

# THE DAILY NEWS

LEGISLATIVE LIBRARY  
OCT 26 1915  
VICTORIA, B.C.

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PRINCE RUPERT, B. C., THURSDAY, OCTOBER 21, 1915.

PRICE FIVE CENTS

## DEATH OF NELSON COMMEMORATED TODAY

### PATRIOTIC CONCERT IN WESTHOLME THEATRE

At the Westholme tonight there will be, in addition to a splendid picture display, a patriotic concert, commemorating Trafalgar Day. The concert begins at 7:30 and the admission charges are 15 cents and 25 cents. The best of local talent is giving its services and Mr. Albert has kindly given free use of the Theatre. Apart altogether from the high value of the entertainment offered it gives an opportunity to all to contribute a little to the Red Cross fund. As an entertainment, the concert is an assured success, it is up to the citizens to make it a financial success, in order that the boys at the front may have the necessary comforts during the coming winter, and that the wounded may be more adequately cared for.

### CHRISTMAS DINNER WITH KAISER WILHELM

John McRae has received another letter from his nephew James Trumper, who is "somewhere in France." Mr. Trumper has been transferred to the 2nd Battalion, mining section, and is quite at home, though he did not expect to do any mining until he returned to B. C.

He warns his uncle that he may step in for Christmas dinner in Prince Rupert, unless he is invited to dine with the Kaiser in Berlin.

He enclosed the third issue of The Listening Post, which is still in circulation in spite of shells and high explosives.

### 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.

### NOTICE

The Central Cash Grocery begs to inform their patrons that on Saturday, the 23rd inst., their place of business will be removed to the corner of 3rd Ave. and 2nd St., and solicit continuance of their patronage. Orders will be called for as in the past and a first class service guaranteed. Call for an order, nothing too small or too large. Satisfaction guaranteed. Phones 493 and 187.

The Lillian S., the halibut schooner which has been at sea for several weeks, arrived in port yesterday. She had been sheltering from the gales at the Queen Charlotte Islands.

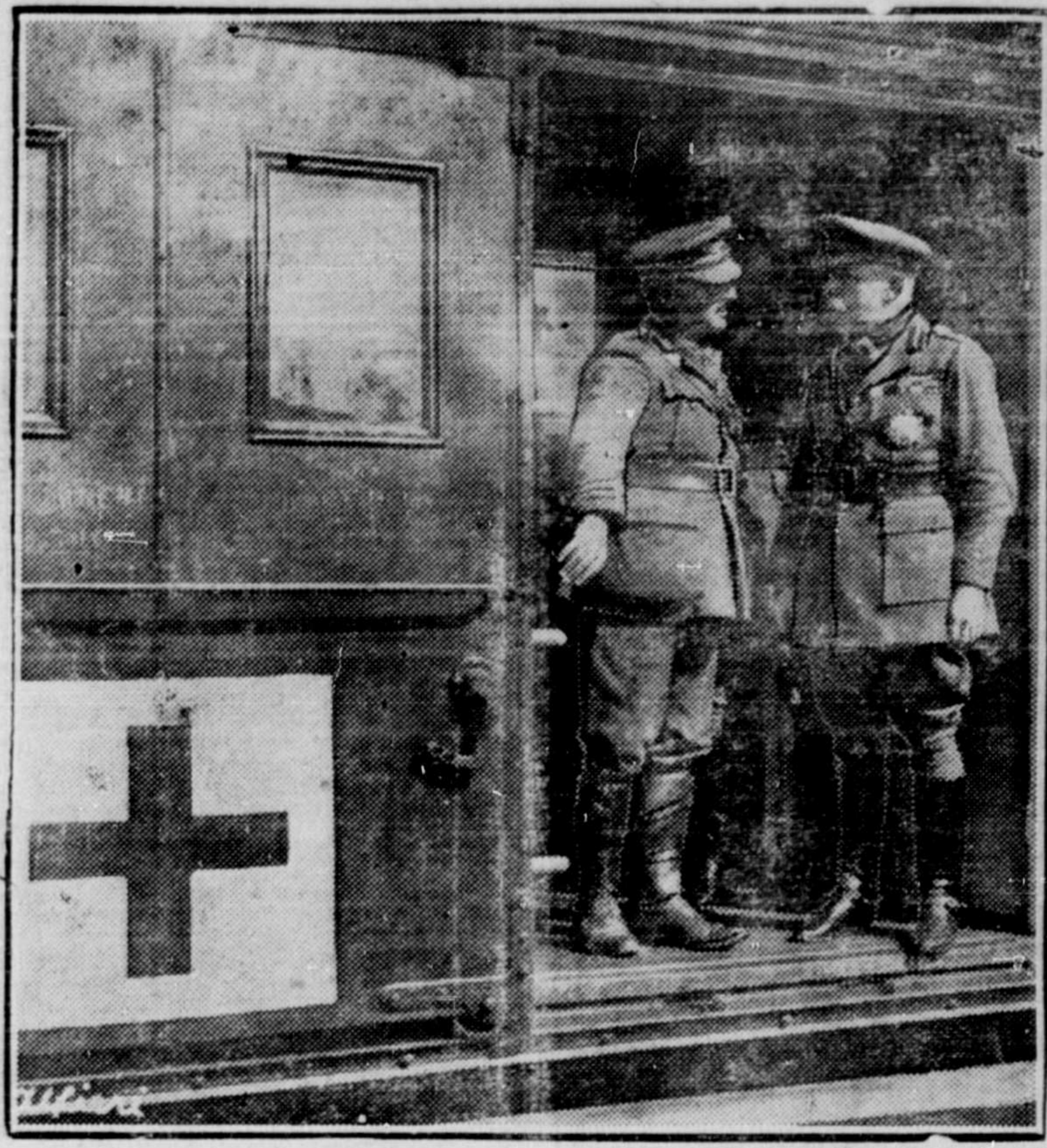
A. Bailey of Inverness Cannery, left for Victoria on the Prince George this morning, accompanied by Mrs. Bailey and family.

