

THE DAILY NEWS

VOL. VI. NO. 246.

PRINCE RUPERT, B. C., WEDNESDAY, OCTOBER 20, 1915.

PRICE FIVE CENTS

GERMANS EXHAUSTED ON GALICIAN FRONT

ITALIAN SQUADRON LEAVES BRINDISI—ALLIED SUBMARINE ACTIVITY IN BALTIC

ITALIAN NAVAL SQUADRON SAILS UNDER SEALED ORDERS

BELIEVED ITALY WILL BLOCKADE BULGARIAN COAST—TURKEY AND BULGARIA PREPARING DEFENCES—GREECE TO HARBOR SERBIAN REFUGEES—SUBMARINE ACTIVITY IN BALTIC

(Special to The Daily News.)

Paris, Oct. 20.—An Italian naval squadron has sailed from Brindisi under sealed orders. It is believed that it is destined to carry out a blockade of that part of the Bulgarian coast which fronts on the Aegean Sea.

Bulgarian Preparations.

Athens, Oct. 20.—Turkey and Bulgaria are taking energetic measures to oppose the operations of the Allies by land and sea. The Turks are concentrating their forces at Dede Agatch, the Aegean terminal of a branch line of railroad which taps the line between Belgrade and Constantinople, and also that of a direct line to Saloniki.

The Bulgarians are concentrating large forces on the Roumanian frontier. The Greek government

has arranged to receive and take care of the Serbian refugees, who are fleeing southward, in fear of an Austro-German and Bulgarian invasion.

Serbian Situation.

London, Oct. 20.—Fears are entertained for the safety of the Serbian forces, in view of the fact that reports are to hand that eight divisions of Bulgarian forces have crossed the border into Serbia.

Submarine Activity.

British and Russian submarines are active in the Baltic. Eight German ore carriers have been sunk since Monday and forty-one ore carriers are tied up in Sweden, afraid to venture out to sea. The Germans are using Zeppelins in an effort to check the submarine activities.

INTERESTING LETTER FROM MRS. PHILPOTT

E. H. Mortimer has received a letter from Mrs. H. A. Philpott, in which she states that she had just received a photo of Captain Philpott and his artillery company. At the time of writing, Captain Philpott was fit and well, and was expected to spend a few days' furlough in London, where Mrs. Philpott is now staying.

After giving a graphic description of a Zeppelin raid, Mrs. Philpott states that Captain De Mussy had been wounded, but was on a fair way towards complete recovery. Mr. and Mrs. De Mussy have had the misfortune to lose their little boy.

PATHE FEATURES AT THE MAJESTIC THEATRE

The Majestic tonight and tomorrow presents another famous Pathe feature, in three acts, entitled "The Tip Off." The story is one of the most thrilling ever screened at the Majestic, and describes the rounding up of "Spike" Murray's gangsters. Throughout the piece there is a love story of surpassing interest, in which the chief detective and the secretary of the chief of police are rivals. It is a most exciting tale, full of intensely interesting situations, and has a beautiful concluding scene.

The rest of the program is equally good, with Max Linder providing a thousand feet of fun in his own inimitable way. There is a splendid Pathe Gazette showing the latest from the front, and a real good comedy entitled "Jolts of Jealousy."

AUSTRIAN EMPEROR'S CONDITION IS WORSE

Rome, Oct. 19.—The Idea Nazionale says it learns from trustworthy sources that the condition of Emperor Francis Joseph is growing worse. The mind of the Austrian emperor, the newspaper says, is weakening and he is suffering from depression and has frequent spells of weeping.

I. O. O. F. WHIST DRIVE

Oddfellows whist drive and dance in K. of P. Hall Tuesday, October 26, at 8:30 p. m. Tickets 50cents. In aid of Red Cross fund.

HOPELESS

Parker Williams says he has visited every town and hamlet in the south, and that the position of the Conservative party is absolutely hopeless.

NEJARB J. JABOUR DIED AT GENERAL HOSPITAL

Nejarb J. Jabour, the youngest brother of James and Daniel Jabour, of this city, passed away at the General Hospital this morning. He was 23 years of age, and came to Canada only five months ago after completing his university course at his home in Syria. About a month ago he contracted a severe cold which developed into inflammation of the lungs. Sincere sympathy is extended to his brothers in town in their sad bereavement.

