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SECOND Rogers Steamship Agency

The winners of the first grand prize drawing last August were: 1st, Stanley syde; 3rd Dr. J. O. Reddie. this summer.

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CARRIGAN & MILLER

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We Deliver

Dated April 26th, 1912
Pub. May 7th, 1912.

Dated March

to purchase the following described lands: the following described lands: and about thre miles distant, thence south south from End Hill, Banks Island, thence west 40 chains, thence west 40 chains were well as t

HENRY LOUIS MASSEY, Ingrace Massey, Agent Dated 15th April, 1912. Pub. May 8th, 1912.

Skena Land District-District of Coast Commencing at a post planted at the S. corner of premption 767, thence south 40 chains, thence east 20 chains, thence horth 40 chains, thence west 20 chains,

acres more or less. John Kirkaldy, Agent. or less to the point more or less. Dated April 26th, 1912 Pub. May 7th, 1912.

Skeena Lana District—District of Coast following described lands: point of commencement, and containing acres more commencement, containing 80 480 acres, more or less. HECTOR FRANCIS MACRAE. Dated April 21st, 1912. Pub. May 8th, 1912.

corner of premption 767, thence south half south from End Hill, Banks Island, thence east 20 chains, thence thence south 40 chains, thence west 40 north 40 chains, thence west 20 chains, chains, thence north 40 chains, thence to point of commencement, containing 80 east 40 chains to point of commencement; containing one hundred and sixty acres,

WILLIAM FRASER. Fred Dawson, Agent. Dated March 5, 1912. Pub. March 23, 1912.

Commencing at a post planted on the Commencing at a post planted about South bank of Skeena River, above Kayex four miles west and three and a half miles FIRST CLASS SERVICE POPULAR PRICES

er bank in an easterly direction to point chains to point of commencement; containof commencement, containing 60 acres ing one hundred and sixty acres, more or GEORGE GRAHAM. Fred Dawson, Agent.

Dated March 5, 1912. Pub. March 23, 1912.

Skeena Land District-District of Coast TAKE NOTICE that I, Dora L. Wright, TAKE NOTICE that M. J. McNeil, of Prince Rupert, D.C., occupation contractor, intends to apply for permission to purchase the following described lands:

Commencing at the north east corner corner commencing at the north east corner c Commencing at the north east corner of Lot 5127, thence east 20 chains; thence south 20 chains more or less to the north boundary of Lot 2285, thence west 20 acres more or loss thence west 20 chains, chains more or less to the east boundary of Lot 5127; thence north 20 chains more or less to the point of commencement, and

Dated April 22nd, 1912. Pub. April 24. Skeena Land District-District of Coast, its editorial policy is thoroughly account cannot be easily han-TAKE NOTICE that I, Hector Francis Skeena Land District—District McTavish, of Take notice that Lettle McTavish, of Vancouver, occupation married woman, Vancouver, occupation to purfollowing description to purchase the intends to apply for permission to pur-Commencing at a post planted 5 chains commencing at a post planted 40 chains cast of the south east corner of Lot north and 40 chains east from the norththe south east corner of Lot north and 40 chains east 110h. Harvey's Survey, east corner of Lot 1116, Harvey's Survey, east to the easterly boundary of Lot 2702, thence north along the easterly boundary chains west, thence 60 chains south to of Lot 2702, the easterly boundary chains west, thence 60 chains south to commend and containing

DORA L. WRIGHT,

W. Bohler, Agent. Dated April 16, 1912.

MINING MACHINERY

cific Railway Company will sell by public auction on Monday, the 17th day of June, A.D. 1912, at the Grand Trunk Pacific Railway Company's wharf at the city of Prince Rupert, in the province of British Alfred C. Garde at Prince and described hereunder. Railway Act, being Chapter 37 of the Re- origin among the London gold- The great value of the distinctive 775 acres at \$30 per acre. The timber m14 to collect tolls, charges for storing, advertising and selling such godds. Dated at Prince Rupert, B.C., this 13th day of April, A.D. 1912.

Solicitor for the Grand Trunk Railway SCHEDULE OF GOODS ABOVE RE-FERRED TO

Crate Vertical Engine. Box Fittings for Engine Crates (2) Sheaves (each) Crate Fitings for Sheaves

Hoisting Engine Crate Cooking Stove Boxes do. Utensils. Box Paint Crate Cross Cut Saw Crate Swing Saw Duplex Pump do. Engine

Forge Grindstone Jackscrews Sack Pipe Fitings 15 Pieces Pipe Reel Wire Rope Scrapers.. Saw Guards Sheaves Coils Wire Rope

Amalgam Safe

Sacks Fish Plates

Jackscrews Crates Gates 11 Pieces Rail. 8 Crates Patent Electro Amalg. Separators. Boxes Anodes for Above. Roll Wire Cloth.

