—4th Ave. and Emmerson Pl.  
Box 42—5th Ave. and McBride St.  
Box 43—5th Ave. and Green St.  
Box 44—6th Ave. and Basil St.  
Box 45—7th Ave. and Alberta.  
Box 141—7th Ave. and Young St.

## 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. 4-1-13  
Albert Soaps Limited, Montreal.

## Coughing scatters germs—Stop it

Coughing increases the irritation of the already inflamed mucous membranes and is moreover apt to carry disease to others.  
Mathieu's Syrup of Tar and Cod Liver Oil promptly stops coughing, and soon, thanks to its tonic properties, effects a permanent cure.  
The wonderful popularity of Mathieu's Syrup of Tar and Cod Liver Oil is specially due to its great value as a permanent lung and bronchial healer.  
Sold everywhere, 35c large bottles.  
J. L. MATHIEU CO., Prop., Sherbrooke, P. Q.  
For Londoners use Mathieu's Eucalyptus Peppermint—these are useful also to clear the throat and soothe the inflamed mucous membrane. 25c a box of 12 bottles. 4-1-13

## GILLETT'S LYE EATS DIRT



## Tickets

to and from Norway, Sweden, Denmark, Finland, Italy and Russia.  
CHRISTMAS SAILINGS  
From New York November 10th  
November 27th  
December 11th.  
Have Your Berth Reserved at Once.  
For Rates, Illustrated Folders and General Information Apply to

DYHAVN & HANSON  
Insurance and Steamship Agency,  
Prince Rupert, B. C.



The Case of A.B. Smith, Retailer.

## 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.