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DAILY EDITION. FRIDAY, MARCH 29

THE HATCHET IS BURIED.

The war is over and a peace compact signed. The two great fighters, both named Manson, last night shook hands and today might go on the calendar marked in red as "Handshaking Day." We fought a good fight and we lost, but we have to admit that our opponents also put up a good fight, and while patting ourselves on the back have plenty of time to admire their generalship and soldierly qualities.

THE MORNING AFTER THE NIGHT BEFORE

The morning after the night before—
The flowers are dead in the light of morn;
We rise with shaking hands to dress
And wish that we had ne'er been born.

The morning after the night before—
The wine is stale, the laughter fled;
We blush with shame as memory stirs
The worse than idle things we said.

The morning after the night before—
We bid goodbye to the jovial past
And swear, with penitential vow,
The night before shall be the last.

The morning after the night before—
We grasp the lily and spurn the rose;
But the night that follows the night before
Opens the gate through which penitence flows.

KING GEORGE HARRASSED BY THE GREAT COAL PROBLEM

ROYAL BROW BEGINS TO LOOK CAREWORN AS THE INDUSTRIAL WARFARE RAGES ON—KING CANCELS MANY FOREIGN VISITS PLANNED PREVIOUSLY.

London, March 28. — King George gave the people who saw him at this week's courts the impression that he was greatly harassed. "He is looking both weary and worried," said one of my informants.

It is common knowledge how seriously the King takes his royal position and duties, and the painful days through which his country is passing are undoubtedly affecting him more profoundly than they appear to do the majority of his subjects here, whose attitude in the present crisis recalls the light hearted gaiety with which Mlle. Allivier hadd the French nation embark upon the disastrous war with Prussia.

How deeply His Majesty feels the responsibility upon him is shown clearly enough by his decision to postpone the visits to foreign courts which had been arranged for this year.

PRINCE RUPERT MAY BE COAST TERMINUS OF AMERICAN ROAD

J. C. NETHAWAY SAYS THIS WILL PROBABLY BE THE GREATEST SEAPORT ON THE PACIFIC—C. M. & ST. P. RAILWAY HAS HAD AN AGENT LOOKING OVER THE GROUND.

When J. C. Nethaway was here no reporter could get a word from him as to the object of his visit, but in a Montreal Herald of recent date is found the following:

It is currently reported that Mr. J. C. Nethaway, who recently visited Prince Rupert and Vancouver, has done so with a view to ultimately acquiring terminal facilities at both these points for the Chicago, Minneapolis and Milwaukee, and St. Paul Railway with which he is connected. In an interview on the subject of the Grand Trunk Pacific's Pacific port, Mr. Nethaway expressed himself in the most enthusiastic terms. "I think Prince Rupert is a hummer," he observed, "I will go further than that and say Prince Rupert will be, in all probability the greatest seaport on the Pacific. I believe it is the finest harbor on the Pacific coast."

Fort George 145 ACRES

YES, SIR! FORT GEORGE! McBride will be in power again, and it simply means that the future of FORT GEORGE is assured. The Vancouver-Fort George Railway is going to be built in three years, if not earlier, others will follow before long! It is really time to hurry up if you want to get hold of something there. Don't talk about waiting for the G. T. P. sale. The RAILWAY COMMISSION has settled that question, the proper location for the DEPOT is at the boundary of the Indian Reservation and OUR TOWNSITE, and as you know a town grows naturally westward. Fort George could not grow east, however, for there is the Fraser River. LOTS as well as FARM LANDS are selling very fast now, and after APRIL 10TH, 1912, PRICES in the residential section WILL BE ADVANCED \$50.00 per lot. The G. T. P. will be at Fort George by JULY 1ST. Get in now before those TEN remaining days are over. We have some good business property for sale, don't delay before we raise the prices. Fort George today is like Prince Rupert three years ago! If you have missed the opportunity in Prince Rupert, be wiser about Fort George. Drop in to see me; it won't cost you anything, and you may learn some interesting facts.

