

THE DAILY NEWS

VOL. VII. NO. 44.

PRINCE RUPERT, B. C., TUESDAY, FEBRUARY 22, 1916.

PRICE FIVE CENTS

AEROPLANE SQUADRONS ACTIVE IN FRANCE

ALLIED SUBMARINE SCARES THE TURKS -- ATLANTIC PASSENGERS ARE WARNED

ALLIED AIRMEN ATTACK GERMAN MUNITION DEPOT

German Attack Repulsed — Zeppelins are brought down — Allied Aviators do Good Work.

(Special to The Daily News.)

Paris, Feb. 22.—French gunners at Brabant-Le-Roi, firing incendiary shells, brought down a Zeppelin, killing the crew.

Attack Repulsed.

The French also repulsed an attack by the Germans south of Somme on a front extending for five miles. The Germans pressed the attack by a heavy bombardment and successive gas emissions.

Allied Aviators Busy.

French aviators brought down the Fokker at Altkirch and the Albatross at Bures, while French gunners also brought down a German aeroplane at Bures.

Enemy aeroplanes were driven off at Revigny and two aviators were made prisoners.

Shelling Operations.

A squadron of seventeen French machines dropped sixty shells on the German aviation field and freight depot at Mulhausen, while another squadron of twenty-eight planes dropped projectiles on a German munitions factory at Pagny-Sur-Moselle.

A British squadron of twenty-eight machines dropped bombs on the enemy depots at Don, southwest of Lille, doing great damage.

HIRAM GILL ELECTED MAYOR OF SEATTLE

(Special to The Daily News.)

Seattle, Feb. 22.—Hiram Gill has been returned as mayor with a majority over all other candidates.

Hugh M. Caldwell was given a plurality for corporation counsel.

PRIVATE BILL

The mayor has received a wire from City Solicitor Peters, from Victoria, stating that he has discussed the various clauses of Prince Rupert's private bill with the attorney-general's department and that very few alterations will be necessary.

Everything is satisfactory and the bill is now being drafted. It will not be necessary to pass another bylaw covering the bill.

INDIAN WOMAN WARNED

Alice Bosdet, an Indian woman, was charged at the police court yesterday, with keeping a disorderly house. The case was dismissed, accused being warned by the magistrate that she must mend her ways.

GO TO
LONDON CAFE
FOR THE BEST MEALS
STRICTLY UNION HOUSE
Hart Bldg. Third Ave.
BOXES FOR LADIES

TEUTONS AND BULGARS ARE DISAGREEING

Bulgarians Want Larger Monthly Subsidy—800,000 Armenians Were Massacred, Says Lord Bryce.

(Special to The Daily News.)

London, Feb. 22.—The dissensions between the Bulgarians and the Teutons are growing.

Bulgaria is now demanding that the German subsidy be increased to \$50,000,000 per month.

Armenian Report.

Viscount Bryce, the head of the Armenian commission, says that eight hundred thousand Armenians have already been massacred. The Armenians will be given freedom from Turkish rule when the peace terms are drawn up.

Swedish Trawlers Taken.

Copenhagen, Feb. 22.—Four Swedish trawlers, in attempting to leave the harbor of Gothenburg, were captured by German submarines.

SNOWSLIDE AT DRUM LUMMON COPPER MINE

Giving way to the sudden thaw at the drum Lummon Copper Mine, at Miskatiah Bay, near Kitimat, a snowslide came thundering down the mountain a few days ago and carried away the dry house and the blacksmith shop, injuring five men who were badly cut up and bruised as they attempted to make their escape. The men are being cared for on the spot.

Mr. W. P. Sloan says that the slide will not interfere with the driving of the tunnel and the work is going on as usual. A new outfit was shipped to the mine on the Venture this trip. Shipments of ore are expected to be made from the property during the next two months.

J. G. STEEN AWARDED FAIR BUILDING CONTRACT

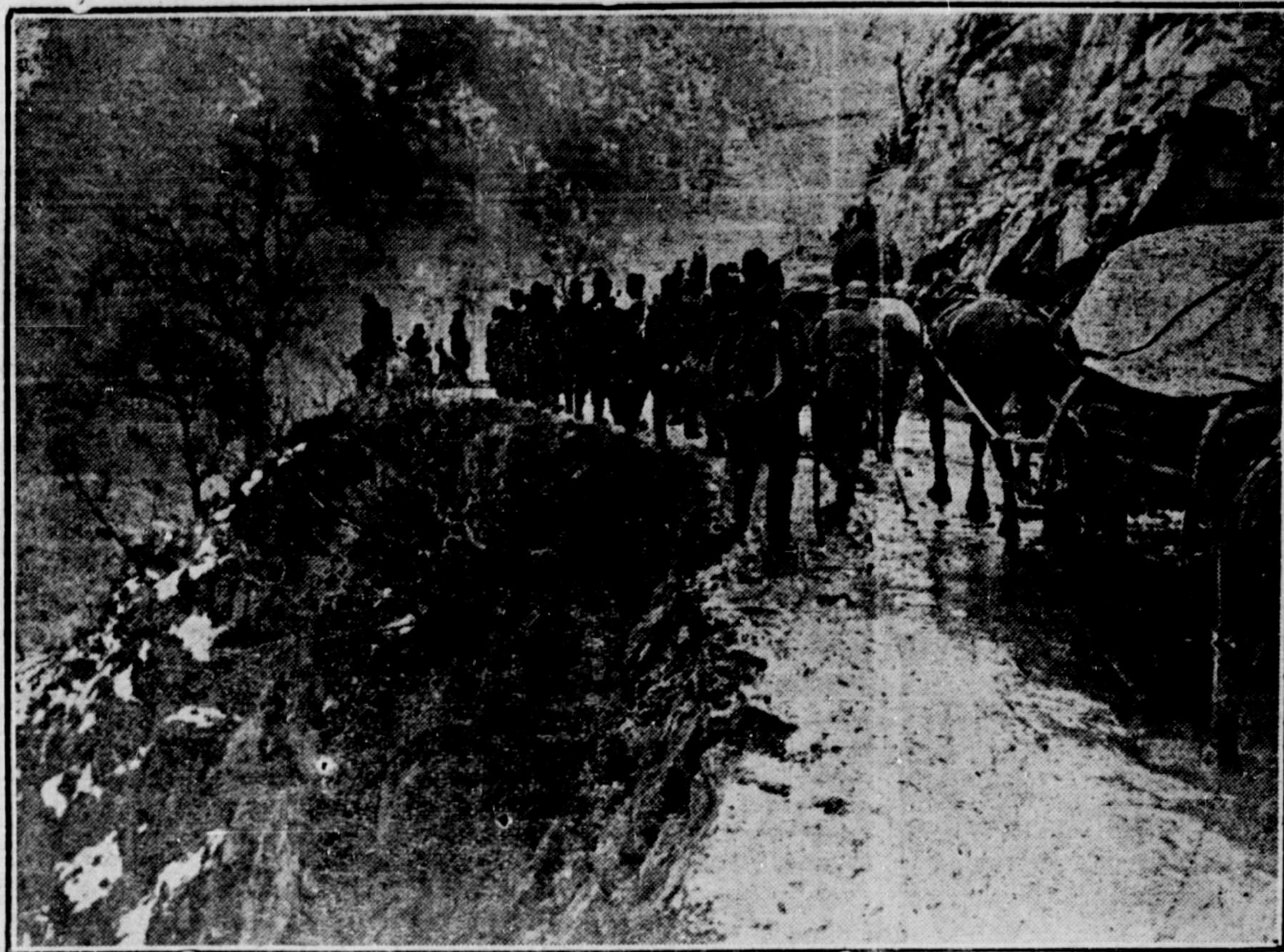
Tenders for the repair of the roof of the Exhibition Building were opened at a recent meeting of the Agricultural Association, and the contract was awarded to J. G. Steen, whose tender was the lowest. The following were the bids submitted: W. Angle & Co., \$1,475; A. McPherson, \$1,150; C. O. Rowe, \$983, and J. G. Steen, \$950.

