

## Port Edward

To enable visitors to view Prince Rupert's coming industrial suburb and its harbor facilities boats will leave here on the afternoon of Tuesday and Thursday. For particulars and time of departure apply

S. HARRISON & CO.

Sole Agents for the Port Edward Townsite Co. 2nd Ave.

## Everybody Seeing It!



### WHAT? Your Blue Serge Suit

Be sure that your next Blue Serge Suit is 20th Century Brand made. We can show you a larger variety of blue serge cloths than any other concern in town—all weights, all weaves and all tones. Tailored beyond criticism by experts; and remember that we can fit the thin man, the tall man, the short man and the stout man.

#### PRICES

\$22.00 \$25.00 \$30.00 \$32.50

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### Canadian General Electric Company, Limited

Motors, Mining and Contracting Machinery  
Electrical Apparatus of every description

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General Merchandise - Largest Stock

Lowest Prices in Northern B. C.

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Our illustrated catalogue shows a most complete assortment of gem set rings, from which out-of-town buyers may choose as satisfactorily as if they could personally visit our diamond rooms. Every diamond in every ring that leaves our store, we guarantee to be perfect in cutting, color and brilliancy, and being the largest importers of diamonds in Canada we can assure you of the lowest possible prices for perfect goods. Write for our large Jewelry Catalogue, it will be sent free to your address. It will interest you.

### Henry Birks & Sons

Limited

Jewellery Mail Order House

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Managing Director

Vancouver - B. C.

"FROM HOME TO HOME."

## HOTEL ELYSIUM

Sid. Sykes, Manager

The Finest, Newest and Most Up-to-date Hotel in Vancouver.  
Excellent Cafe. Moderate Prices.

1142 Pender Street West - Vancouver, B. C.

Phone 8500.

## LATEST IMPORTANT FACTS REGARDING THE ROSS RIFLE; PATTERNS AND THEIR POINTS

Toronto, Aug. 23.—Since the Ross rifle was first adopted by the Canadian government many different patterns have been experimented with and issued, and each pattern as it has been issued has been an improvement on the previous issue. The points of difference between many of these patterns have been so slight that few outside of those actually engaged in the experimenting and manufacture have known what they are. In the general militia orders just issued is a notice of the simplification of the nomenclature of the different patterns, which does away with much confusion that has existed.

#### Mark I Unfit.

The pattern of Ross rifle which was first issued, known as Mark I, was found to be quite unfit for service, and the 10,000 of them which were issued were called in. With certain changes they have now been all "converted" for use at gallery practice. The pattern hitherto known as Mark II will now be known as the Short Ross, Mark I. Those known as Mark II, one star, which have been authorized for use of cadet corps after the replacement of certain worn

out parts, will be called Cadet Ross rifles.

#### Long Ross the Best.

The pattern known as the Ross, Mark II two star, also styled the Long Ross, over the use of which by the Canadian Bisley team there has been so much discussion, is now officially termed the Long Ross, Mark II. The permanent force of the militia has received a full issue of this pattern, while a limited number of them have been issued to each of the non-permanent units, in addition to the issue of short rifles. This is the pattern which seems to have given the best satisfaction to those who have used it on the rifle ranges, and although experimenting is still going on, it is the opinion of many that it is the pattern that will be finally adopted and issued.

Experimenting with many different patterns of sights suitable for the Ross rifle has also been carried on, but it is understood that the government has finally fixed on the Parker sight as being most suitable, and has bought the sight from the originator of it. It is expected that in time all the Ross rifles issued will be fitted with this sight.

## NAVAL STRENGTHS AND THE NAVAL PROBLEM TODAY

Great Britain has at the present time 535 effective fighting ships, France 374, Germany 270, Russia 199, Japan 177, United States 162. This does not, however, show the relative fighting efficiency of the navies of the world, inasmuch as some navies are stronger in battleships, cruisers, etc., while others are numerically stronger in the smaller vessels, such as torpedo boats and destroyers, so that numbers do not altogether provide a reliable indication of their strength.

