Canadian Typewriter Exchange, Dept. 15, Suite 305, 319 Pender W., Vancouver, B.C.

F. W. HART

Owing to ill health we are compelled to go out of business and may have to shut our doors at any time. We are

CLOSING OUT

offering CROCKERY

LAMPS

GLASSWARE HOUSE FURNISHINGS STORE FIXTURES

ENAMELWARE SAFE

Better than Ringing

Door-bells

to-house canvass. He's one of those men with

an absurd fear of the "waste-circulation" bugaboo

-cannot get away from the haunting thought that

only 10 out of every 100 readers of a newspaper

So he refused to advertise, and went a-canvassing

but also to his wife, his grown-up sons and

daughters, his mother-even his mother-

in-law. Their coaxing will help to convince

the head of the house—and pretty soon

This and dozens of similar cases which

Take the motor truck. It can be sold

only to large firms Yet a motor truck

manufacturer is successfully Advertising

in daily papers. He realizes that he must

reach, not alone the managers of the con-

cerns that require trucks, but also their

directors, their foremen, their head ma-

chinists, etc. It is found in actual practice

that this Advertising radiates in a thousand

directions, and again converges most as-

tonishingly to influence the house that has

made up its mind that horse-trucking is

too costly and inefficient.

might be cited to show that "waste cir-

culation" is an empty bugaboo, and should

there'll be a piano in that home.

deter no one.

-inviting people to come to his piano recitals.

Then he wondered why they didn't come.

may be possible buyers of his goods.

This is why:

house.

He wasn't reaching the people.

His canvassers rang every door-bell in

But one in every household isn't enough

-particularly if it doesn't happen to be

the right person. And, as a rule, it wasn't

the right person—it was a servant, or a

child. The woman of the house was seldom

Now, if the piano maker had placed an

ad. in the newspaper, it would have reached

thousands, where the canvassers could

And even though only 10 per cent. of the

readers are actual piano buyers, this does

not mean that the advertising read by the

other 90 per cent. is wasted. Advertising

talks, not only to the prospective buyer.

seen; the man of the house, never.

reach only hundreds.

town. They talked to some one in every

PIANO manufacturer recently made a house-

Store for rent. Can give possession in one week.

STOCK FOR SALE EN BLOC

Hart Block, next to the Bank of Montreal - 3rd Avenue



"The News" Classified Ads.

==One Cent A Word For Each Insertion==

MRS. E. A. HEAD Tailoring and First Class Dressmaking

Second Ave., over C. D. Rand's Office. Phone 416 Black

Hendricksen-Smith Furniture Co.

Cor. 7th St. and 3rd Ave. PHONE 465

Peerless Studio

Rooms 19-20-21 Alder Block Cor. 3rd Ave. and 6th St. For marvellous value in photo-

graphs see OUR FEBRUARY SPECIALS

FOR SALE

Price, \$20,000. Terms, \$6,000 cash, balance over five years with interest at 7 per cent, twice per annum, allowing commission to any agent for the sale.

> M. O. LEDUC 1682 Notre Dame West

Scott Building, Next to City Hall Phone Green 380

Busy Bee Cafe

519 3rd Avenue

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

Wanted

family of five; careful tenants; children. Box 948.

WANTED—A chambermaid. WANTED-A general servant. Apply Mrs.

For Sale

FOR SALE-Equity in Gerhard Heintzman plano. Easy terms. Geo. Eckerman

Apply Box 25 Daily News.

street, or Westholme Opera House. 49tf

SNAP-Two lots, Block 39, Section 8, \$500 each; 1/2 cash, balance 3, 6 and 9 months. Apply P. O. Box 158.

SALE-Fairbanks-Morse stationary Prince Rupert.

For Rent

Realty & Insurance Co.

Miscellaneous

EARN \$15 weekly for few hours work in rate when the upset took place. Mail Order House. Representatives wanted everywhere. Outfit free. The Consumers Association, Windsor, Ont.

For Rent.

for quick sale.

H. DOUGLAS Opposite P. O., 3rd Ave.

************************ Meet Me at

HYDE'S CIGAR STORE

Magazines - Periodicals Newspapers City Messengers

Parcel Delivery 607 3rd Ave.

PRINCE RUPERT FEED CO.

Dealers in HAY, GRAIN FEED AND

SEEDS

PRINCE RUPERT.

Warning.

water main across Shawatlans at \$2.75. Scott, Froud & Co.'s Passage at Fern Passage cables Overstock Shoe Sale. will be strung and six dolphins driven. All boats are hereby gressive and up to date merchant warned. Construction is now in tailors, have just moved into operation and will continue until further notice.