**SELF'S**  
Cafe  
Follow the crowd to Self's Cafe. There is a reason. Next Majestic Theatre. 102M.

### TRAFALGAR DAY

One hundred and ten years ago today, Britain's greatest admiral breathed his last, on his flagship Victory, shot down by a sniper, as we would say today. His message to his sailors on entering the fight—"England expects that every man this day will do his duty"—still rings throughout the Empire, and will do so as long as Britain has a navy. In 1805, the British and French were enemies, but today they are brothers, fighting side by side in the trenches and on the seas, in a titanic struggle against a tyrant militarism which threatened to take Europe by the throat. Today, Britain is not commemorating a victory, but is simply paying loving tribute to the memory of Lord Nelson, the man who, more than any other, made the British navy what it is.

Today, and every day for the past hundred and ten years, every Jack Tar in the British fleet has worn a black silk scarf under his broad collar, the bow in front being the only part showing. The wearing of this scarf was ordered by the Admiralty on the day Lord Nelson was buried, and, the order never having been countermanded, Jack still wears this sign of mourning for the "hero of a hundred fights." In the North Sea, the Aegean Sea, The Baltic, the Dardanelles, and wherever "Blue Peter" flutters in the breeze, the indomitable, unconquerable spirit of Nelson still lives.



**SIR JOHN FRENCH VISITS RED CROSS TRAIN**  
Sir John French (on right) conversing with an officer in the doorway of a Red Cross hospital car during a recent visit.

### B. C. GROWERS CANNOT FILL THEIR ORDERS

Vancouver, Oct. 20.—That a great quantity of British Columbia fruit and potatoes could be despatched to Australia and South America if only tonnage could be secured on outward bound ships, is stated by officials of the provincial fruit department, who have been endeavoring to build up British Columbia's trade in foreign markets. A large quantity of apples and potatoes were sent to Australia on the Niagara and the Waihemo, and about 30 cars of Okanagan fruit are in preparation for export to Australia on the Makura which sails on Oct. 21.

"If only we could get space on the Makura we could send between 700 tons and 800 tons of potatoes to Australia. Our growers have the orders, but are handicapped to find cargo space. It looks as if it will be impossible to get any space at all for potatoes," stated Assistant Inspector W. H. Lyne.

Inspector Thos. Cunningham has been awaiting with expectations an offer to charter the G. T. P. steamer Prince Albert to carry a cargo of British Columbia fruit and potatoes to Buenos Aires, where a very considerable market offers for these products of British Columbia. The Prince Albert is laid up and lying in the stream since her return from Mexico, but a difficulty has arisen owing to the steamship company demanding a guarantee of return freight which it is not in the power of the shippers to give, as they are not in the shipping business.

### FROM THE TRENCHES

1st T. C.: "Where is the insect powder?"  
2nd T. C.: "Over in that box."  
1st T. C.: "Which can is it?"  
2nd T. C.: "The small one."  
1st T. C.: "Gee Whiz, I thought that was the pepper and put it in the stew this morning."  
From The Listening Post, France, September 12th.