This is borne out in the case of Great Britain and Germany. Great Britain is immeasurably ahead of Germany in matter of numbers, but many of her older vessels would be of no avail against up-to-date dreadnoughts and super-dreadnoughts.

The naval question is not really one of completed ships, but of building programmes. In 1910

it was calculated that there would be ten British dreadnoughts in commission, while neither Germany nor the United States would have any. As a matter of fact, by 1910 Germany had four and the United States two, and a knowledge of the naval programme of these two countries brought the realization that the British programme would have to be modified.

It would take Germany years to bring her 270 vessel navy numerically equal to the 535 of Great Britain, but it would not take her long if Great Britain did not build faster to catch up to her in the matter of dreadnoughts. In 1910 France had only 17 dreadnoughts, but Germany had 33 and the United States 10. The strength of a navy nowadays is in its great battleships, not in the numerous small naval fry.

#### LAND PURCHASE NOTICES.

Skeena Land District—District of Cassiar. Take notice that Oliver Besner, of Prince Rupert, B. C., occupation hotel keeper, intends to apply for permission to purchase the following described lands:

Commencing at a post planted on the east shore of Goose Bay, Observatory Inlet, and about one-half mile south of Indian Reserve, thence 80 chains south, thence 20 chains east, thence 80 chains north, thence 20 chains west to point of commencement, containing 160 acres more or less.

OLIVER BESNER.

Dated July 21st, 1912.

Pub. Aug. 12, 1912.

Skeena Land District—District of Coast Range 5.

Take notice that I, Agnace Massey, of Vancouver, B. C., occupation logger, intend to apply for permission to purchase the following described foreshore:

Commencing at a post planted at the southwest corner of Lot 4446, thence south 300 feet, thence following the shore line in a northeasterly direction 300 feet from the Grand Trunk Pacific Railway right-of-way to a point 300 feet east of the southeast corner of Lot 4446, thence west 300 feet to high water mark or G. T. P. right-of-way, thence along the beach to point of commencement, containing 2.0 acres more or less.

AGNACE MASSEY.

Dated July 30th, 1912.

Pub. Aug. 12, 1912.

Skeena Land District—District of Coast Range Four.

Take notice that I, Fred Dawson, of Prince Rupert, occupation farmer, intend to apply for permission to purchase the following described lands:—Commencing at a post planted three miles west, one mile south of End Hill, Banks Island, thence south 40 chains, thence west 40 chains, thence north 40 chains, thence east 40 chains to point of commencement, containing 160 acres, more or less.

FRED DAWSON.

Dated August 1, 1912.

Pub. Aug. 13, 1912.

Skeena Land District—District of Coast Range Four.

Take notice that I, Isabelle Smith Ellis, of Prince Rupert, occupation married woman, intend to apply for permission to purchase the following described lands:—Commencing at a post planted four miles west and one mile south of End Hill, Banks Island, thence south 80 chains, thence east 80 chains, thence north 40 chains, thence west 40 chains to point of commencement, containing 480 acres, more or less.

ISABELLE SMITH ELLIS.

Dated August 1, 1912.

Pub. Aug. 13, 1912.

#### CERTIFICATE OF IMPROVEMENTS.

Notice—Kaen Mineral Claim, situate in the Skeena Mining Division of Cassiar District. Where located: Near Granby, in the said mining division and adjoining the property of the Granby Consolidated Mining, Smelting and Power Company, Limited.

Take notice that I, Sam McCague, administrator of the estate of James McCague, Free Miner's Certificate No. 329798, intend, 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, must be commenced before the issue of such Certificate of Improvements.

Dated this 30th day of July, A. D. 1912.

By His Agent, F. J. Coleman.

Pub. Aug. 12, 1912.

#### CALL OF THE WHEAT.

By Chester Firkins.

(With a bumper crop on the fields, the farmers of the north-west cannot get enough men to harvest it.)

They cry for bread, they cry for bread.

When winter walls them 'round;

The city sees her hungered dead

Borne to the burial ground.

They look in wonder on a world

That cannot give them food;

They sleep in icy alleys, curled

Like beasts within a wood.

I cry for men, I cry for men

When rolls the harvest wain

And far upon my fields again

Waves bright the ripened grain.