Sack Wood Boiler Tube Plugs Reel Wire Cable Kegs Galvanized Nails. Roll Wire Cloth. Pkg. Screens. Box Returt, Condensers and Molds Case Packing and Lamps Crate Generator

Package Wire Case Rheostat Case Electrical Instruments Iron Snatch Box Bdl. Track Iron Iron Plate Sacks Bolts Bdls, Bolts Bdls. Washers

Bdl. Links Box Fittings Drums Calicum Carbide Box Boiler Fittings Cast Iron Grate Bars Smoke Stack Carload Wooden Water Pipe Box Hardware Box Engine Parts Quantity Lumber Bdl. Windows

Blds. U Bolts

Doors.

LAND LEASES.

Take notice that I, Augustus W. Agnew, of Prince Rupert, B. C., civil engineer, acting as agent for Porpoise Harbour Land Company, Limited, of Victoria, B. C. intend to apply for permission to lease the land to apply for permission to land to app Commencing at a post planted on the Wainright, thence east to high water

PORPOISE HARBOUR LAND COMPANY Per Augustus W. Agnew, Agent. Dated April 5th, 1912. Pub. April 8, 1912.

Skeena Land District-District of Coast, collowing described lands:

Commencing at a post planted on the most northerly point on Porpoise Harbour, Lot 446, Range 5, Coast district, thence north to low water mark, thence westerly Where the name of the instituand southerly following low water mark tion through which the cheque is to a point due west of the southwest corner of Lot 446, Range 5, Coast district, to be paid is inserted in the nence east to high water mark, thence following high water mark northerly and easterly to point of commencement.
PORPOISE HARBOUR LAND COMPANY,

Per Augustus W. Agnew, Agent. Dated April 5th, 1912. Pub. April 8, 1912.

Take notice that I, Augustus W. Agnew, of Prince Rupert, B. C., civil engineer, acting as agent for Porpoise Harbour Land Company, Limited, of Victoria, B. C., intend to apply for permission to lease the Skena Land District—District of Coast
Range 5

Take notice that M. J. McNeil, of Prince Rupert, B.C., occupation contraction, intends to apply for permission to the following described lands:

LAND PURCHASE NOTICE

Skeena Land District—District of Coast Range 5.

Take notice that I, William Fraser, of spokane, Washington, occupation farmer, intend to apply for permission to purchase to a point due north of the northeast cortice and intend to apply for permission to purchase to a point due north of the northeast cortice and intend to apply for permission to purchase to a point due north of the northeast cortice and intended to apply for permission to purchase to a point due north of the northeast cortice and intended to apply for permission to purchase to a point due north of the northeast cortice and intended to apply for permission to purchase to a point due north of the northeast cortice and intended to apply for permission to purchase to a point due north of the northeast cortice and intended to apply for permission to purchase to a point due north of the northeast cortice and intended to apply for permission to purchase to a point due north of the northeast cortice and intended to apply for permission to purchase to a point due north of the northeast cortice and a post planted on the high water mark of Lot 446, Range 5.

Commencing at a post planted on the high water mark of Lot 446, Range 5.

Commencing at a post planted on the high water mark of Lot 446, Range 5.

Commencing at a post planted on the high water mark of Lot 446, Range 5.

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Commencing at a post planted on the high water mark of Lot 446, Range 5.

Commencing at a post planted on the high water mark of Lot 446, Range 5.

Commencing at a post planted on t westerly and southerly following high ford to maintain bank accounts water mark to point of commencement. in their own names for the pur-

Per Augustus W. Agnew, Agent. Dated April 5th, 1912. Pub. April 8, 1912.

Skeena Land District—District of Coast Skeena Land District—District of Coast NOW OFEN

Props

MONTREAL.

THE STANDARD is the National Weekly Newspaper of the Dominion of Canada. It is national in all its

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> costs \$2.00 per year to any address in hand frequently removes a por-Canada or Great Britain.

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Public Auction ORIGIN OF BANK CHEQUES,

HOW THE EASILY WORKING SYSTEM OF MONEY TRANSFER-ENCE BY MEANS OF PAPER WAS INVENTED AND PER-FECTED FOR COMMERCIAL PURPOSES.

