

When You Want a Plumber in a Hurry
PHONE 340
WESTERN PLUMBING & SUPPLY CO.
Second Ave.

Furniture Carpets

Linoleums
Upholstering
Picture Framing

The Hendricksen-Smith Furniture Co.
Phone 465 Cor. 3rd Ave. & 7th St.



GEORGE LEEK

For Ten Acre Blocks of good level land on Porcher Island. Close to Bathing Beach and Public School. A fine place for a Summer Home.

\$20.00 an Acre
ONE-HALF CASH
Balance 6 Months

Find It Through a News Want Ad.

Let the Buyer Beware

FOR centuries the principle of "Let the Buyer Beware"—"Caveat Emptor"—ruled the world of business. In fact, it was not a principle—but rather a lack of principle—yet it held sway everywhere until a decade or two ago.

When a merchant quoted a price, he made it high enough to stand almost unlimited whittling, and yet be profitable—to him. When he spoke of quality, his fingers were crossed, and you were not expected to believe him—unless you wanted to very badly.

Buying was a haggle—unless you were a hardened haggle you came out second best in every deal. "Caveat Emptor"—it was up to you. There was no confidence between buyer and seller.

Business—once an aggregation of deals—has become the living embodiment of ideals.

Advertising has helped, because Advertising creates confidence in the buyer and proves the seller's confidence in his wares. Confidence has eliminated the haggle.

You see business confidence is a good deal like capital, in that it accumulates like savings. The grocery consumer's confidence in a town will

be on deposit chiefly with a few capable square grocers; and dry-goods confidence, jewelry confidence, and so forth, are massed in the same way.

The retail merchant doesn't lock this confidence in his safe. He deposits it in turn with the wholesaler, who passes it on to the manufacturer. And the manufacturer, to make the circle complete, must give confidence to the consumer.

The manufacturer with goods to sell must draw upon all these reserves of confidence. He must demonstrate his own fairness in dealing, his integrity in maintaining quality, his willingness to put principle before profit.

Advertising is the means through which the manufacturer makes this demonstration to you.

Advertising has given personality to commodities, so that you now recognize your "friends" among soap, tea, or collars, as readily as you recognize your human acquaintances.

Advertising fathered the "money back" principle, and has made buying a pleasure instead of a duel of wits.

Advertising has spread the one-price policy—erased "Caveat Emptor" from the language of business, and made buying safe to entrust to a child.

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—write if interested.

"The News" Classified Ads.

—One Cent A Word For Each Insertion—

Peerless Studio

Rooms 19-20-21 Alder Block
Cor. 3rd Ave. and 6th St.
Special Styles at Reduced Prices
All Work Guaranteed

PAPERHANGING

—AND—
INTERIOR DECORATIONS
of All Kinds
Estimates Free
R. E. BALL
P. O. Box 274 Phone 174

HYDE'S CIGAR STORE

Magazines - Periodicals
Newspapers
City Messengers
Parcel Delivery
Phone 362 607 3rd Ave.

Busy Bee Cafe

519 3rd Avenue
Most Up-to-Date Place in Town
OYSTERS & GAME BOXES FOR LADIES
Open Day and Night

PRINCE RUPERT FEED CO.

Dealers in
HAY, GRAIN FEED AND SEEDS

Agents for the International Stock Food
MAIL ORDERS PROMPTLY ATTENDED TO

Wanted

STENOGRAPHER wanted. Give references and state experience. Good salary. P. O. Box 999. 30-31

WANTED—A general servant; wages \$25 to competent girl. Mrs. C. V. Bennett. 29-31

WANTED—Girl to do housework. Apply Mrs. O'Reilly, 2nd Ave. 2817

WANTED—Experienced help at the Panatorium. 2817

WANTED—Young man to solicit life insurance on salary and commission basis. C. E. Bainter. Phone 387 2717

WANTED—A good general servant. Apply 211 Second Ave. or phone 145. 3117

WANTED—A general servant. Apply Mrs. L. W. Patmore. 30417

For Sale

FOR SALE—Fairbanks-Morse stationary gasoline engine, twelve h.p., high speed, first class shape. Apply P. O. Box 1509, Prince Rupert. 30117

For Rent

FURNISHED room for rent in private family; modern conveniences. Mrs. Lamphere, 1011 3rd Ave. Phone 469. 28-30

FURNISHED rooms and housekeeping rooms. Apply Alder Block, corner 3rd Ave. and 6th St. 22-35

MY WARDROBE

J. LEE, TAILOR
Cleaning, Pressing and Repairing
Scott Building, Next to City Hall
Phone Green 390

Prince Rupert 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 5th and 6th 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—8th Ave. and Comox Ave.

Box 37—8th Ave. and Dodge Pl.

