

A Modern Force in Business

ADVERTISING has established a new order of things in commerce. It has become a mighty power in business progress; a complex yet comprehensible transmitter of many parts for the distribution and selling of merchandise and service.

Its function is fivefold:

To enlighten or educate — to create new wants or to satisfy old ones — to protect and foster legitimate enterprise — to establish a medium of understanding between buyer and seller as a basis for mutual profit and advantage — to prescribe an economical price and the maintenance of a fixed standard of quality.

None know better than the buying public how well these functions have been fulfilled. bottle provides us with cold drinks with the weather at 90 degrees or gives us a warm beverage when Jack Frost dips at 40 below.

Modern advertising has elevated the standard of business ethics. It protects the manufacturer from unscrupulous competition and the consumer from base imitation. It conserves trade—extends business creates good will. It enables the corporation, the manufacturer or private individual on trial to take his case directly to the public, and to secure the public's judgment on his policy or character based purely upon their respective merits.

Knox ing property in this neighbor-Augustus W. Agnew, Agent. Dated February 1, 1912. Pub. Feb. 10. hood, but maintained that he Prince Rupert Lodge, I.O.O.F. would stand as stoutly for any other improvement which he Hotel Prince Rupert Land District-District of No. 63 knew to be so urgently needed, Take notice that I, Lemuel Freer, of Vancouver, B. C., occupation broker, in-tend to apply for permission to purchase the following described lands: Meets in the Helgerson Block and instanced the Borden street Every Tuesday Evening Commencing at a post planted on the shore in a northerly direction from Port Nelson Cannery, marked L. F.'s S.E. corner, thence 20 chains north, thence 20 chains All members of the order in the BESNER & BESNER, PROPRIETORS city are requested to visit THE M'MORDIE APPEAL The New Knox Hotel is run on the European plan. First-class service. All the Latest Modern Improvements. -:-:- BEDS 50c UP the lodge. west, thence 20 chains south to shore line, thence east along the shore to point of commencement, containing 40 acres, more City Solicitor Now Prepares His FIRST AVENUE, PRINCE RUPERT Defense-Some Claims Allowed. A. DOUGLAS, N. G. or less. LEMUEL FREER. W. G. BARRIE, Sec. Dated Dec. 7, 1911. Pub. Jan. 5, 1911. City Solicitor Peters is now preparing his defense in the Mc- F. M. DAVIS AT DAVIS' Mondia appeal He has advised F. M. DAVIS BOAT HOUSE Skeena Land District-District of Coast Mordie appeal. He has advised SONS OF NORWAY Sons of norway Meets 2nd and 4th Sundays at 7 p. m., at 319 3rd ave. All Nor-wegians are welcome. Take notice that Augustus W. Agnew of Prince Rupert, B. C., occupation civil en-Prince Rupert, B. C., occupation civil en-gineer, intends to apply for permission to ourchase the following described lands: Commencing at a post planted at the southwest corner of Lot 635, Range 5, Coast district, thence south 40 chains more Range 5. General Machine Shop and Ship's the Council to pay into court as Carpentering. Also agents for Fairadmissible claims of McMordie's banks-Morse and Knox Gasoline with the consent also of the City Engines. Gasoline Engines and Ac-cessories carried in stock. Engineer sums amounting to \$4.544.55 altogether. or less to east bank of Hocsall River, thence following said east bank northerly and westerly to mouth of Falls River Slough, then following bank of said slough easterly to point of commencement, to contain 60 Launches and Boats for Hire N.E. end of Wharf The claims made by the contractor which the city does not A SPECIALTY allow are \$4,500 on account of Georgetown acres more or less. the minimum wage being made AUGUSTUS W. AGNEW. Dated February 1, 1912. Pub. Feb. 10. 45 cents instead of 371/2 per hour, and \$8,400 for neglect to Sawmill Co. Ltd. Dressmaking and Repairing provide police protection, also Cleaning & Pressing Work Done Skeena Land District-District of Coast, Range 5. Take notice that 1, Michas Beganis, cook, of Victoria, B. C., intend to apply for per-mission to purchase the following dethe amount claimed for loss of SOO HOPE plant because the City Engineer Prince Rupert 533 8th Avenue Lumber did not pass the final estimates. scribed lands: Commencing at a post planted on the north side of Williams Creek, where the kitimat branch of the G. T. P. Ry. crosses Williams Creek, and about ten (10) chains from the creek shore, thence south 39 chains, thence east 40 chains, thence north 30 chains, thence west 40 chains to point of commencement, containing 120 acres, Even the holders of licenses are *********************************** tired of continuous threats and Mouldings intimidation by the two-man gov-MAKE ernment. They are falling into more or less. the ranks of the Liberals every Dated Oct. 31, 1911. Pub. Dec. 9. A large stock of dry finish-YOUR ing lumber on hand. Boat day. lumber a specialty. Delivery made at short notice. PRINCE RUPERT FEED CO. Skeena Land District—District of Coast, Take