W. McG. MASON, City Engineer.

FIRST PRESBITERIAN CHURCH Services every Sunday in the Church Hall at 11 a.m. and Empress Theatre at 7.30 p.m. Sunday School at 2.30 p.m. REV. F. W. KERR, M.A.

THE FIRST BAPTIST CHURCH MCINTYRE HALL, SRD AVE., NEAR 6TH ST. Services every Sunday at 11 a.m. and 7.30 p.m. Sunday School 2.30 p.m. Baraca Bible Class 2.30 p.m.

THE FIRST METHODIST CHURCH SIXTH AVE. AND MUSGRAVE PLACE 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 ANDREW'S ANGLICAN CHURCH

Fifth Ave. and Dunsmuir Place Morning prayer, 11. Evening prayer, 7:30. Sunday first Sunday month, at 11 a. m., third Sunday at 8 Buring the Lenten season there will be service in the church every Wednesday at 8 p. m.

SALVATION ARMY CITADEL

a. m., 3 and 8 p. m. Sun-day School, 1:30 p. m. Week night services Mon-

MILK WAGGON UPSET

Horse Left Standing Started Leisurely Off-Little Jaunt Was Soon Ended.

One of the milk waggons the Prince Rupert Dairy came to grief about 8:30 this morning in front of the G. T. P. Inn. While Mr. Schafer, the proprietor, was delivering milk to the Premier Hotel the horse started off from where it had been left standing on Centre St. Making too sharp Owner will take any reasonable offer. towards Kelly, Douglas & Co. the waggon was completel SALE-Fine upright piano, nearly turned over and the progress of new. For quick sale, \$290. Terms if the horse was checked. There desired. George Werner, 418 Dunsmuir the horse was checked. There was a crashing of glass and general mix-up of milk botktles and cans. Fortunately, however there was no one in the waggon and a large quantity of the mill first class shape. Apply P. O. Box 1509, was saved. Frightened by the upsetting of the waggon, the horse made frantic efforts to ge away but was finally thrown on its side on the roadway. It was soon released none the worse for he little jaunt brought to such a quick termination. The dam. age to the waggon consisted o nothing more than broken windows and a broken shaft. The horse was of a quiet disposition and was travelling at a leisurely

LOCAL NEWS ITEMS.

Hughes' bankrupt sale closes

Mr. W. J. Kennaugh, of Garde & Kennaugh, civil and mining engineers, left on this morning' train for the Interior on professional business.

The weather don't hurt you and the bargains are worth coming for at the final closing day of the Hughes' bankrupt sale.

Nulty, hardware merchants, re- dren or which may be likely to turned to the city last night from offend the public. a week's business trip to Van- | Children under 15 years of age

Never again will you get such panied by an adult.

during his absence in Victoria fine of \$25 for each day during The up-to-date House Decorshis store will remain open until the time after conviction which the stock is cleared out.

today from Victoria announcing that Mrs. Hart's condition is considered serious. He will leave SECOND COURT IS tonight on the Princess May.

Large assortment of men's and ladies' Boots and Shoes. Reg. During the construction of price \$4,00 to \$6.00 clearing now

> their new store on 6th Street in the Helgerson Block, lately occupied by the Union Transfer Co. Here they have a magnificent display of cloth materials, which is the largest carried by any firm in Northern B. C. They are making a specialty of catering to the

las & Co., returned to the city tumes. last night after a couple of weeks' vacation in Vancouver, PRESIDENT-ELECT Seattle and other lower coast cities. Mrs. Arneil will remain in the south a couple of weeks; Wash. Like most other residents of Prince Rupert Mr. Arneil is Root Amendment to Panama Bill.

ladies trade.

OBITUARY.

day morning from the residence, Washington, Feb. 28 .- It is Mr. B. Gale. Beside a husband States for coast-wise shipping. the late Mrs. Allison leaves four The British rejoinder to the sons and three daughters, all of United States note was delivered G. R. Naden Co., Ltd. whom are married, and a large today. It is said to contain a flat number of grandchildren-Vic- proposal to submit the matter to toria Colonist.

TO RELEASE THAW

Superintendent of the Mattewan Angelo Sarto Finds His Post. Offered Him \$20,000 to Release Thaw

Albany, N. Y., Feb. 28.—Testi- 76 years old, a brother of the fying before Governor Sulzer's present Pope fills the humble job Committee of Inquiry today, Dr. of postmaster and letter carrier John W. Russell, superintendent at Grazie Village, near Mantus was offered \$20,000 by a lawyer a few weeks ago if he would ag- live upon the Pope's brother SLIGHT DAMAGE DONE ree to release Harry Thaw.

He could not recall the lawyer's raise of pay. Through the Par. made in a New York hotel.