Box 38—6th 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—11th Ave. and Eberts.

Box 141—7th Ave. and Young St.

DREDGING COAL FROM SUNKEN SCOW

Vain Effort of Enterprising Citizen to Relieve the Coal Famine—His Own Scow Turned Turtle.

With the laudable idea of attempting to relieve the straightened situation in the coal business that exists in Prince Rupert at the present time, as well perhaps as gathering in a few extra of the ever necessary shekels, Captain Ketchum of the launch Baluarte set his wits to work and evolved the following scheme: He was aware that there was lying under water just off Digby Island about sixty tons of coal in a sunken scow named the Crondelet, which was wrecked some two years ago off Holland Rock, and was finally towed to its present resting place, where it has remained ever since, the owners of the coal not attempting to do anything with it on account of the expense that would be incurred in its recovery.

The only way this would be possible would be by dredging. Desperate straits demand desperate measures. Captain Ketchum procured the services of Captain Babington's dredge and set to work to dig up the coal. After operating strenuously for some little time he managed to get about twenty tons aboard a scow and was all ready to set sail for the city this morning. But his praiseworthy enterprise and business acumen were not destined to be crowned with success. Alas, in some unaccountable manner the scowload of coal cap-sized and the precious fuel was dumped to the bottom of the sea, this time, in all probability, forever. Captain Ketchum had made all arrangements with the Pacific Transfer Company to handle the sale of the coal, and it is much to be deplored that such enterprise and energy should be fraught with disaster.

Alex. Young, son of Judge W. McB. Young, one of the well known young men of this city, associated with L. W. Patmore's law office, returned this morning from a two weeks' vacation spent in Victoria and Vancouver.

F. W. Van Arsdol, son of C. C. Van Arsdol, the well known G.T. P. engineer, was amongst the arrivals this morning on the Prince Rupert.

Mr. J. F. Fletcher, Post Office Inspector, arrived this morning from Victoria on one of his regular tours of inspection.

The paper that prints the facts—the Daily News.

MANY PASSENGERS ARRIVE ON RUPERT

Over Eighty Saloon Passengers Came This Morning on the Prince Rupert.

The steamer Prince Rupert, Captain Duncan MacKenzie, arrived on time this morning with 85 saloon and 30 third class passengers. Among the saloon passengers were the following:

F. W. Van Arsdol, H. McKensen, J. T. Campbell, C. E. Barge, G. A. Pierce, Mrs. Alex. Johnson, Miss E. E. Cartwright, J. P. Hawkinson, J. Rudd, Miss Janette Fotheringham, Paul Naylor, A. Connor, Mr. Calhoun, A. R. Sewall, A. Robertson, J. Dodgson, Charles Beebe, P. O. Croken, O. Rosenhohne, J. Matthews, E. B. Bird, C. H. Roper, T. W. Jeffries, O. Metcalfe, A. Richardson, J. A. Wright, William Bell, R. C. Jardine, G. Herblin, Mrs. E. Caldwell, W. E. Blake, Mrs. H. P. Jones, A. S. Wallace, W. Taylor, Mrs. Pipes, Mrs. J. P. Cade, R. E. Delaney, Mrs. Delaney, R. Viollette, Jack Fong, R. Bayley, A. Young, Dr. A. E. Glendennan, R. A. Williams, B. C. Affleck, Mrs. Affleck, W. A. Lawson, A. Guttstein, Mrs. Guttstein, A. W. Agnew, F. E. McFeeley, R. D. Portliffe, A. McDougall, Mrs. McDougall, C. Johnston, Mrs. B. Bates, H. Hodgen, Mrs. G. J. Frizzell and child, F. Garratt, H. F. Gorman, F. J. Temple, George McGregor, Ella Ford, N. M. Jackson, W. Orr, M. A. Kamsa, L. Erickson, A. McKinnon, F. A. Brown, C. Van Aken, Albert Goulet, Roy Goulet, Mrs. Williams, Alex. Goulet, Miss Anna Morgan, Miss Ruth Gilisp, George S. Bouclet, J. F. Fletcher.

The Rupert's cargo was the heaviest she has carried for more than two years, most of which was for Prince Rupert and some for up river and the Queen Charlotte Islands.

LOCAL NEWS ITEMS

W. Boyd Young, pioneer merchant of Port Simpson, is in the city for a few days on business.

Mr. and Mrs. Charles Harrison, pioneer residents of Masset, returned this morning from a visit to Vancouver and Victoria.

R. C. Jardine, local manager for Kelly, Douglas & Co., returned to this city this morning after a short business trip to Vancouver.

J. P. Hawkinson, a well known old timer of Prince Rupert and district, who has been on a visit south, returned to the city this morning.