ICE STORAGE

The Canadian Fish and Cold Storage Company Limited call for tenders for the material and labor for the above. Plans and specifications and conditions of tender can be seen at the general offices of the company during the present week in office hours.

CANADIAN FISH AND COLD STORAGE CO., LTD. 48.

Iron beds, springs and mattresses — slaughter prices, at Tite's.



BRAVE MONTENEGRINS FIGHT ON AGAINST ENORMOUS ODDS.

Photo shows the supply train of a German corps assisting the Austrians in their invasion of the little mountain kingdom of Montenegro, pressing forward while a file of Montenegrin prisoners is being marched to the rear. Note the difficult nature of the country where the Montenegrins in the Tarabosch Mountains made a gallant stand defending Scutari.

CAPT. W. F. MADDEN HAS PASSED AWAY

There passed away at 9 o'clock last night, at the home of his son-in-law, Mr. Christian, Captain William Francis Madden, one of the real old timers of the north. The captain had reached the ripe old age of 81 years and 11 months. He had been ailing for some weeks past but was bright and alert up to the end. The funeral arrangements are in the hands of the B. C. Undertakers.

Captain Madden arrived in California in 1857 from New York, having up to that time followed a seafaring life, seeing service in the Black Sea during the Crimean war. Only yesterday, in discussing the war in the Near East, the veteran remarked that he would like nothing better than to be in a small boat around the Black Sea or the Aegean again.

Away back in 1860, he made his way into the Cariboo over the trail from Yale, being the first to build a log cabin in the Cariboo in the days of the great gold rush. In 1861 he arrived at Fort George and ten years later made the coast again, where he became a pilot. In later years he ran one of the Skeena river boats and knew every snag and current in the river.

The captain was not so well known to the present residents of Prince Rupert, but, when he felt like it, he could tell many stirring tales of the early days when he traded with the Indians all along the coast. He had great faith in the future of this district from a mining standpoint, as he had knowledge of many rich prospects in the interior which had not yet been tapped.

BYLAWS

The city council last night finally adopted the bylaws covering the reduced indemnity for mayor and aldermen and the repeal of the local improvements which have been fully collected on.

"FISH DAY" ANNOUNCED FOR NEXT TUESDAY

The Canadian Wholesale Fish Dealers' Association has announced that February 29th will be recognized as Fish Day throughout the Dominion. The plan is inaugurated with the idea of increasing the consumption of fish in Canada.

The day is of particular interest to the people of Prince Rupert who are so vitally interested in fishing. It is expected that the government will take the matter up as the consumption of fish is away below what it should be when that commodity is so much cheaper than meats. Remember Tuesday, February 29th is The Day.

PRINCE RUPERT OFFICERS OF THE 62ND BATTALION

In the Province which arrived last night there are two very fine cuts showing views of the 62nd Battalion on parade in Vancouver. In the picture of the officers Lieut. R. I. Van der Byl, who is in charge of a machine gun section, and Major C. T. Partington, both well known in Prince Rupert, figure prominently.

TENDER FOR LITERATURE

The reading room committee recommended to the city council last night that the tender of C. H. Orme for literature for the room be accepted. The bid was \$128.02. This was agreed to.

WAR CREDITS

London, Feb. 21.—Two votes of credit, one of \$1,500,000,000, and the other for \$600,000,000, were introduced in the House of Commons by Premier Asquith today. The total war credits passed since the opening of hostilities amount to \$8,600,000,000.

97-piece dinner-ware slashed in price at Geo. D. Tite's.

A man's true interest is not always the advantage of self-gain.

RUSSIAN FROM RUPERT PRISONER IN AUSTRIA

Mike Krook, an old timer in Prince Rupert and a native of Derevnia, in the province of Grodzenska, Russia, has received a letter from Ivan Dubina, who worked on the G. T. P. in the early days and who left for his home in Russia on July 2nd, 1914. War broke out when Ivan arrived in Liverpool and he had been only five days in his native village of Derevnia when he joined the army.

Since February 2nd of last year, Ivan has been a prisoner of war in Josefstadt, Bosnia. His native village was taken by the Germans and he has no idea where his wife and child are. Mike Krook, who comes from the same place, says that a third of the people of the village are dead, including his father and mother.

Ivan Dubina says that he gets no news of the war as the prisoners are allowed no papers. He has difficulty in getting enough to eat and cannot procure tobacco, except by begging for it, as he has no money whatever. His letter does not give many details though he hints that he could tell a great deal, if the censor would permit. At it is, the letter is heavily censored. He would be greatly delighted if some of his friends in Prince Rupert would send him money with which to buy better food and a supply of tobacco.

THIRTY DAYS

Lydia Luther, an Indian girl, was sentenced to thirty days in jail at the police court yesterday for vagrancy. It is the intention of Chief Vickers to clear the town of these Indian women who are making themselves a nuisance.

FINED \$50

Edi Niemi, a Finnlander, was fined \$50 with the option of 50 days imprisonment, at the police court this morning, for having deer meat in his possession out of season.

WARNING SENT PASSENGERS ON LINER ESPAGNE

New German Submarine campaign Opens on Tuesday—Allied Submarine Enters the Bosphorus.

(Special to The Daily News.)

New York, Feb. 22.—Passengers who are due to sail on the French liner Espagne on Thursday are receiving anonymous letters warning them of the danger arising from Germany's new submarine campaign which will begin on February 29th.

It is believed that the Germans have a fleet of submarine monitors with which they will carry on ocean raiding. One letter warns the passengers that it is the intention of the Germans to sink all vessels, irrespective of the nationality of the passengers carried.

Allied Submarine Exploit.

London, Feb. 22.—An Allied submarine, which had penetrated the Dardanelles and the Bosphorus on Tuesday, has returned after sinking a tug and six transports laden with munitions of war.

The presence of the craft in the Bosphorus created a panic in Constantinople.