notice that I, Paul Curtiss, clerk of Victoria, intend to apply for permission to purchase the following described lands: Commencing at a post planted on the east boundary and about five (5) chains from the southeast corner of Lot 4484, thence north 60 chains, thence east 30 chains, thence south 60 chains, thence west 30 chains to point of commencement, con-MONEY Our prices are as low as any. Call on us before ordering. Big stock of all kinds of WORK Garden Seeds, Timothy, Clover and Grain **OFFICE:** FOR Seeds. taining 180 acres, more or less. PAUL CURTISS. EMPRESS THEATRE BLDG Mail Orders Promptly Attended to Fred E. Cowell, Agent. Cor. 6th St. and 2nd Ave. Dated Oct. 31, 1911. YOU Pub. Dec. 9. Agents International Stock Food :-Skeena Land District—District of Cassiar. Take notice that James Ewing Macrae, of Vancouver, occupation real estate agent, intends to apply for permission to pur-chase the following described lands: THE COUGH MUST BE CURED. -ALL KINDS OF FEED-By Buying Lots 1 to 5, Block THE SYSTEM BUILT UP. Commencing at a post planted about seven miles distant and in an easterly direction from the Naas River, and about eight miles north of Aiyansh Indian village, thence north eighty chains, thence east eighty chains, thence south eighty chains, thence west eighty chains to point of 41, Section 7; \$3,500; 426 LAND PURCHASE NOTICE Skeena Land District—District of Cassiar. Take notice that Clarence Bowen, of Se-attle, Wash., occupation woodsman, in-tends to apply for permission to purchase the following described lands: Commencing at a post planted four miles east of the Naas River and about five miles north of Aiyansh, thence west eighty chains, thence south eighty chains, thence east eighty chains, thence north eighty chains to point of commencement. CLARENCE BOWEN. H. P. Rutter, Agent. feet frontage. The function of Mathieu's Syrup of Tar and Cod Liver Oil is to do this double duty. **REAL ESTATE?** commencement. JAMES EWING MACRAE. H. P. Rutter, Agent. The Tar cures the cough. The Cod Liver Oil strengthens Dated Oct. 31, 1911. Pub. Dec. 14. the system. No other agents equal these, I HAVE no other combination is so success-Dated Oct. 31, 1911. LAND LEASE NOTICE ful as Mathieu's Syrup of Tar Pub. Dec. 14. BARGAINS Skeena Land District-District of Coast, and Cod Liver Oil. Range 5. Take notice that I, Dagobert Auriol, of Nanaimo, B. C., occupation miner, intend to apply for permission to purchase the following described lands: So wonderful is this remedy Skeena Land District-District of Coast Range & Take notice that I, Alfred Christian Garde of that it is shipped each season in Prince Rupert, B.C., occupation mining engin-eer, intend to apply for permission to lease 70 acres of land described as follows: EVERYWHERE car-loads. Large bottle 35 cents. Commencing at a post planted at the southeast corner of Lot 5130 (being ap-plication to purchase No. 1683), District of Coast Range Five, thence south forty Commencing at this post planted 1-4 mile east of the Tyee Station, G.T.P.Ry. and approximately 27 1-4 miles east of Prince Rupert, thence north Sold everywhere. When headache and fever are present with a cold take Mathieu's Nervine Powders to reduce the fever and allay the pain. J. L. Mathieu Co., Props., Sherbrooke, Que. (E) 40 chains, thence east 20 chains, thence south 2 ins, thence west forty chains, thence chains (more or less) to railway grade, thence westerly 25 chains (more or less) following said grade to point of commencement and containing north forty chains, thence east forty chains to point of commencement, containing 130 **GEO. LEEK** Distributors for Western Canada. acres, more or less. 70 acres more or less. DAGOBERT AURIOL. Fred E. Cowell, Agent. 618 3rd Ave. **Prince Rupert** Foley Bros., Larsen & Company, Inc., ALFRED CHRISTIAN GARDE Date Jan. 31, 1912 Pub. Feb 3, 1912 Dated January 26th, 1912. WINNIPEG VANCOUVER SASKATOOON Pub. Dec. 9.

Modern advertising has given us an insight into various manufacturing processes. The producer has taken us, the consumers, into his confidence and told us just how his mince meat, his flour, his clothing, etc., is made. We know why certain things should or should not be. Advertising has told us — broadened our understanding and guided our judgment.

Modern advertising has enabled us to unlock the treasure house of the world's divinest melodies through the medium of the player-piano. The motor car has lengthened the business day and brought the fragrant countryside to our door. Men shave in comfort in ten minutes where they used to take twenty. A magic Modern advertising has opened up new opportunities to the oppressed and poor of far-off lands. It has turned an unceasing tide of immigration to new countries. It has developed nations, and made the name of the New World a promise of better things among the people of the Old.

All this advertising has done and will continue to do. It is the everincreasing influence for the advancement of mankind—the most potent, indeed, of the many forces influencing human action.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 503, Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write if interested.