Brown

Learned

There is a man who makes shoes for children-

and sells them to stores all over Canada

But he is only just learning how people buy.

It was this way: His wife - let us call her Mrs.

Brown-'phoned to him and asked him to buy some

Picture Brown now among the throng of mothers at

the "Children's Underwear" counter. He asks for

Underwear for a child of six. He looks it over help-

lessly. What on earth does he know about Children's

Underwear? For lack of anything better to say he

asks: "Is this good quality?" The answer is short

and quite conclusive: "It's Blank's"—naming a well-

advertised line. That short word says everything.

Brown pays his money and goes home, quite satisfied

Now what bothers Brown—a manufacturer of shoes,

is this: How would it affect the purchase of a child's

shoes if the salesman said "They're Brown's"?

Nobody knows Brown's shoes. Brown doesn't advertise.

The name Brown signifies nothing when used in con-

nection with children's shoes. The salesman must use all his

The point is - If the name Brown was as synonomous with Children's

Shoes as "Blank's" is with Underwear, wouldn't Brown sell more shoes

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.

persuasive wiles to induce people to buy them.

underwear for little Brown.

with his purchase.

with less effort?

P.O. Box 1704

FIRST CLASS CUISINE Running Water in Only finest brands of Liquors and THE BEST HOTEL IN NORTHERN BRITISH COLUMBIA

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\*

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Phone 7

chains, east 80 chains to point of Mencement, containing 640 acres more de Janeiro.

Sated November 25th, 1913. ub. Dec. 15-Feb. 20, 1914.

ELBERT M. MORGAN. Pub. Nov. 17, 1913-Jan. 12, 1914.

#### THE ATLIN RAILWAY COMPANY

MITH & JOHNSTON,

## 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

Box 16-1st Ave., between 8th and 9th 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 9th Ave. and Comox Ave.

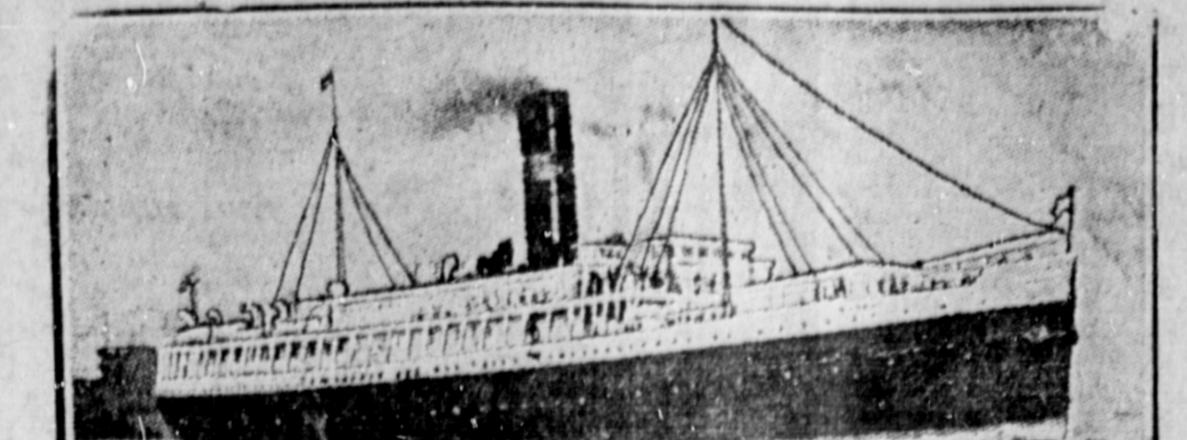
Box 37—8th Ave. and Dodge Pl. Box 38-6th Ave. and Thompson St.

CIRCUIT NO. 4. Box 41-4th Ave. and Emmerson

Box 42-5th Ave. and McBride St. Box 43-5th Ave. and Green St. Box 44 6th Ave and Basil St. Box 45-7th Ave. and Eberts.

Box 141-7th Ave. and Young St.

\*\*\*\*\*\*\*\*



#### ILL-FATED STEAMSHIP MUNROE

the Old Dominion line, which was sunk, with about 50 lives lost, after collision with the Merchants' liner Nantucket off the coast of Virginia. The Nantucket rammed the Munroe amidships, just about the sleeping quarters, and killed many of the victims in their berths.

#### ALL SHE WANTS IS JUST HALF MILLION

for an Ardent Wooer

New York, Feb. 9 .- Octavio Guinle, a wealthy young Brazilian, and a member of a New York exporting firm, has been arrested in an action brought by Miss Monica P. Borden to recover Chesney, a homesteader. The the peerage would not be con-\$500,000 for alleged breach of nuggets were deposited in a bank sidered. The would-be peer, promise of marriage. Guinle. who was released on \$50,000 more of the precious metal he the correspondence if his name bail, was to have been married to

tions to leave the country, complying in this with the cabled wish of his mother. She further claims that the defendant had been an ardent wooer, and had told her that he inherited five million dollars from his father, who died recently, and one milens Land District .- District of Coast lion from his father's partner, KOTICE that Hume Cronyn, of giving him an income of \$300,rio, occupation manager of a 000 a year. Of this amount she on to purchase the following descri- was to get annually \$50,000, Miss Borden alleges.