FRED BACON WORKING IN CHATHAM DOCKYARDS

Word has just reached town from Fred Bacon, one of Prince Rupert's well known old timers who left for the old country some time ago. Fred, who is an engineer an dwas formerly employed at Shayatlans in that capacity, is employed in Chatham dockyards, where they are kept very busy. He has attested under the Lord Derby scheme, but is exempt from service on account of his being engaged in work for the admiralty.

JUDGE ROBERTSON WILL HEAR CASE TOMORROW

Judge Robertson, of Prince George, is expected to arrive from the interior tonight to hear the case brought by the Prince Rupert Club against the Fidelity Company for recovery under a bond. The case will be heard tomorrow. Judge Young refused to hear the case as he is a member of the club.

FUNERAL SERVICE

The funeral of the late Captain W. F. Madden will take place from the B. C. Undertakers' parlors to Fairview Cemetery tomorrow afternoon at 2 o'clock. Canon Rix will conduct the service at the cemetery.

SCHOOL BOARD MEETS

The school board met yesterday afternoon, Dr. Kergin presiding. After the usual routine business had been disposed of, the board considered proposals for the better fire protection in the various schools.

THE DAILY NEWS
THE LEADING NEWSPAPER IN NORTHERN BRITISH COLUMBIA
Published Daily and Weekly
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DAILY EDITION  Tuesday, Feb. 22, 1916.

PEACE PETITION

The best news which has come from Europe for many months is that of the peace petition to the German government by the bankers, merchants and ship owners of Hamburg, Lubeck and Bremen. These far-seeing, calculating business men have stripped the situation of all its false glamor and have looked the facts straight in the face and they have seen disaster. They have witnessed the sweeping away, by the ruthless hand of war, of the efforts of generations. These merchants, bankers and ship owners have been instrumental, with the assistance of Berlin, in building up an overseas trade which has been the wonder of the world. No corner of the globe was too remote and no political situation was too awkward for them to handle. While Britain and France were content to amble along in the old way, with individual firms outbidding each other and overlapping each other in the rush after business, these German business men combined and worked along systematically until they were able to build up markets for their goods in which they defied competition.

There is nothing hysterical about a petition from men of this stamp. They have been waiting for victory for eighteen months, and now they realize that victory is not to be theirs. Still, they seem to think that the question of peace is still in the hands of Berlin. In this, along with the rest of Germany, they are utterly mistaken. The question of peace or war was in the hands of Berlin on August 2nd, 1914, but since that time it has been transferred to the Allies, and they will call for peace when Prussia has been brought to her knees.

NOTES AND COMMENTS

The poor Armenians must be having the time of their lives in assisting the Russians to dispose of the Turks. They have countless old scores to wipe out, dating back for generations.

The Kaiser appears to be not a little concerned over the big Russian advance. Bill had better get there in person, then he will be able to join in the run.

The Vancouver Province is observing a strict neutrality in the forthcoming by-election so far.

It has been suggested that the government make a public beauty spot of the post-office site lake, with miniature gondolas for the benefit of the youngsters. Incidentally, the gondolas would provide a few more government jobs in these hard times.

We have not heard much of our old friend Von Hindenburg recently. His performances have been completely overshadowed by the Russians who are chasing Von Der Goltz.

The News-Advertiser scores M. A. Macdonald because he outlines Tory election methods, while Boss Bowser warned the Liberals months ago that this would be a "dirty" election. What the Tories are capable of in a "dirty" election may be estimated by their methods in a so-called "clean fight."

The Victoria Colonist, in a struggle to find a reason why Mr. Flumerfelt should be elected in Victoria, says that the province requires a strong minister of finance. The Colonist might truthfully have gone further and admitted that the province requires a strong representative government in place of an absolute

NO ALUM **MAGIC** **READ LABEL**
BAKING POWDER

MONEY AVAILABLE FOR MINING DEVELOPMENT

"Never in the history of the west has there been so much real money available for mining enterprises as there is at the present time," said F. C. McKinnon after a stay of several months in the mining districts and cities of the south. He devoted most of his time in the interests of the Highland Boy and succeeded in interesting capital in that property, which will insure its development into a shipping mine.

So far as this district is concerned it means that a person has to take a particular property and go among the men with money and interest them in it. Good men are not running around looking for prospects.

While in the south Frank met a lot of old timers from this district and they appear to be doing well. O. B. Wallace is in Wallace, Idaho, working a property; Geo. Jennings is working a property at Wardner; P. J. Jennings is at his home in Spokane; Mrs. and Miss Layton are in Wallace. Geo. Jennings is expecting to come to New Hazelton this summer.—The Omineca Herald.

monarchy with Bowser on the throne.

The Colonist treats the by-elections as matters of small significance, but well it knows that Bowser will hail victory as equivalent to a new endorsement by the people of the province. The issue is one of Bowserism against democracy.

Salvation Army.

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

LAND REGISTRY ACT. Notice Under Section 36.

TAKE NOTICE that an application has been made to register Olaf Hanson, of Prince Rupert, B. C., as the owner in Fee-simple, under a Tax Sale Deed from the Collector of the City of Prince Rupert to Olaf Hanson, bearing date the 10th day of September, A. D. 1915, in pursuance of a Tax Sale held by said Municipality on or about the 9th day of September, 1914, of all and singular certain parcel or tract of land and premises situate, lying, and being in the City of Prince Rupert in the Province of British Columbia, more particularly known and described as:—Lot ten (10), Block eighteen (18), Section six (6), Map 923.

You and those claiming through or under you, and all persons claiming any interest in the said land by descent whose title is not registered under the provisions of the "Land Registry Act" are required to contest the claim of the tax purchaser within forty-five days of the service of this notice upon you. Otherwise you and each of you will be forever estopped and debarred from setting up any claim to or in respect of the said land, and I shall register the said Olaf Hanson as owner in fee.

Your attention is called to section 36 of the "Land Registry Act" and amendments, and especially to the following extract therefrom which relates to the above notice.

"And in default of a caveat or certificate of his pendency being filed before the registration as owner of the persons entitled under such tax sale, all persons so served with notice, or served with notice under subsection (6) of section 155 of the 'Municipal Clauses Act, 1906,' or section 293 of the 'Municipal Act,' or section 139 of the 'Assessment Act, 1903,' or section 253 of the 'Taxation Act,' in cases in which notice under this Act is dispensed with as hereinafter provided, and those claiming through or under them and all persons claiming any interest in the land by virtue of any unregistered instrument, and all persons claiming any interest in the land by descent whose title is not registered under the provisions of this Act, shall be forever estopped and debarred from setting up any claim to or in respect of the land so sold for taxes."

Dated at the Land Registry Office, at the City of Prince Rupert, Province of British Columbia, this 19th day of January, A. D. 1916.
H. F. MACLEOD, District Registrar.
To Paul M. Schubert, Lily Schubert.



GENERAL HUGH SCOTT

Chief of United States Army staff who is acting secretary for war following Secretary Garrison's resignation.