### ZEPPELIN STRIKES FACTORY SHAFT

London, Oct. 20.—A London firm of glass manufacturers, which has a plant at Maubeuge, France, received the following cable message today:  
"The chimney of our Maubeuge works has been destroyed by a Zeppelin dashing into it. All the occupants of the Zeppelin were killed."

The following were amongst the first-class passengers on the Prince George this morning: Mrs. C. J. Wechter, Mrs. Henning, Dr. and Mrs. H. Neilsen, A. F. Roger, Mr. McLean, Mr. Matthew, Mr. Harvey, J. B. Powell, J. B. Walcott, F. L. McFarland, Hon. A. Boyer, Mrs. R. Dickenson, A. Ross, Mr. Dass.

**LONDON CAFE**  
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### G. T. P. STEAMSHIP STAFF CHANGES

There will be considerable changes in the crews of the Prince Rupert and Prince John when the new coast schedule is entered upon. Captain Mackenzie will still command the Rupert, with the assistance of Captain Davis and Captain O'Brien, who is at present in command of the Henriette. Mr. McLean will be third officer.

Captain Moorhouse, who commanded the Prince Albert while in the Mexican trade, will have charge of the Henriette, with First Officer Scott and Second Officer McKerron.

Captain Wearmouth, at present first officer on the Prince George, will command the Prince John, with H. Naden as first and R. McKenzie as second officers.

Captain Donald, the genial skipper of the Prince George, will remain ashore in Vancouver as ship's husband.

### MUNICIPAL VOTERS' LIST FOR 1916.

Householders (this means persons who have paid Road Tax, been residents here since January 1st, 1915, and are British Subjects) and licenceholders who desire their names placed on the list are hereby notified that their declarations must be in my hands by 5 p. m., October 31st, 1915.

Owners of property under agreement or assignment of agreement, must file their declarations with me by 5 p. m., November 30th, 1915.

Declarations may be made at the City Hall.  
ERNEST A. WOODS, D.M.C.

### TRAFALGAR DAY PATRIOTIC CONCERT

The following is the program of the concert in commemoration of Trafalgar Day, 1915, to be held in the Westholme Theatre tonight under the auspices of I. O. D. E.

1. Patriotic selection by the Westholme Orchestra.
2. Solo; Miss Barnsley.
3. Westholme special 4-reel film feature.
4. Solo; Mrs. Jarvis McLeod.
5. Selections H. M. S. Pinafore; Westholme Orchestra.
6. Solo; Mrs. Armstrong.
7. Solo; Mrs. Norman Mackintosh.

"Rule Britannia" (to be sung by the audience in mass, standing).

**GOD SAVE THE KING.**  
Concert starts at 7:30 prompt. Prices 15 and 25 cents.

### 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.

### WIRES DOWN

Owing to heavy storms in the interior, all telegraphic communication has been cut off and the Daily News was obliged to go to press today without its usual war despatches.

### 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.

### THE GRABBERS

Parker Williams says that the timber speculators hold enough timber to keep British Columbia going for 140 years, and the coal grabbers hold enough coal to last for thousands of years, while the agricultural land specialists are offering it in lots of 449,000 acres.

### CANADA TO HAVE NEW "ROGUES GALLERY"

Ottawa, Oct. 20.—Canada is to have a new "rogues gallery." The militia department is taking steps to properly advertise a small number of men in the Dominion who are making a practice of enlisting to draw pay, but not to fight. It has been found that there are a number of travelling "patriots" who enlist at one recruiting centre, draw pay for a while, and then either desert or purchase their discharge and proceed to have a good time on the balance of unexpended pay. Then they go to another recruiting centre, enlist and repeat the process.

Photographs of all these "repeaters" will be secured as far as possible and sent to the various recruiting officers so that they may be on their guard. In addition to that, the militia department has decided to raise the amount necessary to purchase a discharge from \$15 to \$50.

### RAILWAY EMPLOYEES REPRESENTATIVES HERE

There arrived from Winnipeg last night, Mr. Mackenzie, general chairman of the Locomotive Engineers Union, and E. P. Duke, of the Firemen's Union. Last night they met in conference with the local members of these unions to discuss matters affecting these organizations.

### 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.

**THE DAILY NEWS**  
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DAILY EDITION  Thursday, Oct. 21, 1915.

**PRODUCTION**

The Victoria Colonist has suddenly discovered by means of some extraordinary Matsonian brainstorm that if British Columbia could produce all its own farm produce in the next ten years, it would mean an additional expenditure of \$250,000,000 within the province in that period. The Colonist stands aghast at the fact that British Columbia has been spending \$80,000 a day on supplies from the outside. The Colonist's economics are not easily discerned, in fact the Matson organ naively states that "the economic principles cannot be gone into fully." This is the most truthful statement in the article. The fact of the matter is that, now that the resources and the credit of the province have been "pot-latched," as Parker Williams described it, the Conservatives are trying to slide along on a production campaign, even if the law of economics has to stand aside in the meantime. What does any law matter to Sam Matson?

