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IS CANADA COMING TO THIS?

Canada has been loath of late years to advertise herself as a country of winter sports, but this year in some parts of the Dominion where the winters are well sustained and the skating and sleighing continuous, there have been many inducements held out to the people of the cities of Canada as well as those of the United States, to come and engage in winter sports. In Switzerland many mountain towns have become quite famous for this, notably St. Moritz, where the above drawing was made by the artist of the "Sphere." The lady is, to use the subject of the picture, "driving a mixed team." They go in for many daring feats, which are being imitated by some of the tourists at the Canadian resorts in Quebec, Ontario and British Columbia, where the climate and nature of country is in spots conducive to this sort of thing.

MANY MEET DEATH IN ST. LOUIS FIRE

Athletic Club Burned and Thirty-five Inmates Perish—Some Heroic Rescues

St. Louis, March 11.—Between thirty and thirty-five dead was the estimate made by officers of the Missouri Athletic club as to the number who perished in the fire that destroyed the club building here. Six bodies are in the morgue. The bodies of the twenty-five or thirty unaccounted for are believed to be in the ruins.

One hundred and thirty-five persons were registered at the club on the night of the fire. How many of these were in the building at the time is unknown, but thirty-five have been accounted for.

The property damage is estimated at more than \$250,000. In the vaults of the bank, covered by the ruins, are more than one million dollars in currency and \$27,000 in coin.

When the firemen arrived on the scene a few minutes after the blaze was discovered, the flames were shooting out of the roof and all the windows above the second floor.

Men were climbing from windows and others were climbing down ropes made of bed clothes tied together. More than a dozen jumped several storeys to the roofs of adjoining buildings and escaped with broken legs or less serious injuries.

Those who did escape ran about the streets in bathrobes and night clothes, until they were carried forcibly into neighboring hotels.

Heroism was exhibited both by firemen and guests at the club. The fire fighters time and again dodged one falling wall, only to find themselves under another tottering mass of granite and brick.

Theodore Levy of Louisville, Ky., clung to a window until both his hands were scorched almost black. Just as he was about to let go, a fireman grasped him about the waist and carried him down a ladder. At the city hos-

SHOULD PASS BYLAW TO RAISE THE MONEY

Public Opinion Opposed to Paying for Hydro-electric Out of General Funds

"It appears to me," said a prominent citizen who has always taken an active interest in municipal politics, "that the city council anticipates raising a large sum of money this year by general tax in order to meet the deficiency in the amount required for the Woodworth lake scheme. I think this would be a great mistake. It will result in a very heavy tax rate in a year when it will be particularly burdensome to property holders. I think the council should take immediate steps to have a bylaw put through to take care of that extra amount. Now that the city is committed to the scheme, I do not believe there would be any opposition offered to such a bylaw. It is certainly the duty of the city council to relieve the burden on the taxpayers as much as possible."

Taking this comment as a text, a Daily News representative interviewed a number of business men of the city and they were all of the opinion that all the money needed for this purpose should be raised by special debentures and not taken from the general fund. Not one of those questioned would oppose such a bylaw, although several of them had not been in favor of the hydro-electric at the late elections.

The popular opinion seems to be that such a bylaw would be welcomed by the electorate.

Sir Thomas Shaughnessy, in commenting on the C. N. R. statement that the C. P. is responsible for the kick against more aid to the C. N. R., says that "C. P." stands for "Canadian people," not Canadian Pacific.

pital Levy later said two of the men who had been killed jumped from the window to which he clung until rescued.

Seized Box Cars for Taxes

Borden, Sask., March 10.—A mild sensation was caused here when it was learned that G. E. Wainwright, J. P., the school secretary, had seized five box cars belonging to the C. N. R. for school taxes. It appears that Davidson and McRae, general agents for the company, had persistently refused to recognize the assessment made on the company's townsite property, holding that it was most excessive, although it was exactly the same amount as assessed the previous year. The outcome of this dispute is awaited with a considerable amount of speculation.

Do Not Knock

The Dominion Express company has sent out a circular to all their agents instructing them not to knock the parcel post. It is here to stay. The company claims their service is not injured because they render personal service, make better time, take better care of the parcels, and pay any losses promptly. These features are a distinct advantage over the parcel post.

Got 100,000 Pounds Halibut

Joe Baker with his staunch fishing boat of the same name, pulled into the government wharf Tuesday with 10,000 lbs. of halibut, the result of six days' fishing. The Joe Baker is fitted up for line haul, the only small boat equipped for this style of fishing. His success is likely to encourage a number of the other small craft to also put in the new gear.

