STEP

Into Spring With



# "Hartt Shoes"

Do you share with many the habit of cataloging people by the appearance of their footwear? We can think of no better way to spruce up for spring than to order a pair of handsome new Hartt's Shoes. Priced from-

EXCLUSIVE WITH

# FAMILY SHOE STORE LTD.

The Home of Good Shoes

# FMMAIS

GETTING RESULTS

The Canadian Daily Newspaper Association recently ed them at the top of the second conducted a survey throughout Canada designed to show division. to what extent people buy advertised goods. People here and there all over the country were asked to name products they purchase and it was found that in almost all cases they purchased advertised goods. Just a few of the figures received might prove interesting. There are twenty-eight brands of corn flakes sold in Canada and two of them received 96 per cent of the mentions. They were widely advertised brands. Of 226 makes of refrigerators six advertised makes received 70 per cent of the mentions. Of 74 brands of cigarettes eight advertised brands receiveived 86 per cent of the mentions. A similar story runs through one hundred articles, the percentage varying! from 54 to 99, showing conclusively the value of advertis-I Brooklyn ing to the manufacturer.

And what is true of the manufacturer is true in a different way for the retailer. None of the successful manufacturers were occasional advertisers. They were persistent advertisers. So with the retailers. Some merchants seem to think that if they advertise they should always get immediate results. Businesses are not built that' way. It is the cumulative effect of advertising that counts. If each adcertisement brings one new customer it will pay well.

#### CLOSE INVESTIGATION

A close investigation is required to decide whether chicago the copper exported from British Columbia is likely to be used against Great Britain when it is manufactured into shells or other munitions. If there is danger of this, the export in that direction should be prohibited. It is possible that it might better be sent to Europe for the use of the Allies. The very fact that it still goes to Asia seems to indicate that it is better for the Allies to have the credit that the export provides than the raw copper itself. In the city on the Prince George Some quarters of the United States it is openly stated that this morning from a trip to Van-Japan intends to pounce on the Dutch East Indies if Hol-couver and Victoria. land should be invaded by Germany. The recent feeler B. A. Latta, superintendent sent out by Japan and the declaration that Nippon has no Canadian National Express with professional championship here: when the time arrived for it the intention of changing the present status of those islands headquarters at Winnipeg, arrived! means very little. The question is baffling to a layman. In the city on the Prince George It may mean that this year we send them thousands of the course of one of his official tons of copper for the strengthening of their armaments. tours. Next year the same copper may be used against us. But it is also possible that, if they do not buy the copper in British Columbia, they will buy it elsewhere in which case we stand to lose nothing but we gain the desirable credits. It Prince George this morning from is also possible that, if we export the copper to the United the south and will proceed to the States, it will be re-exported to Japan.

### "RUPERT BRAND"

## Smoked BLACK COD

Smoked Daily

Prince Rupert

British Columbia

### IN HALL OF FAME Easy Winners

Run Game for Brooklyn

carart's homer, after Pitcher Jim very close with a corner kick. cago Cubs won an 8 to 7 ten inning mons were the pick. For the Maple of opera. ates lost to the Phillies.

American League

In the American League the remainder. went to San Francisco. Cleveland Indians defeated Phila- Teams: had been tied, losing to Chicago stad. The St. Louis Browns won a close 2 ble.. to 1 victory over the world champion New York Yankees and replac-

Yesterday's Big League scores: National League Brooklyn 3. Cincinnati 1. Boston 7, Chicago 8. Philadelphia 6. Pittsburg 2. New York-St. Louise, rain.

American League Detroit 4, Washington 9. Gleveland 10. Philadelphia 5 Chicago 9, Boston 4. St. Louis 2, New York 1.

The league standings: National League

Cincinnati	6	3	.6
New York	4	4	
Chicago	7	7	
Pittsburg	4	6	
St. Louis	4	6	.4
Philadelphia	3	5	:
Boston	1	7	.1
American	League		
	W	L	F
Cleveland	8	3	.7
Boston	7	4	.6
Detroit	6	5	5
Washington	6	5	
St. Louis		5	
New York	4	6	.4
Philadelphia		8	.3

### LOCALS

Mrs. Robert Brasell returned to

Mrs. Frank Gale of Skidegate, who has been on a trip to Van-'Queen Charlotte Islands on the Prince John Friday night,

G. Gottfred, supjerintendent of Canadian National Telegraphs for British Columbia and Alberta, with headquarters at Edmonton, arrived, in the city on the Prince George! inspection trips.

Rt. Rev. G. A. Rix, Bishop of 2 Caledonia, returned to the city on 12 the Prince George this morning from Vancouver. He also visited Cariboo diocese while away to carry out certain ecclesiastical, & duties for Bishop G. A. Wells who! is away on military duties.