Friends are invited to attend the funeral services in Hayner's Chapel at 3 o'clock tomorrow afternoon. Interment will take place at Fairview Cemetery.

PARAMOUNT COMEDY AT THE WESTHOLME THEATRE

The Westholme Theatre tonight and tomorrow presents a great Paramount comedy, in four acts, entitled "Snobs." It is founded on the society satire of the same name by George Bronson-Howard, which ran for an entire season on Broadway. Victor Moore makes his debut in the photodramatic world in this production, and is specially suited to the stellar role of the milkman who suddenly inherits an English title and vast wealth. "Snobs" is rich in extremely amusing situations and is certain to provide two hours of real enjoyment. An exciting little drama, entitled "The Missing Clue", completes a very fine program.

ANNUAL MEETING OF RED CROSS SOCIETY

The annual general meeting of Prince Rupert Branch Canadian Red Cross Society will be held at the county court room on Friday at 8 p. m.

No notice of this meeting will be sent other than those in the press. A full attendance is requested. 246-8.

RED CROSS

There will be no Red Cross sale this week and those who so kindly send cakes, etc., every week are invited to send their contributions to the dance in St. Andrew's Hall on Thursday, Oct. 21st; afternoon or evening.

GENERAL IVANOFF AGAIN SCORES SUCCESS IN GALICIA

7,000 PRISONERS TAKEN—GERMANS PRESSING OFFENSIVE TOWARDS RIGA—ENEMY EXHAUSTED—A FIERCE ATTACK WITH GAS BOMBS AND CLOUDS OF CHLORINE IN WEST

(Special to The Daily News.)

London, Oct. 20.—The Austro-Germans claim that they have been able to effect a junction west of Zemendria on the eastern front. Fighting is confined to the two tips of a long line which stretches from just south of Riga to the southern portion of Galicia. The Germans are pressing their offensive towards Riga.

At the Galician end of the line, General Ivanoff has been again successful, taking 7000 prisoners.

Germans Exhausted.

The Kron Prinz Grenadiers have lost 28 officers, nine cannon and two entire companies. At Novo Selki, they have lost 50 officers and 1,900 infantry and six guns. Ivanoff is harrying them

sorely and the Germans are in a state of exhaustion.

Chlorine Gas Attack.

Paris, Oct. 20.—(Official) The Germans east of Rheims have made a desperate and deliberate attempt to break through the French lines. After a most furious bombardment along a six-mile front, they followed up with a perfect hail of bombs and clouds of chlorine gas.

Our men fell back before the acrid fumes and the Germans succeeded in penetrating parts of the first line of trenches, but they were immediately driven out by counter attacks. The enemy made several fruitless attempts to regain the trenches but were driven off with tremendously heavy loss.

FAMOUS ARMAMENT MANUFACTURER DEAD

London, Oct. 19.—Thomas Edward Vickers, the pioneer of the British armament industry, died here today, aged 82.

Mr. Vickers laid the foundation for the huge armament firm of Vickers, Sons & Maxim, though the business only developed on a big scale when he became associated with Sir Hiram Maxim, whose inventive genius has done so much to make present day gunnery so accurate and deadly. Sir Hiram was the man who invented the machine gun, in fact until recent years, it was known to the world as the Maxim.

NOTICE

The store of Jabour Bros. will be closed tomorrow (Thursday) on account of the funeral of N. J. Jabour.

R. O. RIETCHEL IS NOW RECOVERING FROM WOUND

Word has been received from Mrs. Rietchel that Mr. Rietchel, who was severely wounded by shrapnel, is now convalescent and is staying in London with a married sister of the late R. I. B. Warton. While at the front, he met Lance-corporal Leslie, formerly of this city.

Mr. Rietchel's wound in the leg caused him a lot of trouble, as small pieces of shrapnel, which remained in the wound, kept it from healing. However, the application of the X-ray revealed the cause of the trouble and he is now doing well.

While in hospital, he was visited by Mr. and Mrs. G. C. Emmerston and Captain Robeson. Mrs. Rietchel states that Miss Fulton, formerly of Prince Rupert hospital staff, who is now in charge of a hospital of 150 beds in the Dardanelles, also visited Mr. Rietchel before she left for the east.