SPECIAL SEVEN-REEL SHOW AT THE MAJESTIC

"The Vanishing Vases," the chief item in a good program at the Majestic, is a story of "the bitter bitten." A wealthy old curio collector is held up, he overcomes his assailant and then offers him \$1,000 to steal two famous vases from a museum. The thief succeeds, but is refused his \$1,000. He plans revenge and has the old gentleman trussed up and is rifling his safe when detectives come on the scene and ultimately both are "jugged." It is exciting and sometimes amusing, and always interesting.

"Father's New Maid" is extremely funny, with our old friend "Sweedie" posing as the maid, and the old fellow making love to "her." There is a bright reel of Lubin cartoons and two dramas of real worth. It is a good show.

Fancy cups and saucers to clear at 25, 35 and 40 cents, Tite's, the home furnisher.

WATER NOTICE

TAKE NOTICE that R. B. McGinnis, whose address is Alice Arm, British Columbia, will apply for a licence to take and use fifteen second feet of water out of Trout Creek, which flows westerly and drains into Kitsault River, about 16 miles north of its outlet at Alice Arm, B. C. The water will be diverted from the stream at a point about 500 vertical feet above point of use, near its mouth, and will be used for power and mining purpose upon the land described as Wolf Group of Mining Claims. This notice was posted on the ground on the 26th day of October, 1915. A copy of this notice and an application pursuant thereto and to the "Water Act, 1914" will be filed in the office of the Water Recorder at Prince Rupert, B. C. Objections to the application may be filed with the said Water Recorder or with the Comptroller of Water Rights, Parliament Buildings, Victoria, B. C., within thirty days after the first appearance of this notice in a local newspaper. The date of the first publication of this notice is November 9th, 1915.

R. B. MCGINNIS, Applicant.
By H. C. Ingle, Agent.

LAND REGISTRY ACT

IN THE MATTER OF An application for the issue of a fresh Certificate of Title to Lot Fifty (50), Block three (3), Section seven (7), City of Prince Rupert, Map 923.

Proof of the loss of the certificate of title to the above lands having been filed in this office, Notice is hereby given that it is my intention to issue, at the expiration of one (1) month from the first publication hereof, a fresh certificate of title to the above lot in the name of John R. Redcoff, which Certificate of Title is dated 15th December, 1914, and is numbered 959-1.

H. F. MACLEOD, District Registrar,
Land Registry Office, Prince Rupert, B. C.,
December 6th, 1915. j15.

FOR TAXI

Phone 99

Stand - Hotel Rupert



G.T.P. SCHEDULES

Steamship Service to South

S. S. Prince Rupert Sails every Saturday at 9 a. m.
S. S. Prince John Sails every Tuesday at 7 p. m.

Train Service to the East

EFFECTIVE JANUARY 2ND, 1916.

Passenger Trains leave Prince Rupert on Mondays and Thursdays at 10:30 a. m. for Edmonton, Winnipeg, Toronto, Montreal, Ottawa, New York and all Eastern Ports.

"THE ROAD OF MARVELLOUS SCENERY"

On Saturday also Mixed Train carrying passenger coach leaves for Edmonton at 6 a. m., making close connections there with regular passenger train for Winnipeg.

For Steamship and Sleeping Car Reservations, and full information regarding travel to any part of the world apply

G. T. P. TICKET OFFICE, 3RD AVE.
Agency all Atlantic and Trans-Pacific Steamship Lines.

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A SPECIALTY
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DENTIST
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PURE FRESH MILK
Delivered in city at 10c per quart and 5c per pint

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Sterling Marine Motors

Can be purchased in town. A Motor that will give you entire satisfaction. Built for hard work. Guaranteed.

—HEAVY DUTY—

FISHERMAN'S ENGINE
2 Cyl.—5 1-2 in. by 7 in., 12-15 Horse Power.
4 Cyl.—5 1-2 in. by 8 in., 25-35 Horse Power.

Do your remodeling with a first-class engine.
For Further Information Apply to
W. E. Willisroft, Phone Blue 508, or D. Brown, Electrician, Phone 383.

CANADIAN PACIFIC RAILWAY

Lowest rates to all Eastern Ports via Steamer to Vancouver and the CANADIAN PACIFIC RAILWAY Meals and berth included on steamer

PRINCESS MAY SOUTHBOUND FRIDAY 6 P. M.
PRINCESS SOPHIA SOUTHBOUND SUNDAY 7 P. M.
J. I. PETERS, General Agent.
Corner Fourth Street and Third Ave

Office corner 2nd Street and 3rd Avenue

PACIFIC CARTAGE LIMITED

(Successors to Pacific Transfer Co.)
General Cartage
LADYSMITH COAL
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JAMES GILMORE

Architect

2nd Avenue, near McBride Street

B. C. UNDERTAKERS

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117 2ND STREET—PHONE 41

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710 SECOND AVE

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| Carpenters' Tools | Builders' Hardware | Ship Chandlery |
| Wire Cable | Steel Blocks | Fishing Tackle |
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| Stoves and Ranges | Rubberoid Roofing | Corrugated Iron |

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FRED STORK'S HARDWARE

THE UNION STEAMSHIP CO. OF B.C., LIMITED

S. S. VENTURE Sails for Granby, Naas, Simpson, every Monday, a. m. Sails for Vancouver, Victoria, Seattle, every Tuesday at 8 p. m.

S. S. CAMOSUN Sails for Stewart, Granby, Simpson, Saturdays, 8 a. m. January 8th, 22nd, February 5th, 19th, March 4th and 18th. Sails for Massett, Port Clements, Sundays, p. m., January 9th, 23rd, February 6th 20th, March 5th and 19th.

Sails for Skidegate, Jedway, Ikeda, Mondays, p. m., January 10th and 24th, February 7th and 21st, March 6th and 20th.

Sails for Bella Coola, Rivers Inlet, Vancouver, January 13th and 27th, February 10th and 24th, March 9th and 23rd.

JOHN BARNESLEY, Agent.

623 Second Avenue. Phone 568.

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WHOLESALE DISTRIBUTOR

F. G. DAWSON

PRINCE RUPERT, B. C.

A LIFETIME OF SICKNESS

Worn Out, Thin and Miserable Until She Took "Fruit-a-lives"

PALMISTON, June 20th, 1914.
"Stomach Trouble and Distressing Headaches nearly drove me wild. Some time ago, I got a box of "Fruit-a-lives," your famous fruit medicine, and they completely relieved me. To-day I am feeling fine and a physician, meeting me on the street, asked the reason for my improved appearance. I said, "I am taking Fruit-a-lives." He said, "If Fruit-a-lives make you look so well, go ahead and take them. They are doing more for you than I can."

Mrs. H. S. WILLIAMS.
50c. a box, 6 for \$2.50, trial size 25c. At dealers or sent postpaid by Fruit-a-lives Limited, Ottawa.

NAVIGABLE WATERS' PROTECTION ACT.