Bank cheques, as now known | found in the paper itself, upon to the modern world, had their which the document is written. terms smiths, who received money for safe keeping, and permitted its paper lies in the fact that the transfer by means of written or- user of such paper when once he and in British Columbia. ders, says a writer in a recent is familiar with its distinctive number of the Bankers' Maga- character can thereafter be as- See Us About This zine. But it was not until the sured that he is getting the real middle of the nineteenth century article and not merely a lithothat the use of cheques became graphed cheque which can be algeneral. Their use in Europe is tered without removing the back- Lots 21-22, Block 35, \$15,000.00 constantly increasing, but its ground. The first use of safety Lot 29, Block 16, \$3,150. Snap. extension has been hampered by paper for cheques, which involves Lot 1, Block 30; good house, Biggar place certain conditions. One of these quite different factors from bank Lot 4, Block 28, 11th St., \$2,625. \$1,125 taining 160 acres more or less. is that in Europe a bank paying note paper, dates back about half cash. a cheque is not responsible for a century. Since 1871 it has been identification of the holder. When manufactured on a commercial Lots 47-48, Block 1, \$2,500 pair. cheques came into general use in scale by means of a secret pro-England they were almost invari- cess which has been carefully sixth Ave., lots 41-42, double frontage. ably made payable to bearer guarded. When drawers began to make This paper is so made that Lot 9, Block 30, \$450. \$210 cash; 6 and Prince Rupert, occupation surveyor, inthem payable to order the bank- during the process of manufacers got a section into the Stamp ture there is combined with the Act of 1853 which specifically re- white body of the paper a chemlieved them from liability for ical tint ornamented with a dis- Lot 2, Block 21, 8-room house, \$2,000 wrongful payment, except as re- tinctive design, which is congards the signature of the drawer. spicuously visible upon the sur-From the standpoint of the face of the paper. This provides some snaps on 7th and 8th aves. banker, this system has much ad- at once the requisite distinctivevantage over the American sys- ness, as the same time that paper Two lots in Block 22, 6th ave., \$750 tem, since it relieves him of re- is sensitive to every attempt to A double corner on 6th ave., \$2,100. sponsibility. It results in giving alteration. The ornamental tint Lot 11, Block 34, 7th ave., \$650. to cheques so great a degree of turns to white under acid or me- Lot 13; new house; Block 2, Ambrose ave., negotiability that when lost or chanical eraseur, and it is of 3 fine lots in Block 6, \$1,900. stolen they have practically the such a sensitive character that character of currency and can be after being once removed it Lots 9-10, Block 31, \$850. \$150 cash, ashed without difficulty by the cannot be restored by any known

Objection to U. S. System.

finder.

is strong opposition inal writing cannot be altered among the European banks to without changing the color of the Bainter & Sloan adopting the American system of paper as to make forgery apparrequiring the personal identifica- ent, and in the few cases of at- PHONE 387 tion of each holder of a cheque tempted fraud which arose the presenting it for payment. But alteration was easily detected. a solution of the difficulty was found at an early date in England by the adoption of what is on Thursday evening, in the called the crossed cheque. This means that two parallel lines basement of the church. 2t about three-eighths of an inch apart are drawn across the face of a cheque, to indicate that differs from the ordinary cheque. The original purpose of this so-

When such a crossing ap- Central. most northerly point on Porpoise Harbour peared it meant that the cheque of Lot 446, Range 5, Coast district, thence north to a point equa-distant between Lot 446 and Watson Island, thence easterly bank account. In other words, tant between the high water mark of Lot only a man who had an account Island to a point on low water mark of Watson could collect such a charge and could collect such a cheque, and tween Lot 446 and Watson Island on Lake he could only have it put to his mark, thence westerly and southerly fol- credit, and not paid in cash directly. So well established had the system become in England that where transverse lines appear with only the words "and company" between them, it is taken to mean that the cheque Take notice that I, Augustus W. Agnew. may come back through any acting as agent for Porpoise Harbour Land bank to the institution on which Company, Limited, of Victoria, B. C., in- it is drawn, but that it cannot be paid by any bank in currency to crossing, it is called "specially crossed" where no name is inserted it is defined as "generally

Hanging for Forgery.

skeena Land District-District of Coast, The result of this system is difficulty. A dishonest holder pose of executing forgeries. Forgery was one of the early perils of early banking. Less than a century ago the Bank of England prosecuted 142 persons in a single year for complicity in forgeries. The crime was then! Massey, of Vancouver, B.C., occupation brince Rupert, B. C., occupation brakeman, broker, intends to apply for permission to purchase the following described lands:

Take notice that I, George Graham, of Prince Rupert, B. C., occupation brakeman, prince Rupert, B. C., occupation brakeman, intend to apply for permission to purchase the following described lands: the bank in 1855 and was carefully guarded.

Some counterfeiters who stole ome of the paper in 1862 were sentenced to penal servitude for life. Forgery by professionals has declined of late years, but amateurs still yield to the temptation of doctoring cheques. The greatest discouragement to these gentry has been the adoption of safety papers. Safety tints, as manufactured by the ordinary lithographers, although they have been on the market for forty years, have not proved a complete protection. If such tints are really sensitive, they are also Its articles are carefully selected and sensitive to moisture, and on this dled in the ordinary course of A subscription to The Standard business. The moisture of the tion of the tint, thus giving to a genuine document the appearance of having been altered.