I look in wonder on the ways

Of them that cannot give

The little labor of few days

To let their children live

They cry for work, they cry for work,

Within the smothered town,

Where miseries of ages lurk

To crush and cast them down.

I cry for aid, I cry for aid,

I call for them to come

And glean the riches God has laid

Upon my prairie home

And I will give them life and

heart,

Will they but lend a hand

And hasten from their sordid

mart

To save my golden land.

Oh, come! Oh, come, ye blinded

men!

And take the gift I hold,

That when the hunger comes

again

Thy sin shall not be told.

—New York American.

Launch Alice B., W. J. Thomas.

Phone Green 391. Govt. Wharf.

## Real Estate Offerings:

These values are not inflated on account of the sale.

#### Section One.

Lots 4-5, Block 28, \$6,750. Good terms.  
Lots 21-22, Block 35, \$18,500. Double corner on lane. \$6,500 cash, bal. 1 and 2 years.

Lots 9-10, Block 10, \$20,000. Good terms.  
Lots 17-18, Block 30, \$18,500. \$6,000 cash, bal. 1 and 2 years.

Lots 3-4, Block 8, \$11,000. Good terms.  
50 feet in Block 10, Second Ave., \$25,000. Good terms.  
100 feet in Block 34, Third Ave., \$100,000. Good terms.

Double corner on Second Ave., in heart of business district, \$65,000.  
Lots 9-10, Block 17, Section 7, \$2,500. ½ cash, bal. 1 and 2 years.  
Lots 17-18, Block 39, Section 5, \$2,200. Good terms.

Lots 15-16, Block 27, Section 6, \$3,500. Good terms.

Fourteen lots changed hands in our office yesterday the 26th.

Let us sell yours.

## Bainter & Sloan

2nd Ave.

Phone 387

## Service Must Speak

A STORE is almost human. It is full of temperament. It affects each customer with the composite personality of its management and staff.

There are stores and stores. There are "grouchy" stores and "smiling" stores. There are flip-pant stores and dignified stores. And the peculiar thing about each is that the goods or the prices have little to do with the store's temperament. It is the personality of the store that colors and defines the character of the goods from the customer's view-point and wins or repels approval.

The temperament or personality of a store is vividly expressed in its face. The face of a store is its advertising. You can judge a store by its advertising the same as you can judge a man by his facial expression.

Stores that honestly try to serve their customers best simply can't help advertising. It is the way of human nature that when we have spent the best of our brain power and physical and financial resources in building up something worth while, our enthusiasm bursts forth into publicity. We simply cannot restrain the desire to tell others about it.

In the long run, service is what you pay for, always. The goods, as goods alone, are incidental. Service implies quality, fair prices, safe treatment, and honesty in every detail of every transaction.

The service store is the "serving" store. It is also the honest-advertising store. By this, you may know it always—anywhere.

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

## NATURAL GAS IS NOT MINERAL

That natural gas does not come under the term "mines of minerals," is the opinion of the judicial committee of the Privy Council, on which is based the judgment dismissing the appeal of the Canada Company. The appeal was taken by the company against judgment in favor of a farmer named Farquharson. The case was a test to determine as between the Canada Company and the purchasers from the company, what rights were reserved under the form of conveyance adopted by the company in disposing of lands in the south-western Ontario oil region.

## Government Sale Prince Rupert Lots

Acting under instructions from the Government of British Columbia, I will hold an auction sale of Prince Rupert lots on Wednesday, August 28th, 1912. The sale will be held at Prince Rupert and will commence at 3 P. M. and be completed on Thursday the 29th.

The lots to be offered will be in Sections 1, 5, 6, 7 and 8, about 300 in all, and the list comprises some of the choicest lots on the townsite.

Take Canadian Pacific Railway and Union Steamship Company's boats from Vancouver August 24th or Grand Trunk Pacific boats August 26th. Fare each way, including meals and berth, \$18.00.

It will pay you to attend this sale. If you cannot go yourself send a representative.

For further information apply to

### C. D. RAND, Agent

Head Office, Vancouver, B. C. Branch Office, Prince Rupert, B. C.

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