Ross Nicholson, until recently accountant of the Port Edward reduction plant, arrived city on the Prince George this tion in Vancouver. He is on his way to Shannon Bay, Queen Charlotte Islands, where he is to be manager of the B. C. Packers salmon cannery this season. 

# Wanderers Are

sence of Important Players

Handicapped by the absence NEW YORK, May 1: (CP)-Tex their captain, Asle Arntsen, and Carleton, who was last year res- vice-captain, Robert Bartlett, the cued from Milwaukee in the Amer- | Manle Leafs were beaten by six ican Association, yesterday entered goals to nil by the league leading baseball's hall of fame by pitching Wanderers in the King Edward a no-hit no-run game for the School Football League yesterday. over Cincinnati Reds. By winning scored by Bud Pierce (three), Don straight victories without a loss old Hansen was unlucky enough to time since the opening of the season, turn a corner kick past his own

The League standing: Wanderers Beavers

Maple Leafs

### Surprise Farty For Mrs. Connery

A very delightful surprise party

The evening was spent with States and England. Pct cards and Chinese checkers and at 1000 midnight delicious refreshments Mme. Tetrazzini was born in

on wich tray.

125 Feero. Mrs. Fred Cameron sr., Mrs One was a teacher at Milan and Mrs. B. Beesley, Mrs. F. Crosby, wife of Campanini, noted con-727 Mrs. Southby, Mrs. A. Anderson, ductor, also was a music teacher Mrs. J. Connery and Miss Isabele and widely known as a singer. Connery.

ROMANCE FROM WRECK

#### DEFEATS SOCCERITE

# HAD GREAT

of the twentieth century no sing- Tetrazzini was engaged for the Early in her career Mme a er in concert or opera had a role for a period of four months razzini was married to J. G. R.

was a success from her debut in her native city of Florence, razzzini's voice began it was a she was married to Pietro Version 1895 but it was not until she deep contraito. It soon began to twenty years her junior and Brooklyn Dodgers to win 3 to 0 Goals for the Wanderers were ance in San Francisco ten years later that she was acclaimed one the game Brooklyn made it nine Scherk and Stanley Hemmons while of the greatest sopranos of her

After her Florence debut Mme. equalling the record of the New onalie. The Manle Leafs were rare- Tetrazzini sang in other cities of her voice was a coloratura sopra-York Giants for this feat. Pete Cos- In dangerous although Wilson went Italy and toured Spain, Portugal and Russia. In each of those Turner had yielded two walks ac- | For the Wanderers Joe Davies, countries she established herself counted for the scoring. The Chi- Bud Pierce. Hebb. Teng and Ham- as a popular favorite with patron

victory over Boston Bees and mov- Leafs, who played with nine players Shortly after the turn of the ed into a tie with the idle New York all through. Alex Gomez but up a century she went to South Ameri-Giants for third place in the na- great game. Sheppard did well on and at Buenos Aires repeated tional League. The Pittsburg Pir- while Murray Sharne, a newcomer, the successes she had scored in showed to advantage. Rothwell Europe. Continuing her tour, she and Hanson were the best of the next sang in Mexico and then

Her appearances at San Frandelphia Athletics and assumed ex- . Wanderers-Elliott: Teng. Bugg; cisco greatly enhanced the repuclusive possession of first place, the Stacev, Davies, J. Zbura, Hebb: D. tation of Mme. Tetrazinni and Boston Red Sox, with whom they Scherk, B. Pierce, Hemmons, Jer- finally she essayed her fortune in London, There, in 1907, she made Cubs. The Washington Senators Maple Leafs- Sheppard: Roth- her debut at Covent Garden as defeated Detroit Tigers and the two well., Sharpe: A. Gomez, Hansen, Violetta in "La Traviata" and imteams are now tied for third place. Pilfold; Brocklesby. Wilson, Grim- mediately established herself as a singer and actress.

Oscar Hammerstein then sought D P Mme. Tetzazinni for the Manhat-21 tan Opera Company in New York. 17 When she declined a three-year 12 contract he is said to have offered her \$3,000 for each performance. She made her debut in New York under Hammerstein's management in "La Traviata" January 15, 1908. and proved a sensation. Later she appeared with the Metropolitan. Chicago and Boston Opera Companies with concert tours between was held last night at the home of her opera engagements. From 1908 Mrs. John Connery, 522 8th Avenue to the end of her active career. W., on the occasion of her birth- Mme. Tetrazinni's principal engagements were in the United

1874 at Florence, Italy. Her father Mrs. F. M. Feero, on behalf of was a merchant. Her brother was 500 those present presented the quest a stage director at Barra and pos-400 of honor with a handsome sand- sessed a good tenor voice while her two sisters made names for Those present were Mrs. F. N. themselves in the musical world. J. Armstrong, Mrs. George Madill, the other, Eva. who became the

Louisa's early musical education was obtained from her sister Eva and for the most part from COLCHESTER, England, May 1: observation. She was closely as-(CP)—When his ship was mined off sociated with Eva while the latthe coast last November. Seaman ter practised her operatic roles at l John Ferguson was brought to hos- home and in this manner Louisa, pital here. He was nursed by Joan before she was 12, had learned the Doreen Weller, and married her be- words and music of several operas cause he "loved her at first sight." including "Faust" and "La Gioconda." She showed such remarkable progress that she was sent to Ceccherini.