RICHARD B. MCGINNIS hereby gives notice that he has, under Section 7 of the said act, deposited with the Minister of Public Works at Ottawa, and in the office of the District Registrar of Titles at Prince Rupert, B. C., a description of the site and of the plans for a wharf proposed to be built in Alice Arm, Observatory Inlet, British Columbia, at a point situated about 3-4 miles south of the southeast corner of Lot 1074, Range 5, Coast District, B. C.

AND TAKE NOTICE that after the expiration of one month from the date of the first publication of this notice, Richard B. McGinnis will under Section 7 of the said Act, apply to the Minister of Public Works at his office in the City of Ottawa, for approval of the said site and plans, and for leave to construct the said wharf. DATED at Prince Rupert, B. C., this 22nd day of October, A. D. 1915.
RICHARD B. MCGINNIS, Applicant.

A Real Fever Stimulant GOLD WATCH FREE.



Send for our new offer. We expect you to tell your friends about us and show them the benefits of our Gold Watch. Don't think this offer too good to be true. Send 25 cents today and win a Fine Watch. Your watch will be insured - WILLIAMS & FLOYD, Wholesale Jewellers (Invt. 14-1, 16, Cornwalis Street, Toronto, Ont., Canada).

STUDENT'S ALLOWANCE COMES IN GOLD DUST

An allowance in the form of gold dust comes regularly from parents in Candle, Northern Alaska, to Colin C. Clements, a senior student at the University of Washington. Clements, who yesterday received some "dust" and nuggets, took his "poke" to an assayer and turned it into coin of the realm. Yesterday's remittance came in a sturdy purse made of a webbed foot, believed to be that of a ptarmigan, with the leg used as the mouth of the sack. Candle is on Kotzebue Sound, just below the Artic circle. Because of the delayed mail service, Clements has to wait more than the thirty days, which most college students consider a long enough interval between remittances from home. He is preparing himself for newspaper work, and expects to supply the residents of the region with the news which they now must get by telephone from Nome, across the peninsula.--Seattle P.I.

31 Years Older Than The Dominion of Canada

AS the name implies, The Bank of British North America was established long before the Provinces united and became the Dominion of Canada. The sound, progressive management which has made it a power in Canadian finance makes it the bank for your account.

THE BANK OF British North America
75 YEARS IN BUSINESS.
CAPITAL AND SURPLUS \$7,884,000.
PRINCE RUPERT BRANCH
P. MARGETTS, Manager.

CITY OF PRINCE RUPERT

NOTICE IS HEREBY GIVEN that an application will be made in the Legislative Assembly of the Province of British Columbia at its next session on behalf of the City of Prince Rupert for an Act containing provisions which are shortly stated as follows:—

(1) To authorize the changing debentures issuable under the bylaw in this clause mentioned, from the Sinking Fund plan to Annuity Instalment or Serial Bonds and the terms of years as herein stated:

No. 1	Bylaw and Object	Amount	Term of years.
97	Local Improvement Section 1	\$600,000	50 30
59	Hydro Electric	550,000	50 30
63	Government Debt	115,000	50 30
11	Telephone Plant	40,000	20 10
29	Electric Light Plant	66,000	15 10

and authorising the collection of instalments under such bonds with power to sell such bonds at a discount, and to use the Sinking Funds already collected towards reducing the debt; and power to raise any deficiency on sale of bonds by the issue of further bonds. Such changes to be made without submission to the ratepayers.

(2) Validating Bylaw No. 243 of said City; being "a bylaw for the purpose of authorising the renewal of certain treasury certificates," and authorising the issue of bonds on the said Annuity Instalment or Serial plan for the \$100,000 mentioned in Bylaw 243 for a not more than 30 years and also to ratify Bylaw 245, relating to such debentures; both without submission to the ratepayers.

(3) To provide for temporarily financing all said bonds by authorising the issue, renewal or reissue of temporary notes for not more than five (5) years from the date of such issue, renewal or reissue, pending the sale of the bonds heretofore mentioned and making provision for the payment of any loss which may be made on the sale of such temporary notes, renewals or reissue thereof:

(4) To provide for collecting instalments both for principal and interest before bonds have actually been sold. Such instalments so far as principal is concerned to be applied to reduce amount of treasury certificates or temporary notes then outstanding or to be issued.

(5) To provide for similar changes with regard to the following Bylaws, the debentures authorised by which have been hypothecated to the Bank of Montreal; but only with the consent of such Bank.

Bylaw.	Object	Amount	Term of years.
158	Section One Improvement	\$140,000.00	49 30
140	Change of Grade 2nd Ave.	7,437	50 20
148	Grading Lanes	29,000.00	50 20
156	Grading 8th Avenue	25,000.00	50 20

(6) To provide that securities to be issued under the following bylaws, under none of which any securities have as yet been issued, Annuity Instalment or Serial bonds may be issued and such bonds to be for the term here set forth, namely:

Bylaw.	Object	Amount	Term of years.
180	Morse Creek Bridge	\$ 35,000	50 30
181	General Sewer System	350,000	50 30
182	Grading Fulton Street	12,000	40 20
183	Grading City Property, 2nd Ave.	46,000	40 30
207	Electric Pole Line Extensions.	45,000	20 15
209	Telephone System Extension	60,000	20 15

with power to use the sinking funds heretofore accumulated to reduce the debt when incurred, and further, to cease collecting further sinking fund, and to provide for the collection of full instalments for total principal on each said bylaw from the commencement of the work authorised. The application of such instalments to reduce the amount of bonds required to be issued.

(7) To provide that no further sinking fund shall be collected under Bylaw No. 208: being "The Water Main Extension Bylaw" except sufficient to pay off \$20,000 of debentures already sold thereunder, and providing for the issue of Annuity instalment, or Serial bonds, term twenty (20) years, for the balance of the debt, namely; \$130,000, and for the use of the sinking fund already collected under said bylaw, except the part applicable to the \$20,000 already issued; to reduce the said amount of \$130,000 bonds when issued.

(8) As to Bylaws Nos. 144 and 241 relating to Market Place grading: Power to change the debentures authorised thereby from Sinking fund plan to Annuity Instalment, or Serial bonds at thirty (30) years, and to use the sinking fund already collected to purchase bonds to be issued thereunder, and to cease collection of further sinking fund:

(9) To provide for raising a reserve fund to ensure prompt payment of annual instalments to the amount of \$50,000 for present authorised indebtedness, and \$20,000 for every additional \$1,000,000.

(10) Providing that it shall not be necessary to submit to the ratepayers any bylaw making the change from sinking fund debentures to Annuity instalment or Serial bonds or changing the term of years, or the issue of new bonds to meet loss on sale of bonds or temporary notes.

DATED AT PRINCE RUPERT this 30th day of November, A. D. 1915.
FREDERICK PETERS,
Solicitor for the City of Prince Rupert, B. C.



Tickets

to and from Norway, Sweden, Denmark, Finland, Italy and Russia.
SAILINGS FROM NEW YORK
"Kristianfjord" March 11th.
"United States" March 23rd.
"Bergensfjord" April 1st.
"Stockholm" April 25th.
Have Your Reservations Made Early.
For Rates, Illustrated Folders and General Information Apply to

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

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 "Ramsay's 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.