To Celebrate Salmon Day

Seattle, March 11.—The Puget sound salmon packers who last year sent a large Chinook salmon to President Wilson for his dinner table on Salmon day, March 13, have this year shipped to the White house a case of sockeye salmon, packed last summer. Thirty railroads have agreed to feature the salmon on their trains on the 13th, and many hotels and clubs will do likewise. The governors of Washington and Oregon have issued proclamations drawing attention to the day.

Goods at half price for the next six days. Brass, leather goods, stationery, some lines of cut glass, silver and china. Wark's. 55-1f



READ OUT OF HIS PARTY BY LEADER

Gustave Evanturel, member of the Ontario legislature for Prescott, elected as a supporter of the Liberal "Abolish the Bar" party, who offered to sell out to the liquor interests for \$40,000. The reading of his letter to this effect caused his leader in the Legislature, Mr. Rowell, to "read him out of the party forthwith."

Skeena Land District—District of Queen Charlotte Islands

TAKE NOTICE that I, Thomas McClymont, of Prince Rupert, B. C., occupation prospector, intend to apply for permission to prospect for coal and petroleum over the following described lands: On the west coast of Graham Island commencing at a post planted one mile south and one-fourth mile east of the mouth of West River, thence west 80 chains, thence north 80 chains, thence east 80 chains, thence south 80 chains to point of commencement and known as C. L. 7817.

WILFRED CHARLES MACDONALD, Locater.
 Date located, 27th December, 1913.

Skeena Land District—District of Coast Range Five.

TAKE NOTICE that I, Thomas McClymont, of the City of Prince Rupert, in the Province of British Columbia, broker, intend to apply for permission to lease thirty (30) acres of land bounded as follows: Commencing at this post planted where the northerly limit of the right-of-way of the Grand Trunk Pacific Railway Company crosses the westerly bank of the Zimmergoetz River, and being about 400 feet east of Mile 87; thence in a northerly direction along the westerly shore of said river a distance of thirty (30) chains; thence easterly parallel with the northerly limit of the Grand Trunk Pacific right-of-way, a distance of ten (10) chains; thence southerly parallel with the westerly shore of the said river to the northerly limit of the right-of-way of the Grand Trunk Pacific Railway Company; thence westerly along the said northerly limit of the said right-of-way ten (10) chains more or less to the place of commencement.

DATED this seventh day of January, 1914.
 THOMAS McCLYMONT.
 Pub. Feb. 3 to April 6.



Three Mighty Forces Close Linked

Have you ever noted how an audience yawns in the face of an uninspired speaker?

On the other hand, have you noted how an audience will lean forward and grasp the chair arms when the speaker reveals enthusiasm?

Enthusiasm is the buoyant expression of truth. To impart belief in anything, a man must believe it deeply himself. We call such a man an enthusiast.

This applies to the written word also --- particularly to advertisements. When the manufacturer really believes in his wares, his enthusiasm will almost inevitably find expression in Advertising. And enthusiasm will be contagious—his audience—the readers of the newspaper—will, figuratively speaking, "lean forward and listen intently."

To be convincing an advertisement must convey an unmistakable impression of enthusiasm. This it will only do when the article advertised has inherent worth.

Thus we have:

Sincerity -- Enthusiasm -- Advertising:
 Three mighty forces, close-linked.

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.

567—PHONE—567

TAXI

ALF HALLIGAN
 Large Seven-Passenger Machine
 Prompt Service
 Special Rates for Parties
 STAND, ROYAL HOTEL

Skeena Land District—District of Queen Charlotte Islands

TAKE NOTICE that I, Frederick L. Pusch, occupation clerk, of Prince Rupert, B. C., intend to apply to the Commissioner of Lands for a license to prospect for coal, oil and petroleum over the following described lands: On the west coast of Graham Island: Commencing at a post planted at the northwest corner of C. L. 7977, thence south 80 chains, thence east 80 chains, thence north 80 chains, thence west 80 chains to place of commencement, containing 640 acres.
 FREDERICK L. PUSCH, Locater.
 Wilfred Charles Macdonald, Agent.
 Date, December 29, 1913.
 Advertised Feb. 26 to April 7.

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We are compiling a very interesting booklet which will contain the regulations of the new parcel post system, along with other valuable postal information. This book we will mail to all who will return the attached coupon filled in with their name and address.

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