Albert Goulet, a prominent land and coal operator on Graham Island, arrived on the Prince Rupert this morning from a trip to the south.

Mr. Fred Henning, manager of the Premier Hotel, has received a post card from Major George E. Gibson, pioneer real estate man of this city, who is at present visiting in Texas, showing a picture of a grand hotel, which the latter says is a facsimile of what the new Premier is going to be. The major will return to Prince Rupert in a few weeks' time.

BOY SCOUT MOVEMENT IS TO BE REVIVED

It is good news to hear that the Boy Scout movement is definitely going to be revived in Prince Rupert. This most excellent youthful organization that has become world-wide since a few years ago it came into being through the inspiration of that famous British soldier, Major General Sir William Baden-Powell should most assuredly have a strong representation amongst the boys of this city. It was started here a couple of years ago through the energy of the late Dr. Reddie, who was ably assisted by Mr. Brown, who acted as scout master. The latter has since left the city, and the little corps unfortunately became broken up and practically ceased to exist. Now, through the energetic persistence of young Jack Dowling, with the co-operation of Mr. C. V. Eviit, a fresh start is going to be made. A meeting with this end in view will be held in St. Andrew's Church, at the corner of Dunsmuir street and Fourth avenue, on Saturday evening next, when it is hoped there will be a good attendance of all interested in reviving this excellent organization.

DISFRANCHISE HALF THE MEN

Colonel Sam Hughes Suggests a Test for Woman Suffrage.

Ottawa, Feb. 3.—Addressing a gathering under the auspices of the Imperial Order Daughters of Empire, in the Methodist Church at Napanee on Friday night, Hon. Sam Hughes, minister of militia and defence, gave some frank opinions on the question of woman suffrage. Many women, declared Col. Hughes, deserved the franchise and many men did not. "I am not in favor," he said, "of general woman suffrage, but I believe that the right to vote should be equalized. The earners, the women who support husbands, women school teachers, every adult male or female who can show that he or she understands the fundamental principle of responsible government, has a right to vote. This test, however," declared the Minister, "would disfranchise half the men."

LADIES' GOODS AUCTION SALE

Acting for Sheriff Shirley
I Will Sell
WITHOUT RESERVE

In Lots to Suit Buyers

The Stock of Will J. Hughes,
Smith Block, 5th Street

Comprising
Silks Dress Goods Corsets
Laces Ribbons Trimmings
Hose Household Linens Skirts
Raincoats Umbrellas
Underwear Gloves Waists Etc.
Fixtures and Fittings

ON VIEW WEDNESDAY, FEB. 5
3 P. M. TO 5 P. M.

Sale Commences Thursday,
Feb. 6, 1913, at 2 O'Clock

FRANK A. ELLIS
Auctioneer
2nd Street Phone 14

Advertise in The Daily News

-Church Services-

FIRST PRESBYTERIAN CHURCH
Services every Sunday in the Church Hall at 11 a.m. and 7:30 p.m.
Sunday School at 2:30 p.m.
REV. F. W. KERR, M.A., PASTOR

THE FIRST BAPTIST CHURCH
Services every Sunday at 11 a.m. and 7:30 p.m.
Sunday School at 2:30 p.m.
REV. W. H. McLEOD, B.A. B.D., PASTOR

THE FIRST METHODIST CHURCH
Services every Sunday at 11 a.m. and 7:30 p.m.
Sunday School at 2:30 p.m.
REV. C. R. SING, B.D., PASTOR

ST. ANDREW'S ANGLICAN CHURCH
Cor. Fourth Ave. W. and Dunsmuir
Second Sunday After Christmas, Morning prayer and Holy communion at 11:30 a.m. Evening prayer at 7:30 p.m.
REV. E. C. BURCH, RECTOR

THE SALVATION ARMY CITADEL
Granville Court
Sunday services at 11 a.m., 3 and 8 p.m. Sunday School, 1:30 p.m. Week night services Monday, Wednesday, Thursday and Saturday.
CAPT. AND MRS. TUTTLE, Commanding Officers.

TO RENT

6-room house, across Hays Creek
\$25.00.

5-room house, across Hays Creek
\$15.00.

2 cabins, close in. \$8.00 each.

G. R. Naden Co., Ltd.
Agents
2nd Avenue



BABY'S OWN SOAP
Absolute Purity Flower Fragrance

Pure vegetable oils are the base of Baby's Own Soap. It promotes skin health and prevents skin troubles.

Natural flower extracts give to Baby's Own Soap the clinging fragrance which makes its use so pleasant.

BABY'S OWN SOAP IS WELL WORTH RUNNING FOR.
In the interest of your skin, send for some now. Sold everywhere.
ALBERT SOAPS, LIMITED, MONTREAL.