PRINCE RUPERT.

Two lots, block 8, section 1, \$10,000; 1-3 cash, balance 9 and 12 months.
Two lots, block 30, section 1, \$14,000; 1-3 cash, balance 6, 12 and 18 months.
Three lots in block 30, section 2, cheap.
Two lots, block 17, section 5, \$2,100; 1-2 cash, balance 6 and 12 months.
One lot, with 7-room house and cabin, \$2,600; offer for terms.
One lot, block 28, section 5, \$900; 1-2 cash, balance 6 and 12 months.
One lot, block 27, section 5, \$500; 1-2 cash, balance 6 and 12 months.
One lot, block 18, section 2, cheap, \$750; 1-2 cash, balance 1 and 2 years.
One lot, block 29, section 7, \$500; \$300 cash, balance 1 year.
Two lots, block 15, section 8, \$500; 1-2 cash, balance 6, 12 and 18 months.
Double corner, block 15, section 8, \$750; 1-2 cash, balance 6 and 12 months.
Two lots, block 27, section 8, \$900; 1-2 cash, balance 6 and 12 months.

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It gives you all the news of your own city and district as well as the principal happenings in all parts of the world. The news is well edited, its news columns are clean and wholesome. It is a paper you need in your home. The advertising columns of the News bring you in touch with opportunities for getting the full value for your money.

Bill Heads Price Lists Memorandum Forms Commercial Cards
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FARM LANDS Skeena Valley Bulkley Valley Fort George District Nechaco Valley
NORTH COAST LAND COMPANY, Limited
PAID UP CAPITAL \$1,500,000.00 VANCOUVER, B.C.

You Are on the Bench

YOU—the Public—are the judge. On your good opinion and your good word depends the success of the advertised article. For no amount of advertising will induce you to buy a second time what you do not like. No advertising will offset the bad effect of a dissatisfied buyer.

That is why advertisers must and do maintain the quality of their goods.

Advertisers realize that to turn their outlay for advertising into profit they must give good value.

They are not looking for one-time sales. First sales, in most cases, would not pay for the advertising.

To be successful, they must make steady customers. So, quality is being put in to hold the trade that advertising produces.

Thus, to be sure of quality, one naturally turns to goods that are advertised. And isn't it only reasonable?

No manufacturer can afford to advertise for long an inferior article. From the moment the advertising begins, the quality must either be kept uniform or improved—to go back means ruin.

The day is passing when you ask for a pint of pickles. You name the brand.

You don't ask for Rolled Oats. You name the brand you prefer.

The unknown article may be good, but you are not so sure of it as you are of the advertised article, which bears the seal of quality, —a well known maker's trade name.

TO MANUFACTURERS

You who make good goods and do not advertise—show your confidence in your product. Advertise it. Let the public know that you stand back of your goods to maintain their high quality. Make your trade name the recognized standard in your line.

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

FREE 5000 WATCHES 5000 GRAMOPHONES 5000 AUTO-HARPS
\$2500 GIFTS FREE SEND NO MONEY.
Simply for selling two cents assorted Pictures Postcards of famous Actresses, Latest Cinematograph Events, Screenplay Fairy Comies, Hand-painted Views, Gilded and Gold Mounted Cards, &c. Worth four and five cents, all at two cents each. We give you a Handsome Present FREE. All you need do is send your name and address and we send you at once an assortment of Cards and our latest catalogue containing over 500 beautiful Free Prizes, including Watches, Russian Fur Sets, Photographs, Gramophones, Waldooms, Musical Instruments, Roller Skates, Rifles, Dolls, Toys, Cinematographs, Genuine Auto-Harps, &c. &c. We trust you for 28 days with cards. Sell or use what you can at two cents each and we will reward you according to our catalogue. If you do not sell a single card we will remember you just the same. IT NEED NOT COST YOU ONE CENT OF YOUR OWN MONEY. WRITE AT ONCE—NOW TO ACTE & CO., Ltd. (Dept. 97) 85 Fleet St. London, Eng.

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