GIFTS FOR THE NAVY

It is to be hoped that there will be a record bale of gifts collected at Mrs. McMullin's tomorrow afternoon. Socks, mitts, mufflers, chocolate and tobacco will all be welcome.

THE WEATHER

By F. W. Dowling.
For 24 hours ending 5 a. m. October 20th.
Barometer 29.429
Max. temperature 50
Min. temperature 38
Rainfall59

YESTERDAY'S BASEBALL

Oakland, 2; San Francisco, 1.
Los Angeles, 4; Salt Lake, 12.
Portland, 5; Vernon, 4.

Notice to Working Men

THE GRANBY CONSOLIDATED MINING, SMELTING & POWER CO. OF ANYOX, B.C.,

Wish to notify the Working Men of Prince Rupert and District that there are more men in Anyox looking for work than the Company can employ and men are hereby advised not to make the trip to Anyox with the expectation of being employed.

WOMAN'S SUFFRAGE AMENDMENT DEFEATED

(Special to The Daily News.)

New Jersey, Oct. 20.—The Woman's Suffrage Amendment has been overwhelmingly defeated. 133,000 voted for it and 187,000 against. Ocean county was the only county to record a favorable vote.

THURSDAY NIGHT'S CONCERT IN WESTHOLME THEATRE

The Trafalgar Day concert arranged for Thursday night by the I. O. D. E. promises to be one of the most attractive entertainments ever planned by the ladies of Prince Rupert. Mr. Albert has placed the Westholme Theatre at the disposal of the ladies, and will add to a splendid musical program, one of the finest Paramount photoplay features ever screened. The Westholme orchestra will give of its best, and the first vocal talent of the city will lend its aid. The theatre will undoubtedly be packed to the door and the funds of the Red Cross Society should benefit to an appreciable extent.

SCHOONER MISSING

The halibut schooner Lillian S., which left here for the fishing banks about a month ago, has not been heard of since, and grave fears are entertained for the safety of the boat and her crew.

DIED FROM HEN PECK

Thamesville, One., Oct. 19.—Two-year-old Vida Sheppard is dead as the result of being pecked by a mother hen. The child playfully tried to catch the hen, which had a flock of chickens about her. The hen flew at her and pecked her savagely on the cheek. Complications set in and lockjaw developed, with fatal results.

SECOND KLONDYKE IN PEACE RIVER COUNTRY

Charles F. Law, Canadian representative for D. A. Thomas, the Welsh coal magnate, has returned to Vancouver from the Peace River country.

Mr. Law reports that a steamer which is being built at Peace River Crossing to ply between Hudson's Hope and Vermilion Chutes is now nearing completion, and it is proposed to build another steamer for service between Vermilion Chutes and Smith's Rapids.

Mr. Law brings an interesting story with him, to the effect that gold of a similar formation to that found in the Klondyke has been discovered about 1,000 miles north of Edmonton. He is interested in the property with the men who discovered it, and states that when the exact location is made public, there will be a rush equal to that of '98, into the far north.

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DAILY EDITION



Wednesday, Oct. 20, 1915.

"FRANTIC PLUNGING"

The Journal is beginning to realize that the electorate has not been lulled to sleep by the supply of "the stuff," and that it is now awake to the fact that the frantic financial plunging of the McBride-Bowser gang has wrecked the credit of the province. In a weak effort to confound the Liberal party, the editor of the local Matsonised organ accuses the Liberal party of "attempting to make use of Parker Williams." The Journal is perfectly well aware that the Liberal party had nothing whatever to do with the bringing of the Socialist leader to Prince Rupert, and that the speech delivered by that gentleman was the truth as seen and experienced by Parker Williams. It is not a remarkable coincidence that the truth as seen by Parker Williams is exactly the same as the truth as seen by the Liberals. That truth is apparent to all who care to read the signs of the times.

What the Journal may have to say of the Liberal party is not of much consequence, but surely it is out-Matsonising even its own efforts of the past when it insinuates that a man of the sterling stamp of Parker Williams would lend himself to any attempt to play party politics. Mr. Williams has nothing to gain by exposing the machinations of Bowserism and, had a Liberal government been guilty of misconducting the affairs of the people as the McBride-Bowser government has done, he would have had no hesitation in telling the people the facts, in just exactly the same lucid manner.

