



Dated July 18th, 1913. Pub. Aug. 18, 1913-Oct. 13, 1913.

District-District of Coast,

Thomas S. Crew, of occupation gentieman permission to puroutheast corner of Lot ence south 40 chains, thence east 80 chains, thence north 40 chains to commencement, containing 320 cres more or less THOMAS S. CREW.

P. M. Miller, Agent. Dated July 21st, 1913. Pub. Aug. 18, 1913-Oct. 13, 1913.

Skeena Land District-District of Coast, Range that Marion Waugh, of occupation spinster, in

for permission to purchase planted about direction from of Lot 5149, Range Lakelse Valley, inence less to south 5148, thence west 40 thence south 40 chains, thence eas or less back to point of

ommencement, containing 160 acres more

CANADA'S WELCOME TO SALVATION ARMY LEADER.

Mayor Hocken of Toronto reading the civic address of welcome. The General and his party are on a tour of western points and will visit the Pacific Coast.

RAPID GROWTH OF SMITHERS. Linc. Rogers, of the Lincoln McLauchlin is having a tin-itwo teams are adding to the supply. The building will be rushed smith shop erected. to completion. . . . The foundation for Wrathall's The Adams building, one of the the fish are running fairly well building has been laid. handsomest in town, will be occupied by the drug store in the but is of the opinion that the The Anglican and Methodist course of a few days. The post catch will not come up to that of churches are nearly finished. office building, next door, is also last year. nearly ready for use. Work has begun on J. S. Ken-130, Range 5, Coast District, thence west nedy's pool room and cigar store. The railway company has large New York, Nov. 13 .- After crews of laborers engaged in yard Wilcocks & Wolseley's general construction, and has already three weeks of dickering, a match store is in the hands of the laid several miles of side tracks, painters. while the temporary station and. . . . freight sheds will soon be re-The Williams-Carr Co. has placed by permanent buildings of built a substantial two storey ofhandsome appearance. The com-

fice building of fine appearance. pany is bringing lumber for the divisional buildings from Hard-Sargent's general store is prac. scrabble mill and has already tically completed and a nearly 1.500,000 feet on the ground.

complete stock is already on dis-

About the first of December, it is understood, the post office in

The contractors are busy on Smithers will be authorized to

HERRING RUN STARTS But Fish Are Not Coming In as Freely as Last Season.

Vancouver, Nov. 13 .- Captain Steamship Co., has returned from a trip to Nanaimo where he investigated the herring situation. Captain Rogers says that

McFarland and Britton.

been arranged between Packey McFarland and Jack Britton, the clever Chicago boxers. They will come together in a ten round no decision bout, at catch weights, before the National A. C. of Milwaukee on Wednesday evening, November 26. This will be their third bout. The first go was an eight round draw at Memphis, Tenn., January 30, 1911,

while their second was won by

searching for facts.

We are asked to try a new food product; isn't it instinctive with us to ask at once:

"Who makes this new article?"

"How is it made? what goes into it?"

"Is it worth the price charged for it ?"

Facts-we are simply hungry for them.

Strange, isn't it, that we should so often have to search for them? Odd, that some manufacturers still withhold the facts about their product. Not always because they are facts to be ashamed of-for there are many worthy articles yet unadvertised.

But it will not be so much longer. The fact-hunger of the human race is becoming keener and keener. The more facts we get, the keener our relish for more of them.

Soon it will be impossible to sell a man or a woman anything until everything has been told about the goods that can be told through Advertising.

The public has discovered that Advertising tells much-needed factsthat, in fact, Advertising satisfies fact-hunger.

> If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper.

If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.



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