

THE EMPRESS CAFE press Hotel Block.

Newly opened for business rictly clean. White help only. Open day and night

LESSON THE CONTRACTORIES DATE TOD GUVERNMENT IHE

Before 1914, Bond Brokers and Bankers were indifferent advertisers. Many who advertised regarded their expenditures as "sop," and thought they were doing publishers a favor.

Then came the Call for War Loans. On the advice of this Association, yet contrary to some Brokers' and Bankers' views, the advertising of these loans was made humanly interesting.

The results you are aware

But-here is the real point.

The same thing is true of some manufacturers, who, noting the results of the Imperial Munitions Board newspaper advertising, have commenced to use the same force to introduce post-war products.

The Government paid for this lesson.

Have you considered profitting by it?

Eight stowaways were found on ing spent a holiday in Vancouver. . . . the liner Imperator on her last (rip. They were sentenced to pay the business. Watch our wina fine of £20 each or serving one dows for keen specials. Phone nonth in prison.

a holiday.

City Market.

south this morning.

day, February 3, at 8.30.

mission 25c. All welcome.

order. Flower pols of all sizes

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. . .

in formal dance last evening in the

fifty couples in attendance.

The Royal Arch Masons held an

Rebekah, Lodge Whist Drive.

When you go to a physician to be sammed for any heart trouble one of the Fuller's Grocery is going after just question he asks is: "Are you short ow, when the heart becomes affected

here ensues a feeling of a choking sensaion, a shortness of breath, palpitation, brobbing, irregular beating, smothering Morte Craig, the local artist, sensation, dizziness and a weak sinking, returned this morning from Vic- all-gone feeling of oppression and anxiety. On the first sign of the heard becoming toria where he has been spending weakened or the nerves unstrong urn's lieart and herve Fifts are just the amedy you require. They regulate and Cart flowers, flowering plants, stimulate the heart, and strengthen an

etc. Funeral pieces made to restore the whole nerve system. Mr. Stephen Crouse, East Chillord, N. S. writes :- "I suffered for five years with heart trouble. I could hardly walk from the house to the barn without resting as A. R. Nicholls, chief clerk to used to get so short of breath Doctors. W. S. Featherstonhaugh, division- could not help me. My wife told me to al, engineer, returned from the get a box of Milburn's Heart and Nerve Pills and I felt better after taking them; three boxes made me quite well. I am now helping my son to worke farm, and can truthfully say I feel like a differ-Rand Block, Fulton Street, Thurs- ent man. Price 50c, a box at all dealers or mailed 97 direct on receipt of price by The T. Maourn Co., Limited, Toronto, Opt. Advt.

M. H. Molvie, of Ketchikan, was Masonic hall. There were about registered at the Hotel Prince Rupert yesterday.

A. A. McDougall and son ar-L.O.O.M. All members re-1 quested to attend meeting Thurs- rived this morning from the day night in De Luxe Hall, Busi- south. Mr. McDougall is a well, ness-installation of officers. 27 known contractor in the North.

ver, Victoria and Seattle. Wednesday 10 p.m. Anyox. S. S. PRINCE JOHN

For Port Clements, Massett, Buckley Bay and all points on Southern Queen Charlotte Islands January 31st; Thursday, February 3rd Stewart.

TRAIN SERVICE. Passenger Monday, Wednesday and Saturday at 11:15 a.m. for Smithers. Prince George, Edmonton and Winnipeg, making direct connections for all points east and south.

CANADIAN PACIFIC RAILWAY

CANADIAN PACIFIC OCEAN SERVICES

B.C. Coast Steamship Services

Agency All Ocean Steamship Lines For information and reservations appl; to City Ticket Office. E28 Third Avenue. Phone 260.

S. S. PRINCESS MARY For Ketchikan, Juneau, Skagway, Alaska, from Prince Rupert -

CANADIAN

PACIFIC

January 24; February 7 and 21. For Vancouver, Victoria and Seattle from Prince Rupert-January 15 and 29; February 12 and 26. S. S. PRINCESS BEATRICE From Prince Rupert for Swanson Bay, Ocean Falls, Hardy Bay, Alert Bay, Beaver Cove. Powell River, Van cuver and Victoria-Every Saturday 6 p. m.

> For rates, reservations and sailings, apply to W. C. ORCHARD, General Agent.

Cor 3rd Avenue and 4th Street Prince Rupert, B.C.



Nearly every Bond House and Bank in Canada is, today, aggressively advertising, and using all the interest and ingenuity at their command to attract business. They observed the power of newspaper advertising, when properly used, and have profitted by the lesson.

Advertising is not a matter of guesswork. It requires skill and knowledge and experience. It is not something to be lightly undertaken.but it can be undertaken with assurance of success if it is done properly.

If you have ever thought you would like to advertise if you could get proper advice on how to go about it, write to this Association. We will give you the benefit of our experience in starting you on the road to successful publicity

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