Security Against Alteration. The best security against alterations of all kinds should be

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A real snap. \$5,000; good terms. \$5,500. Easy terms.

SECTION 7. \$3,000; terms. A good investment.

\$25 per month. Lots 40-41, Block 27, \$900. 1-2 cash. process. The properties of the Lot 48, Block 30, \$365 cash. new form are such that the orig- per month.

Have your supper with the

ladies of the Methodist Church

Skeena Land District-District of Coast,

ply for permission to purchase the follow-Everyone delighted at Keel- ing described lands: Commencing at a post planted at the acres more or less. southeast corner of 1861 994, thence west ey's with the most delicious ice tf of Lot 4477, thence south 15.7 chains to north by Lot 4120, thence east 40 chains, thence north 15.7 chains to point of com

SECTION 6.

2ND AVE.

LAND PURCHASE NOTICES.

MADGE KOHL. W. R. Flewin, Agent. Dated Lakelse Valley, April 13th, 1912. Pub. May 15, 1912.

NOTICE

Lot Owners-Attention!

We have 900 acres at Bateman's Land- whose lots are not registered by that time Price council considered it proper that this of the whole public

or permission to purchase the following Lot 4131, thence east 10 chains to north east corner of Lot 2658, thence south 20 chains, thence east 35 chains more or less to west by Lot 5149, thence north 40

HILDA KING. Dated Lakelse Valley, April 19th, 1912. Pub. May 15, 1912.

Skeena Land District-District of Coast, Range 5.

Take notice that Alfred E. Wright, of tends to apply for permission to purchase the following described lands: Commencing at a post planted at the northeast corner of Lot 421, thence east 80 feet frontage Borden and Taylor, 25 chains, thence south 10 chains more or less to Lakelse Lake, thence along lake shore to southeast Lot 421, thence north 20 chains to place of commencement, containing 35 acres more or less.

ALFRED E. WRIGHT. W. R. Flewin, Agent. Dated Lakelse Lake, April 15th, 1912. Pub. May 15, 1912.

Skeena Land District-District of Coast,

Take notice that John McVicar, of , Hasgow, occupation railway signalman, intends to apply for permission to purchase the following described lands: Commencing at a post planted 12 chains north and about 30 chains east of the southeast corner of Lot 2655, thence north or less to east by Lot 2655, thence south 20 chains to north by Lot 4134, thence east 30 chains more or less to place of commencement, containing 60 acres more

D. J. McVicar, Agent. Dated Lakelse River, April 30th, 1912. Pub. May 15, 1912.

Skeena Land District-District of Coast,

Take notice that Ethel King, of Montreal, occupation spinster, intends to apply for permission to purchase the following described lands:

Commencing at a post planted at the southwest corner of Lot 3065, thence north - 3067, thence west 7 chains more of less to east by Lot 4135, thence south 55 - chains, thence east 7 chains more or less ETHEL KING.

W. R. Flewin, Agent,

Subscribe for the Daily News.

Dated Lakelse Valley, April 29th, 1912.

Pub. May 15, 1912.

Who is Your Customer?

LIAVE you ever met your real customer? Have your salesmen a speaking acquaintance with him? Have you told him about the merits of your product? Have you explained why he should give your goods the preference? Have you done anything to stimulate his desire for your goods?

In short, have you made any attempt whatever to sell your goods to him?

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8-11-16

One minute, please. The dealer isn't your customer. He's simply a part of your sales organization, and a decidedly independent part of it at that. He is distributor for other concerns in whose goods he is just as much interested as he is in yours. And he isn't particularly interested in your product, any more than in your competitors'.

The dealer realizes that he can serve six who order their goods by a well-known trade name as quickly as he can serve one to whom he has to demonstrate that a product is good.

Your real customer is the Publicthe Public who wears your clothing, eats your pickles, uses your safety razor. You've got to sell your goods to the Public.

When the user wants your goods and won't take any other-then you are independent of all but him, your real customer.

To make the user want your goods, you must do two things:

(1) Produce an article of value. (2) Tell him what you make, and

why he should prefer it. That's advertising.

When are the makers of piano actions, for example, going to discover that they do not know their real customers; and, what is worse, that their real customers do not know them? So the public have to buy pianos in blind ignorance of the quality of the most important mechanical part of the piano.

What is it going to be worth to the piano-action maker who first discovers that his real customer is the Public, and not the piano manufacturer who incorporates the action into the complete instrument?

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