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

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.

. 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'

Baby's Own Soap



After the bath with BABY'S OWN SOAP the skin is smooth, comfortable, and exhales the aroma of freshly cut flowers.

Freedom from skin troubles, explains in some measure the refreshing sleep which "Baby's Own Soap" babies enjoy. Especially for nursery use insist on "Baby's Own".

ALBERT SOAPS Limited, Manufacturers, - MONTREAL. 1-4-13

There's a Subtle Charm
about the delicious flavour of
"SALADA"
B106
This flavour is unique and never found
in cheap, ordinary teas. Let us mail
you a sample. Black, Mixed or Green.

"The Daily News"
CLASSIFIED ADS.

LOST

LOST—Brown Irish Spaniel pup. Finder
communicate with W. E. Williams, Bor-
den Street, or phone Black 158. Reward.

FOR RENT

FOR RENT: Furnished Room. 855 Sum-
mit Avenue. Board if required. Phone
Blue 508.

FOR SALE

FOR SALE—Stoves, beds, blankets any size,
one dollar up. 533 8th Ave., West, near
Fulton Street. 44.

FOR SALE—Gasoline Launch Ella W., 18
horsepower engine, equipped for fish-
ing, in good condition, terms to satis-
factory person. Apply to P. W. Ander-
son or Williams & Manson. 32.

SEVEN HORSEPOWER DISTILLATE Gaso-
line engine, new, \$165 freight paid.
Send for catalogue C. Guarantee Motor
Co., Hamilton, Canada. 11.

WANTED.

TRAVELLER WANTED to handle a line of
household utilities on commission, a
man preferred who is already travelling
to take this in addition. Write full
particulars and territory covered to W.
H. Syer, 918 Pender St., West, Van-
couver, B. C. 44-49.

WANTED—General servant. Apply to Mrs.
G. B. Hull, 346 4th Ave., W. 11.

WANTED—Woman for hotel work. Apply
Hotel Central. 43.

FOR SALE—The latest cloth-bound edition
of the Encyclopaedia Britannica for fifty
dollars. Apply D. H. Beatty, Gitwanga,
B. C. 47.

MINERAL ACT

Certificate of Improvements.

Boulder Mineral Claim, situate in the
Skeena Mining Division of Cassiar District.
Where located:—On the west side of
Hidden Creek, about one and one half
miles from Goose Bay, and south of the
Kalen Mineral Claim, Lot 2226, Cassiar dis-
trict. Lawful holder, Myron Knox Rodgers,
number of the holder's free miner's certifi-
cate, 94240 B.
Take notice that I, Myron Knox Rodgers,
of City of Seattle, in the State of Wash-
ington, free miner's certificate No. 94240
B, intend at the end of sixty days from
the date hereof, to apply to the mining
recorder for a certificate of improvements,
for the purpose of obtaining a Crown
Grant of the above claim.
And further take notice that action
under section 85, of the "Mineral Act"
must be commenced before the issuance
of such Certificate of Improvements.
Dated this 10th day of December, A. D.
1915. MYRON KNOX RODGERS.
By his agent, H. G. Lawson. 116.

F. W. HART

**AUCTIONEER
AND APPRAISER**

OFFICE CORNER 3RD AVE. AND
5TH ST., REAR OF HART BLOCK

HIGHEST PRICES PAID FOR
SECOND HAND GOODS
OF ALL KINDS
BOUGHT AND SOLD

HARD TIMES SATISFIED WITH A
SMALL PROFIT
Try 825 3rd Ave., Or Phone Red 268

HANDY WORK OF ALL DESCRIP-
TIONS. CARPETS VACUUM CLEANED

VACUUM CLEANING CO.

We Clean Homes, Offices, Churches
Lodge and School. rooms at low
Prices.

GOOD WORK GUARANTEED

All Orders Attended to Immediately.

OFFICE, 819 2ND AVENUE.
PHONE GREEN 268.

AUTO DELIVERY

EXPRESS AND BAGGAGE

Phone Red 339

MINERAL ACT

Notice to Delinquent Partners.

To G. W. Maxwell and Charles Nicholson.
TAKE NOTICE that whereas I have done
and caused to be done assessment work
on the Wolf Mineral claim, situated at the
head of Alice Arm, Observatory Inlet, in
the Skeena mining division of Skeena dis-
trict, assessment work for the years 1913,
1914, and 1915, and have paid for said
work and recording same, the sum of
\$307.50. Unless you pay me the sum of
\$231.50, for your share of the said as-
sessment work, together with the cost of
this advertisement, I shall, at the expira-
tion of ninety (90) days from the date
hereof apply to the mining recorder at
Prince Rupert, B. C., to have your inter-
ests in the Wolf mineral claim vested in
me, in pursuance of the provisions of the
mineral act.
Dated at Prince Rupert, B. C., this 19th
day of February, 1916.
J. E. STARK.

LAND NOTICE.

**SKEENA LAND DISTRICT—DISTRICT OF
COAST, RANGE 4.**

TAKE NOTICE that Frederick Bradshaw,
of Tonopah, Nevada, occupation mine man-
ager, intends to apply for permission to
purchase the following described lands:
Commencing at a post planted about
200 feet easterly from the northwest cor-
ner of Lot 40, Range 4, Coast District;
thence north 20 chains; thence west 20
chains; thence south 20 chains more or
less to the shore of Surf Inlet, thence
following the shore line to the place of
commencement, containing forty acres
more or less.
February 18, 1916.
FREDERICK BRADSHAW.

**SKEENA LAND DISTRICT—DISTRICT OF
COAST, RANGE 4.**

TAKE NOTICE that F. W. Holler of
Surf Inlet, occupation mine superintendent,
intends to apply for permission to pur-
chase the following described lands:
Commencing at a post planted about
150 feet south from the northwest cor-
ner of Lot 11, Range 4, Coast District; thence
south 20 chains; thence west 20 chains,
more or less to the shore of Surf Inlet;
thence following the shore line easterly
and northerly to the place of commence-
ment, containing 40 acres more or less.
February 18, 1916.

**FREDERICK W. HOLLER.
SKEENA LAND DISTRICT—DISTRICT OF
COAST, RANGE 4.**

TAKE NOTICE that Clyde Heller, of
Philadelphia, occupation mine operator,
intends to apply for permission to pur-
chase the following described lands:
Commencing at a post planted about
one hundred yards northerly from the
mouth of Paradise Creek on the easterly
shore of Bear Lake, Princess Royal Island;
thence east 40 chains; thence south 20
chains; thence west 40 chains more or
less to the shore of Bear Lake; thence
northerly along the shore of said lake to
the place of commencement, containing 80
acres more or less.
February 18, 1916.
CLYDE A. HELLER.

**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 south-
westerly direction to low water mark;
thence 30 chains, more or less, in a south-
easterly 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.