For sixteen years, Mr. Williams has held the confidence and trust of the people of this province, and it ill-becomes an

organ of the stamp of the Journal to accuse him of linking himself up with any other party than the Socialist party. Parker Williams is too much of a man ever to allow himself to "be made use of" in the way insinuated. The Socialists and the Liberals always may have differences of opinion in regard to matters of policy, but they are at one on the one fact that Bowserism has wrecked British Columbia, and that the one thing of importance today is that Bowserism must be banished from the political life of this province forever. Parker Williams, as an honest man, is willing to join forces with any band of honest men who will break the power of this corrupt machine.

RETURNED HEROES

Soldiers rendered unfit for further active service are beginning to drift back home, and, before many months are over, there will be a considerable number of them in Prince Rupert and throughout the province generally. These men have offered their lives for their country, and British Columbia and the Dominion of Canada owes them a debt which can never be wiped out. Both the local and Dominion governments have gone out of their way to create jobs for party supporters and their friends, and, if there are any single men of military age, who are physically fit for service, holding down government posts it is not too much to ask that room be made for these returned soldiers in the government employment. We do not ask that jobs should be created, as that would be highly improper, and decidedly repugnant to such men as are our returned heroes, but it seems



GENERAL CADORNA

Italian commander in chief at the front, observing operations of the enemy from an elevated position.

only fair that men who are filling government positions, who should be on active service, should without hesitation be asked to make room for the men who have offered all they have for their country.

RED CROSS DANCE

In response to the appeal recently received from the British Red Cross for funds to be raised on Trafalgar Day, the local branch of the Canadian Red Cross have decided to give a big dance in the St. Andrew's Hall on Thursday night. The hall has been kindly placed at the disposal of the committee by the St. Andrew's Society free of charge. An excellent musical program under direction of Mr. Stillwell has been prepared, the orchestra has offered its services gratis.

The price of admission will be one dollar each, for ladies as well as gentlemen. No tickets will be sold, admission being payable at the door.

Dancing will not commence until 10 o'clock, so that those who wish may attend the concert planned for the same evening as well as the dance.

Salvation Army.

Public meetings, Tuesday, Thursday and Saturday at 8 p. m. Sundays at 7:30 p. m.

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OPTICIAN

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WAITER DROPS CUT GLASS WORTH

Tacoma, Oct. 19.—President F. B. Connolly, of the National Grocers' Association, had about finished a flowery presentation speech directed toward Secretary T. C. Simmons, of the State Grocers' Association, at Thursday night's annual banquet at the Tacoma hotel, when things happened. He had told how delegates had subscribed to a "little memento" to Simmons.

"Bring in the little memento," said Connolly to a colored waiter. He did, five sparkling cut glass on a tray, held above his head, \$250 worth of cut glass. There was a sudden crash and then a mass of broken glass lay on the floor. One lone tumbler was all that escaped.

MILL BAY RESIDENTS

GIVE \$85 TO RED CROSS

The Red Cross Society is in receipt of \$85 from Mr. W. D. Noble, of Mill Bay, Naas River, being amounts subscribed at Mill Bay and Kincolith, as follows:

Wm. McPherson, \$5; Chas. W. Whiteley, \$5; W. D. Noble, \$5; Wm. Landsell, \$5; Alexander Roach, \$5; John T. Cosins, \$5; David Ritchie, \$5; Thomas Iisbon, \$5; Alf. Pearson, \$5; D. M. Annand, \$5; S. C. Gordon, \$5; J. P. Shaw, \$5; S. Carmichael, \$5; D. H. Macdonald, \$5; Scur Johnson, \$3; Graham Noble, \$1.50; C. L. Cullen, \$2; J. Maxwell Collision, \$2; Wm. Adamson, \$1; J. A. Donnelly, \$1; Judson Thurber, \$1; C. C. Perry, \$1; John McGregor, \$1; Jennie Angus, \$1; James Burr, \$1; Frank Calder, \$1.