Guinle's firm maintains offices in Paris, London and Rio

### STRATHCONA AIDS FIRST WIFE'S SON

H. Smith, Who Recently Said He Would Put in No Claim, Benefits by Will

New York, Feb. 10 .- James H. mith of Brookline, Mass., who recently announced that he inchains, tended to put in no claim for part of the estate of his stepthence fol- father, the late Lord Strathcona, benefits by the will. The income of \$125,000 is placed in trust for him, and he receives outright real estate in Pictou, N. S.

> This was disclosed when the text of the will was made public by the late peer's attorneys here, Smith was the son of Lady Strathcona by a former husband.

Prince Rupert Fire Department will hold their first annual pall in St. Andrew's Hall on Friday evening, Feb. 20. Tickets \$2. Ladies free. Everybody welcome. Of shell pink accordeon pleated

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DAILY

NEWS

SAFE

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# RANCHER DUG UP

pector Attacked by the Indians

Jetmore, Kan., Feb. 11.-A box of gold nuggets weighing forty

Miss Borden today, she asserts. a party of prospectors from the name appeared. Miss Borden declares in her Colorado gold fields were re- He also asserts that there are complaint that after promising turning in 1805 with treasure city brokers who tout for baronto marry her and going so far as when the men were attacked and etcies, their terms being £4,000, to have the banns published and all but one of their number kill- with £6,000 more lodged in the the date for the wedding set, the ed by Indians. The survivor bank if the honor is given, as young man had made prepara- buried the gold.

> The thorn in the editor's business. cushion feels like a briar patch before the day's work is done.



CHARMING REST GOWN

ninon, accompanied with coatee of shadowy lace.

mism and reliability.

advertisers want to talk to.

## THOSE BRITISH TITLE SCANDALS KEPT ALIVE

Publication of Article by Gibson Eawles Stirs Up More Mud-The Alleged Price

London, Feb. 10.-The scandal in reference to the purchase of titles and other honors which was first broached by Sir George Kekewich, and reiterated by D. A. Thomas of Cardfif, has received additional flavor by the publication of an article in the Candid Review, by Thomas Gibsen Bowles, a former M. P. on both sides of the house, and who has long been a thorn in the side of each party, in which he gets down to details as to the scandal.

He asserts that the Conservative fund, which in 1874 totaled £20,000, rose to £80,000 in the nineties. The Liberal funds. which were very low in 1886, 40 POUNDS OF GOLD reached £7,000 in 1907, stood at £500,000 in 1901 and are now estimated at £400,000. He asserts Breach of Promise Suit Started Thinks It Was Buried by Pros- that the tariff for honors is £50,-000 for a baronetcy, with anywhere from £150,000 to £400,000 for peerages.

He declares that correspondenced passed between a party whip and a would-be peer, who pounds and estimated to be refused to pay the contribution. worth \$12,000 was found buried Thereupon the party whip exin a hill near here by Ralph pressed a fear that a claim for and Chesney went back after however, threatened to publish believes is hidden in the hill. was not included in the next According to a story told here birthday honor list, and the

well as 10 per cent commission to the man who introduces the

#### CONSPIRACY TO FORM LABOR GOVERNMENT

Details of Alleged Plot Expected When the Session Begins

London, Feb. 10 .-- It can new be stated practically officially that no matter what will be the effect on domestic politics, the imperial government does not intend to take the slightest action in connection with the deportation of the labor leaders from South Africa.

It is stated in circles which claim to know that the colonial office has been assured that the deportations were only undertaken upon absolute proof of a plot by the labor leaders in South Africa to capture the ministers of the union government and declare a labor republic. If that be the case, it is asserted that international law as well as practice would support every act of the Botha government.

The details are not likely to come out until parliament has been in session a short time, but it is certain that when the subject is discussed the government here will be able to make statements which will completely change public opinion and place the defenders of the labor leaders in a very different position.

Daily News "Want Ads." get results.

# Wedding Gift Buyer!

To the

Regarding Appropriate Wedding Gifts.

You who live out of town are often in a quandary, when the matter of appropriate wedding gifts comes before you. The difficulty, however, is easily overcome by writing for our ILLUSTRATED CATALOGUE, which represents very fully our fine assortments in all lines which are especially adaptable as wedding gifts. We are careful in packing and delivering wedding gifts to out of town points, all goods being sent at our risk. In our Catalogue will be found many suitable gifts in Silver and Cut Glass. Write for this Catalogue today if you are considering a wedding gift. You will save money by buying through our mail system.

Henry Birks & Sons, Limited JEWELLERS AND SILVERSMITHS

Geo. E. Trorey, Managing Director]

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# DAILY NEWS

NEWSPAPER

for Prince Rupert and Northern B.C.

The Daily News goes into nearly every home in

Prince Rupert. It is the popular newspaper of

the city because it is clean and reliable. It has all

the news of the city, and keeps in touch with events

and topics interesting to Northern British Colum-

bia. It treats these subjects with moderate opti-

The Daily News is the most valuable paper to

advertisers because it is read by the buying public.

It has a bigger circulation than any other paper in

the city. It is read by the class of people the