PORT ELIZABETH. South Africa. The mother of the singers was May 1: (CP)-A. D. (Bobby) Locke, opposed to Louisa following the South African open and profession- profession of her sisters but per-, al golf champion defeated Bert El- mitted her to pursue her vocal kin, 55, former British soccer play- studies. Her public debut came to er, 11 and nine in the final of a be regarded as inevitable and

parental objections were easily a general favorite with overcome, partly because it was audiences wherever she app an emergency engagement. A per- Mme. Tetrazzini's reperton a formance of "L'Africaine" had been cluded nearly 40 operas and arranged to be given in Florence been identified generally with and the company was complete of Patti. In 1912 she was away with the exception of the singer the gold medal of the Royal Ro Through the first two decades for the part of Inez. After a trial, harmonic Society of London greater following than Mme. Louisa at \$100 a month. At the end of H. The famous singer was to Tetranzinni who is dead in Milan, that time she was re-engaged and world-wide notice when she her salary doubled.

extend unward, however, and ev- tenent of her home in a entually she was able to sing F Three years later the singer in alt in such operas as "The tained a legal separation s Magic Flute" and "La Sonnam- Pomo court on a bula." At the height of her career "atability. no of exceptional power, clarity nd beauty. Combined with her ability as an actress it made her

came a bride for the second is When the training of Mme. Tet- in October, 1926. On that come

Here's a lesson &

you should learn & Dans

Nothing but

coal burn!

the best

### Your Coal Problems Solved

We have in stock a well prepared carefully screened Coal to suit your individual requirement,

As in coal, to procure the best in Lumber and Building Supplies-

Phones 651-652 Philpott Evitt & Co. Ltd. SAND CEMENT

### ELIO'S FURNITURE STORE

Moose Building, Third Avenue, Prince Rupert Hours from 8:30 a.m. to 5:30 p.m. Phone GREEN 516

Re xfelt Floor Covering-Six feet wide.

Per square yard .....

Blankets-All wool blanket, 7 lbs, size 60x80. Per pair ......

## BAGGAGE

Extra Deep Suitcase-Wood frame, fibre covering .

## FURNITURE

8-Piece Dining Room Suite

Consisting of Buffet, Table and Chairs

\$79.50

3-Piece Chesterfield Suite-

Steel Crib-Complete with spring and mattress .....

## UNION STEAMSHIPS LTD.

Steamers Leave Prince Rupert for Vancouver:

T.S.S. CATALA EVERY TUES-DAY, 1:36 p.m. Due Vancouver. Thurs. p.m.

T.S.S. CARDENA FRIDAY, 10:30 p.m. Due Vancouver, Monday a.m.

Phone 174

If Convenient, Please Purchase Tickets at Office

Further Information Regarding Reservations and Tickets From

FRANK J. SKINNER, Prince Rupert Agent. Third Ave. Phone 568

Announcement -

## SMITH and MALLETT LIMITED

We Wish to Announce that the Name of this Firm has Been Changed to

The change is in name only and the ownership and management will be the same as during the past twenty years. We take this opportunity of thanking the public of Prince Rupert and District for their patronage for over thirty years and trust

that pleasant business relations will continue under the new name P.O. Box 274 PLUMBING AND HEATING

# LINZEY & DAVIES

Grocers

FREE DELIVERY-Phone 585-586

Libby's Tender Peas 140 14c Libby's Catsup-Per bottle Rogers Golden Syrup 186 Layer Cakes-Fresh 2's. Per tin Crisco 65e 1's 28c Fruit Cakes 1 lb. each Kellogg's Corn Flakes 11C Graham Wafers-Large size, each 1-lb. package Squirrel Peanut Butter 400 4's. Each Fine Flavor, Lb.

1 Large Rinso, 2 Lifebuoy Soap

Rowntree's Cocea-

38c 1's each

Nabob Cut Green 25c Beans-2 for

25C 20c Fresh Ground Coffee 40C L. & D. Tea-You will 60C like it, Per lb. 14C R. C. Apricots Per tin

25c R. C. Raspberries-