British Columbia undoubtedly needs more production, and the first step in that direction is to give the lands of the province back to the rightful owners—the people. When that has been done, and the ordinary individual gets a chance instead of the capitalist speculator, the necessary production will naturally follow. The unfortunate thing is, however, that an enormous increase in production in this province will be absolutely necessary in order to take care of the huge mountain of debt piled up by the McBride government. The Colonist for

years has been used to talking and thinking in millions, other peoples millions, and it evidently cannot overcome the habit. It talks of the \$250,000,000 which would be spent in the province in ten years as a result of a production campaign. Out of this will have to come the cost of carrying \$90,000,000 worth of railroad bonds, which are guaranteed both as to capital and interest, with no possibility of either being taken care of by anyone but the people of British Columbia. In a nutshell, the Colonist is right when it says that there must be a tremendous increase in production, but it is vitally wrong when it says that the people of the province will have all that increase to spend. The money is already spent.

The Colonist deals at length with the theory of the circulation of money, going on to show that the more money circulates the more wealth is increased. "Hence it is, that a community which receives no aid from extraneous sources can prosper and become wealthy." This is a delightfully gentle way of warning the people of British Columbia that in future they must help themselves, as the outside has shut down on this province in the meantime. As Parker Williams so clearly pointed out on Saturday night, if the resources of British Columbia had been developed, instead of debauched, this province would today, in spite of the war, be perfectly sound financially. British Columbia is entering upon a long uphill fight towards solvency, when it ought to have had millions in reserve.



**MONTREAL PREACHER DENOUNCES U. S. STAND**

The peace policy of President Wilson and the general stand of the United States since war broke out came in for denunciation when the Rev. W. D. Reid preached his Thanksgiving sermon on "President Wilson and the war" at Stanley Presbyterian Church.

"The cause for thanksgiving," he said, "is that we are in this war; when historians come to write upon this war one hundred years hence, they will say that the United States, in trying to save her life, lost it."

"When this war broke out, the two great Anglo-Saxon nations were in the same position. If anything Britain was even in a better position than the United States, and could have retired within the ring of steel ships and said: 'I will have nothing to do with the struggle,'"

"One nation plunged in, and with her fleet and her men has saved civilization. Had she not taken that plunge the war would be over today, and Europe would be under the iron heel of Prussianism and the mailed fist and spiked helmet. Then in about ten years, she would have overwhelmed Britain, and the last stand of democracy would have been made in America and the 'Government of the people, for the people, by the people' would have vanished from the earth. Had we not gone in many a brave Canadian who sleeps in the blood-stained fields of Europe would have been safe at home, and not a single man in Britain would have been touched, but in trying

(Continued on Page Three.)

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**GENERAL SIR IAN HAMILTON**

Who is at present in London making a report to the War Office.

**KITCHENER SAYS HE MUST HAVE THE MEN**

London, Oct. 20.—The Birmingham Post has received the following from Lord Kitchener to the people of Birmingham, with reference to the recruiting campaign in that city:

"I want more men, and still more if the armies now in the field and armies which will, in their turn, proceed abroad, be kept at their proper strength. I appeal earnestly to all men who are able-bodied and can be spared to respond to the call, unless they are satisfied to allow the many lives given by their gallant fellow townsmen to have been given in vain. I can only do my duty by the country if you do yours by me. We must have more men at once."

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• QUEEN SOPHIA •

Figures in the recent political upheaval in Greece.—King Constantine who caused the resignation of Premier Venizelos by refusing to accept his war policy is a first cousin of the rulers of Britain, Norway, Sweden, and Russia. His consort, Queen Sophie, is a sister of the Kaiser and is blamed for the pro-German tendencies. The Greek Crown has left Athens with staff officers for Saloniki.

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

### MONTREAL PREACHER DENOUNCES U. S. STANL

(Continued From Page Two.)

to save our life we should have lost it.

#### Chose Ignoble Way.

"President Wilson chose the ignoble part of saying: 'This is no business of mine.'

"The cry of martyred Belgium went up to Heaven, as the iron heel trampled its people into the dust, but not one word even of protest was sent over by the president of the United States. Belgium even sent her men over to lay the matter before President Wilson and his cabinet, but not a word of protest did he utter, except that there was such a thing as being 'too proud to fight.' All the treaties signed at The Hague have been torn into shreds, but Wilson has said nothing, until it struck the great democracy on the pocketbook, and then a howl went up.