Provincial Officer to Be Appointed to Have Full Charge of Theatres.

regulate moving picture theatres to the memory of the late Pope and to provide for the appoint- Leo the Thirteenth. ment of a censor of all films used in British Columbia has been introduced by Hon. W. J. Bowser, ting in on the snaps in footween attorney general. The bill pro- at Scott, Froud & Co.'s Shoe Sale vides that the government shall have power to make regulations governing the construction, lighting and safety of theatres, halls and other buildings erected or used for places of public resort entertainment or amusement in which a cinematograph or moving picture machine is operated. The government is also given the power to regulate the operation of moving picture machines and to prohibit or regulate films or slides to be exhibited and to prescribe the conditions under which films shall be stored, and providing also for the conditions under which such films shall be exhibited for protection by the censor and fixing the fees to be paid for such inspection.

The appointment of the censor and one or more assistants under the act lies with the government. The censor shall have 54 power to permit or prohibit or reject all films or slides which it is proposed to exhibit. All films and slides shall be inspected by the censor before being shown in public with a view to the prevention of the depiction of scenes of an immoral or obscene nature. the representation of crime or other pictures representing any brutalizing spectacle or any picture which the censor may consider injurious or against public welfare or which may offer evil James McNulty of Howe & Mc- suggestions to the minds of chil-

> will not be permitted to attend any picture show unless accom-

an opportunity! This is the last Any breach of the act will renday of the Hughes bankrupt sale, der the person committing it lia fine of not less than \$5 and not SILVERSIGES BYOS. F. W. Hart, announces that more than \$300 and a further the offence continues. The act will not come into force until F. W. Hart received a telegram proclaimed by the lieutenant

BRILLIANT AFFAIR

London, Feb. 28 .- The second court of the season was held by "We always deliver the goods." the king and queen at Buckingham Palace last evening and was 2nd Street largely attended.

The Queen wore a gown of Messrs. Sweder Bros. the pro- pale nattire with blue brocade and with a design in gold and silver wreaths embroidered in silver. Her train was of gold and silver with Indian embroidery. 19-20-21-22-23 She wore a pearl and diamond crown and diamond ornaments.

> It was noticeable, how fashionable simple handfuls of flowers have become. Many women \$2,100.00 Cash carried clusters of orchids, roses, lilies or carnations. There was a great display of

Mr. T. H. Arneil of Kelly, Doug- jewels and many striking cos-

MAKES DENIAL Third Ave.

Washington, Feb. 28 .- President-elect Wilson denies the statement that he asked the Sen- 6-room house, across Hays Creek Allison-The funeral of Mrs. ate to accept the Root amend-Robert Allison took place yester- ment to the Panama act.

of her son, Mr. Albert Allison, reported that President-elect 5-room house, across Hays Creek Royal Oak. Rev. G. S. Hunt offi- Wilson has intimated that the \$15.00. ciated, assisted by Rev. Dr. Daley. Democratic Senate will favor The pallbearers were Messrs. A. passing the Root amendment to H. Allison, A. L. Allison, W. Alli- the Panama Canal Tolls Act pro- 2 cabins, close in \$8.00 each. son, sons of Mrs. Allison, and viding for payment by the United

arbitration.

POPE'S BROTHER ASKS FOR A RAISE OF PAY

master's Salary of Fifty Cents a Day Insufficient.

he on a salary of fifty cents a day Finding this insufficient to travelled to Rome to petition the Dr. Russell said he refused. Italian Post Department for a Hiamentary deputy from his dis. trict Sarto obtained an interview with the postmaster general but failed to obtain an increase of salary. The Government, how, MOVING PICTURES ever, granted him a bonus of \$35 as a recognition of his long serv.

It should be explained that the Pope has well defined scruples against exercising his influence Victoria, Feb. 26 .- An act to to aid his poor relations, owing

You should make sure of get.

LAND PURCHASE NOTICES.

Take notice that Reuben W. Rogers, of man, intends to apply for permission R. W. ROGERS Dated Nov. 1st, 1912.

Pub. Nov. 18, 1919-Jan. 13, 1913.

Advertise in

Better Service by Buying Now

Our new spring stock of cloths for men's and ladies' suits has arrived. By placing your order now you have the advantage of a large assortment to choose from and we can assure prompt execution. Only first-class taiors employed.

Sweder Bros. Merchant Tailors Prince Rupert

tors of Prince Rupert ...Sign Writing..

Paper-Hanging Our Specialties

LOTS Block 45, Section 8

Harrison, Gamble & Company FINANCIAL AGENTS

Prince Rupert

\$25.00.

Agents 2nd Avenue

Lumsden Bldg., Toronto. Enquiry involves no obligation on your part—so write if interested.

Advice regarding your advertising problems is available

through any recognized Canadian advertising agency, or the

Secretary of the Canadian Press Association, Room 503