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BASEBALL HAS PASSED SEVENTIETH BIRTHDAY

It may interest the baseball fans to know that their favorite game has passed its seventieth birthday. It was on September 23, 1845, that the earliest baseball club was formed.

In the start it was called the Baseball Club, but a little later on took the name of Knickerbocker Club.

The rules of the game have not been preserved, but fundamentally they were like the present ones. The bound catch was sanctioned and the pitching was really pitching, not throwing.

Because of the heavy batting, one of the early rules declared that the club making the first twenty-one runs should be given the game.

The Knickerbockers played on a vacant lot in what is now lower New York, but presently went over to Hoboken and marked out a diamond on the Elysian fields. For a time the nine was the whole thing in the new sport. It was the model, the pattern, to which the other nines, as they were called, looked up.

Then something happened. The New York nine, in the summer of 1846, went over to Hoboken and beat the Knickerbockers at their own game and on their own grounds, 21 to 1. Cleveland Plaindealer.

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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

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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. 242-7.

WANTED.

WANTED—Young girl to care for two small children. Apply 217, 4th Ave. E.

WANTED—Cooking range, must be cheap. Apply Box 111, Daily News. 242-7.

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. 242-7.

LOST

LOST—Cameo brooch. Lost between Second Avenue and Fourth Street and the postoffice. Return to Daily News. 242-7.

FOUND.

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

Sheet Metal Work!

Now is the time to have your roofs repaired, eavetroughs 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 Don't 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

AUTO DELIVERY

EXPRESS AND BAGGAGE

Phone - - - 35

ADVERTISE IN

THE DAILY NEWS

Local News Notes

The Tordenskjold came in this morning with 35,000 pounds of halibut.

R. A. Stalker expects to leave for Vancouver on Saturday to put in military training, after which he hopes to proceed to the front.

Our morning contemporary is discovering "chartered" and "un-chartered" rocks. The Indian commission must have overlooked something.

John Parks, an old resident of Massett Inlet, has disposed of his farm at Cape Fife to Mr. Carloway, formerly of Lillooet, and has gone to work at Granby.

Manager Beaton, of the Georgia River mines, near Stewart, who passed through on his way south the other day, reports that there is every prospect of this property becoming a producer as soon as transportation facilities are provided.

The many friends of Mr. J. C. Jack will be sorry to hear that Mrs. Jack's sister, Miss Eva Armstrong, passed away at the Tranquille Sanitarium on Sept. 30th. The young lady was in her twenty-second year. Miss Armstrong had been in poor health the past three months, and taking a sudden change for the worse, she passed away. Much sympathy is felt for Mrs. Jack, as she is now in Ontario, and this is the second sister she has lost since coming to Prince Rupert.

LAND NOTICE

SKENA LAND DISTRICT DISTRICT OF COAST

TAKE NOTICE that Andrew Jackson and Claus Peterson, of Porcher Island, B. C., occupation ranchers, intend to apply for permission to lease the following described lands:—

Commencing at a post planted at the mouth of Humpback Creek, on its east side, thence 30 chains in a northwesterly direction, following high water mark; thence 1 chain, more or less, in a southwesterly direction to low water mark; thence 30 chains, more or less, in a southeasterly direction, following low water mark; thence 1 chain in a northeasterly direction to point of commencement, and containing 3 acres, more or less.

ANDREW JACKSON & CLAUD PETERSON.
October 18th, 1915.

FOR TAXI

Phone 99

Stand - Hotel Rupert

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.

MUSIC

CHARLES BALAGNO

(Pianist at Westholme)

TEACHER OF PIANOFORTE

Former pupil of F. G. Strong.

TERMS MODERATE, Phone Blue 408

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

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. 4-4-13
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.



The Dye that colors ANY KIND of Cloth Perfectly, with the SAME DYE.
No Chance of Mistakes. Clean and Simple. Ask your Druggist or Dealer. Send for Booklet. The Johnson-Richardson Co. Limited, Montreal.

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 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 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.

Tickets

to and from Norway, Sweden, Denmark, Finland, Italy and Russia.
CHRISTMAS SAILINGS
From New York November 4th.
November 27th.
December 11th.

Have Your Berth Reserved at Once.
For Rates, Illustrated Folders and General Information Apply to

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



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.