"The man who writes the history of this war a hundred years hence will pronounce upon it that the United States, in trying to save her life, lost it. Someone says what could the United States do? If she had swung in on the side of the Allies at the first, her mighty moral prestige would have ended the war before now. You say is she not supplying the Allies with ammunition? Yes, but that is a purely financial proposition. No, the United States cannot afford to follow President Wilson."

—Montreal Star.

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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.

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# DR. PRICE'S CREAM BAKING POWDER

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**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.  
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

**AUTO DELIVERY**  
EXPRESS AND BAGGAGE  
Phone - - - 35

ADVERTISE IN  
**THE DAILY NEWS**

**Walker's Music Store**  
Removed to Warner's Old Stand  
On Second Avenue.  
**PIANOS**  
PLAYER PIANOS, MUSIC  
ROLLS, SHEET MUSIC, AND  
SMALL MUSICAL GOODS.  
Gerhard-Heintzman Pianos.  
Pianos to Rent.

**FOR TAXI**  
**Phone 99**  
Stand - Hotel Rupert

**MUSIC**  
**CHARLES BALAGNO**  
(Pianist at Westholme)  
TEACHER OF PIANOFORTE  
Former pupil of F. G. Strong.  
TERMS MODERATE, Phone Blue 408

**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 2nd 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 Eberta.  
Box 141—7th Ave. and Young St.

**WEST HOLME**  
**OPERA HOUSE**  
RUPERT'S POPULAR PLAYHOUSE  
TONIGHT AND TOMORROW  
Famous 4-act Lasky Comedy  
**"SNOBS"**  
Featuring Victor Moore  
**"The Missing Clue"**  
DRAMA  
POPULAR PRICES, 10 and 15 cts.

A Real Lever Simulation  
**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 25 cents for one of our fashionable Ladies' Long Guards, or Gent's Alberts, suit 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 25 cents to-day and gain a Free Watch. You will be pleased—WILLIAMS & LLOYD, Wholesale Jewellers (Dept. 14), 80, Cornwallis Road, London, S.E., England.

**Local News Notes**

Mrs. Henning returned from the south this morning.  
Mrs. B. J. Macdonald went south this morning.  
Miss Rosa Scott left for the south on the Prince George.  
Mrs. R. F. Green and Miss Green left for the south on the Prince George.  
The American schooner Sumner brought in 27,000 pounds of halibut this morning.  
George Bryant and H. E. Peck left on the Prince George this morning for Victoria.  
G. A. Woodland, local manager for the Imperial Oil Company, returned last night from the interior.  
Dr. and Mrs. Graves of Massett, who have been spending a few days in town, left for Seattle this morning.  
Chief Stewart Newey of the Prince George and Wireless Operator Anderson will be transferred to the Prince John.  
Edward Lipsett, accompanied by E. J. Cunningham, of the Pacific Net and Twine Company, left for Vancouver on the Prince George.  
Mrs. La Fortune, of the B. C. Undertakers, left for New Westminster this morning, escorting Mrs. Clark, the woman from Banks Island who broke down mentally recently.  
Two earloads of fish, brought in yesterday by the Corona and the Tordenskjold, were bought by the San Juan Fish Company at 6 1-2 cents per pound.  
Captain Donald reported this morning that the Prince George encountered a terrific gale in Millbank Sound on the way north. The wind tore the covering from two of the lifeboats and rent them into shreds.  
James Slater, who has been a resident of Prince Rupert for three years, has gone to Vancouver to enlist for the front. Failing to find a place in one of the B. C. regiments, he intends to go to Scotland.  
Prince George has experienced its first snowfall. Snow stays at a comfortable distance away from Prince Rupert, being content to blanket the mountain tops just to let us see what other, and less fortunate folks, are experiencing.

**LAND NOTICE.**  
SKEENA 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.

**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**  
Best for Baby Best for You  
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.  
For immediate relief of Croup, Whooping Cough, Sore Throat, Hoarseness, etc., mix 1/2 tsp. of the Syrup with 1/2 cup of water, and take 4 or 5 times a day after meals.

**ANYONE CAN DYE THEIR CLOTHES WITH DYOLA**  
The Dye that colors ANY KIND of Cloth Perfectly, with the SAME DYE.  
No Chance of Mistake. 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 proposed 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 15th, 25th, December 11th.  
Have Your Berth Reserved at Once. For Rates, Illustrated Folders and General Information Apply to  
**DYBHAVN & HANSON**  
Insurance and Steamship Agents,  
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, salesman, 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.