**ADVERTISE IN
THE DAILY NEWS**

Prince Rupert Feed Co.

HAY, GRAIN, FEED, SEEDS
AND FERTILIZERS

WE HANDLE

Bulbs, and Take Orders for
Nursery Stock.

Chicken Feed A Specialty.

Mail Orders Promptly Attended To.

P. O. Box 333. 808 Third Ave.

PRINCE RUPERT, B. C.

**BEST QUALITY DOMESTIC
LUMP
COAL**

\$9.50 per Ton — Cash on
Delivery

Money Back If Not Satis-
factory

UNION TRANSFER CO.

333 2nd Ave. Phone 36

Local News Notes

New furniture at Tite's—the
biggest values ever offered.

A social will be held in the
Catholic Hall on Wednesday, Feb.
23rd. Cards. 8:45 p. m. Prompt.

For Cash Tite's home furnish-
ing prices cannot be excelled.

Remember the Oddfellows' Leap
Year ball (informal) on Leap
Year night in aid of the Patriotic
Fund. Tickets 75 cents each at
C. H. Orme's and Self's Cafe.

**MILLION DOLLAR MYSTERY
FAVORITE AT WESTHOLME**

"The Diamond from the Sky"
continues to draw big houses at
the Westholme, and this week's
installment, "The Double Cross,"
is just as interesting as its pre-
decessors.

One of the most striking fea-
tures in a very fine show is "The
Cycle of Hatred." This is one of
the most remarkable dramas seen
for some time, and the fact that
Florence La Badie, of "Million
Dollar Mystery" fame, plays the
leading part should be attraction
enough in itself. There is also a
wonderfully clever child actress
in this play, whose work would
arrest the attention of any audi-
ence.

The Gaumont Graphic provides
lots of interesting war news, while
"The House Breakers" and "Do
Unto Others" provide the fun. It
is a show well worth seeing.

THE WEATHER

By F. W. Dowling.
For 24 hours ending 5 a. m.
February 22nd.
Barometer 30.021
Highest temperature 40.0
Lowest temperature 34.0

Speech is the mouth-piece of
thought; feeling is the influence
exercised by speech.

MINERAL ACT

NOTICE TO DELINQUENT PARTNER

To J. A. ROGERS.
TAKE NOTICE that, whereas I have
caused to be done the assessment work
for the year 1915 on the mineral claims
known as "Ladybird No. 4" Mineral Claim,
situated in Cascade Creek valley, north of
Silver Lake, in the Stewart, B. C., Mining
District; and the "Stumpy" Mineral Claim,
situated on the east side of Cascade Creek
at the head, in the said Stewart Mining
district, and have paid for said assess-
ment work the sum of \$200.00; unless
you pay to me the sum of \$100.00 for
your share of the said assessment work
together with the costs of this advertise-
ment, I shall, at the expiration of ninety
days from the date hereof, apply to the
Mining Recorder at Stewart, B. C., to have
your interest in the said "Ladybird No. 4"
and "Stumpy" Mineral Claims vested in
me in pursuance of the provisions of the
"Mineral Act."
Dated at Prince Rupert, B. C., this 5th
day of November, 1915.
A. LUND.
Per Alex. M. Manson, his solicitor.

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.

Sheet Metal Work!

Now is the time to have
your roofs repaired, eve-
n-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 appren-
tice at the Sheet Metal and
Heating business, in a regu-
lar 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 Can-
tractors and others Free

**PLOT TO INCITE AN
UPRISING IN INDIA**

From despatches from Aber-
deen, Wash., it now appears that
the schooner Annie Larsen, which
was taken some time ago with a
cargo of rifles and small arms,
and the steamer Meyerick, which
had a cargo of "knock-down"
submarines and a large quantity
of rifles and ammunition, were
working in conjunction.

These vessels were outfitted
and loaded by Germans with a
view to stirring up trouble in
India on the outbreak of war. The
vessels were to have met at John-
son's Island, in the South Pacific,
and then proceed in company to
India. However, they missed each
other and were ultimately taken
as reported some months ago.

Never ask God to do what no
man would do for you.

MINERAL ACT

Certificate of Improvements

NOTICE
Rivermouth Fractional mineral claim,
situated in the Skeena Mining Division of
Cassiar District.
Where located:—At the head of Alice
Arm, adjoining the Rivermouth and Car-
iboo mineral claims.
TAKE NOTICE that I, G. R. Naden, Free
Miners' Certificate No. 94,096B, acting as
agent for Carrie Pratt, Free Miners' Cer-
tificate No. 93,917B, intend, sixty days
from the date hereof, to apply to the
Mining Recorder for a Certificate of Im-
provements, for the purpose of obtain-
ing a Crown Grant of the above claim.
And further take notice that action,
under section 85, must be commenced be-
fore the issue of such Certificate of Im-
provements.
Dated this 23rd day of December, A. D.
1915. Apr. 2.

MUSIC

CHARLES BALAGNO

(Pianist at Westholme)

TEACHER OF PIANOFORTE

Former pupil of F. G. Strong.

TERMS MODERATE, Phone Blue 408

CAVENAILE & HANNAN

SPECIALISTS IN BULK COFFEE AND TEA, SUPPLIES ARE
ALWAYS FRESH

TABLE DAINTIES AND GROCERIES OF ALL DESCRIPTIONS

PHONE 493.

3rd AVENUE AND 2nd ST.

"THE STORE THAT IS DIFFERENT"

LAND REGISTRY ACT.

Notice Under Section 36.

TAKE NOTICE that an application has
been made to register Sven Holmquist, of
Prince Rupert, as the owner in Fee-simple,
under two Tax Sale Deeds from the col-
lector of the City of Prince Rupert, to
Sven Holmquist, bearing date the 17th day
of September, A. D. 1915, in pursuance of
a Tax Sale held by said Municipality on
or about the 9th day of September, 1914,
of all and singular certain parcel or tract
of land and premises situate, lying, and
being in the City of Prince Rupert, in the
Province of British Columbia, more par-
ticularly known and described as:—Lot
three (3), Block forty-five (45), Section
eight (8), and Lot four (4), Block thirty-
five (35), Section eight (8), Map 923.
You and those claiming through or under
you, and all persons claiming any interest
in the said land by descent whose title is
not registered under the provisions of the
"Land Registry Act" are required to
contest the claim of the tax purchaser
within forty-five days of the service of
this notice upon you. Otherwise you and
each of you will be forever estopped and
debarred from setting up any claim to or
in respect of the said land, and I shall
register the said Sven Holmquist as owner
in fee.
Your attention is called to section 36
of the "Land Registry Act" and amend-
ments, and especially to the following ex-
tract therefrom which relates to the above
notice.
"And in default of a caveat or certificate
of his pendency being filed before the
registration as owner of the persons en-
titled under such tax sale, all persons so
served with notice, or served with notice
under subsection (6) of section 195 of
the "Municipal Clauses Act, 1906," or section
293 of the "Municipal Act, 1906," or section
139 of the "Assessment Act, 1905," or
section 253 of the "Taxation Act," in cases
in which notice under this Act is dispensed
with as hereinafter provided, and those
claiming through or under them and all
persons claiming any interest in the land
by virtue of any unregistered instrument,
and all persons claiming any interest in
the land by descent whose title is not
registered under the provisions of this Act,
shall be forever estopped and debarred
from setting up any claim to or in respect
of the land so sold for taxes."
Dated at the Land Registry Office, at
the City of Prince Rupert, Province of
British Columbia, this 19th day of January,
A. D. 1916.
H. F. MACLEOD, District Registrar.
To Grand Trunk Pacific Development Co.
Ltd., J. P. Conrad, Jack Jenkins, Mrs.
C. R. McDonald.

**SPECIAL EVERY DAY
TOMATO SAUSAGE**

HARRY ATKINS

FAMILY BUTCHER

QUALITY IN ALL MEATS

"And in default of a caveat or certificate

Launch Alice B.

Approved by Minis-
ter of Marine as a

Passenger Boat.

For terms and particu-
lars

Call

W. J. THOMAS, Phone.

Green 381.



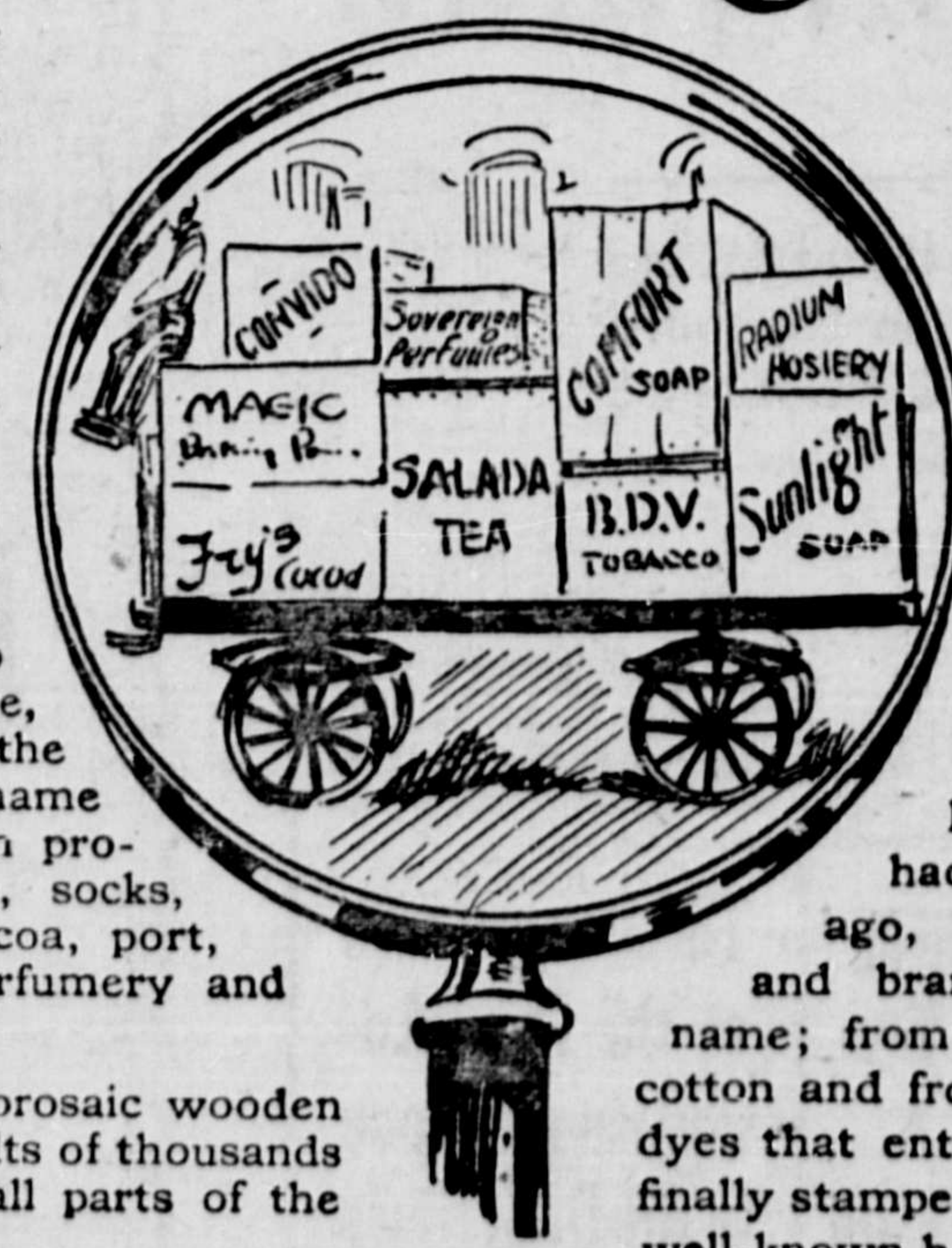
The Tale The Wagons Tell

My office window
faces a street, close
to the railway freight
sheds.

All day long a steady
stream of trucks and
lorries lumber by—
loaded with boxes,
barrels and bales.

One truck I noticed
the other afternoon
was particularly in-
teresting. No two
boxes were the same,
and stencilled on the
end of each was the name
of some well-known pro-
duct—soap, tobacco, socks,
breakfast food, cocoa, port,
tea, chocolates, perfumery and
baking powder.

Gathered there in prosaic wooden
boxes were the results of thousands
of hand's labor in all parts of the
world.



The cocoa had been
grown in Brazil,
shipped to Bristol,
transhipped to Mon-
treal and finally
distributed from
Toronto.

The tea was gath-
ered by swart-
skinned natives of
the romantic island
of Ceylon; from
sunny Portugal the
luscious, big grapes
had been gathered years
ago, fermented, bottled
and branded with a famous
name; from Egypt had come the
cotton and from South America the
dyes that entered into the product
finally stamped with the brand of a
well-known hosiery.

There, behind that obviously prosaic truck-load of freight was the whole romance
of modern commerce—the skilled production, the universal demand for food, drink
and raiment, and the world-wide distribution of the things we use every day.

And then I speculated why we use these things every day, instead of some other
things; and that brought me plump back to my own job of advertising.

The names of some of the boxes on the lorry were known everywhere to-day, but
had been unknown a few years ago; and I saw then more clearly than ever before
that Advertising is really a great channel digger. It is like the Panama Canal. You
can sail from Montreal to Vancouver now, around the Horn. You can get there,
but it is going to take months. A year or so from now you will sail through the
Panama Canal and chop the journey to less than half. A new channel will have
been dug.

The great names in commerce to-day are those of the manufacturers who have let
modern advertising steam-shovel a channel across the isthmus of distributing
difficulties.

The great names in the commerce of to-morrow will be those of men who widen and
dredge this channel so that the greater traffic may pass smoothly and quickly from
the source of production to the homes of the consumer.

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 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.