

GRAND
TRUNK
PACIFICSWIFTEST
UREST
AFESTGRAND
TRUNK
SYSTEM

TWIN SCREW STEAMERS

"PRINCE RUPERT" AND "PRINCE GEORGE"

For Vancouver, Victoria and Seattle

MONDAYS AND FRIDAYS 9 a.m.

"PRINCE JOHN"

Weekly service to Port Simpson, Naas, Stewart, Granby Bay and Queen

Charlotte Islands

"PRINCE ALBERT"

Regular sailings for Skeena River Canneries, and all way points between

Prince Rupert and Vancouver (100 miles), Mondays, Wednes-

days and Saturdays 1 p. m.

GRAND TRUNK RAILWAY SYSTEM

(The Double Track Route)

Between Chicago and all points East, connecting with all roads from the

Pacific coast. Let us prepare itinerary for your trip EAST this summer.

Agency for all Atlantic Steamship Lines. For all information apply to

A. E. McMASTER, General Agent, Centre Street

SECOND
GRAND DRAWING
Rogers Steamship Agency

The winners of the first grand prize drawing last August were: 1st, Stanley Parker; 2nd, C. H. Handasyde; 3rd Dr. J. O. Reddie.

Your choice of a first class round trip ticket to Seattle, Vancouver or the Alaska excursion trip.

3 PRIZES including a round trip ticket and cash with each.

ONE CENT TO TWO DOLLARS

Tickets will be good any time this summer.

SAMUEL HARRISON

(NOTARY PUBLIC)

V. F. G. GAMBLE

Samuel Harrison & Co.

Real Estate and Stock Brokers

APPROVED AGREEMENTS FOR SALE PURCHASED

Prince Rupert - and - Stewart

LYNCH BROS.

General Merchandise - Largest Stock

Lowest Prices in Northern B. C.

Canadian General Electric Company, Limited

Motors, Mining and Contracting Machinery
Electrical Apparatus of every description

Phone 245

Graham Kearney, Mgr.

BOX 974

"FROM HOME TO HOME."

HOTEL ELYSIUM

Sid. Sykes, Manager

The Finest, Newest and Most Up-to-date Hotel in Vancouver.
Excellent Cafe. Moderate Prices.

1142 Pender Street West - Vancouver, B.C.

Phone 8500.

LONDON
MADE
SUITS
TO MEASURE

There is a distinctive style and finish about a "Curzon" Suit which the "ready-to-wear" garments sold in Canada and the States lack. Indeed the "Curzon" cut and finish is hardly equalled even in garments sold by the best Custom Tailors, whose charges are always excessive, if not altogether prohibitive. There is just that ease and comfort about our garments which give the wearer a "well at ease" appearance.

Then there is the cloth to remember: nothing but real British materials every time.

One Silver and Four Gold Medal Awards.

Merely fill in a post card and address same to us as below, asking for our latest assortment of materials. Together with patterns, we send you fashion-plates and complete instructions for accurate self-measurement, tape measure, all sent free and carriage paid. We dispatch your order within seven days, and if you do not approve, return the goods and we will refund the money.

\$20 SUIT TO MEASURE
(Carriage and Duty Paid)
for \$8.60.Address for Patterns:
CURZON BROS., CLOUGHER SYNDICATE (Dept. 150),
449 Spadina Avenue, Toronto, Ontario.CURZON BROS.
Go to CurzonThe World's
Measure Tailors.Dept. 150, 60/62 CITY ROAD, LONDON, ENGLAND.
West End Depot: 132/5 OXFORD STREET, LONDON, ENGLAND.

Please mention this paper.

Good Buys in
All Sections

We have 900 acres at Bateman's Landing which we will subdivide into 5 and 10 acre tracts to suit purchaser. The best land in the Lakelse Valley. Price from \$30 to \$50 per acre, on very easy terms.

775 acres at \$30 per acre. The timber on this will more than pay for the land. Soil is all river bottom and the best fruit land in British Columbia.

See Us About This

SECTION 1.

Lots 21-22, Block 35, \$15,000.00. 1-2 cash. Double corner on lane.

Lot 29, Block 16, \$3,150. Snap.

Lot 1, Block 30; good house, Biggar place; \$5,000.

Lot 4, Block 28, 11th St., \$2,625. \$1,125 cash.

SECTION 2.

Lots 47-48, Block 1, \$2,500 pair.

45 other lots in this section.

SECTION 5.

Sixth Ave., lots 41-42, double frontage.

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

Lot 9, Block 30, \$450. \$210 cash; 6 and 12 months.

Lots 5-6, Block 31, \$1,300. 1-2 cash; 6 and 12 months.

80 feet frontage Borden and Taylor, \$5,500. Easy terms.

Lot 2, Block 21, 8-room house, \$2,000; terms.

SECTION 6.

Some snaps on 7th and 8th aves.

SECTION 7.

Two lots in Block 22, 6th ave., \$750 each. Easy terms.

A double corner on 6th ave., \$2,100. \$1,100 cash.

Lot 11, Block 34, 7th ave., \$650.

Lot 13; new house; Block 9, Ambrose ave., \$3,000; terms. A good investment.

3 fine lots in Block 6, \$1,900.

SECTION 8.

Lots 9-10, Block 31, \$850. \$150 cash, \$25 per month.

Lots 40-41, Block 27, \$900. 1-2 cash.

Lot 48, Block 30, \$365 cash.

Lot 35, Block 4, \$500. \$100 cash, \$25 per month.

Bainter & Sloan

PHONE 387

2ND AVE.

SONS OF NORWAY

Meets 1st and 3rd Thursdays at 7 p. m., at 319 3rd ave. All Norwegians are welcome.

Savoy Hotel

Cor. Fraser and 5th. Choice Wines and Cigars

RUPERT'S PALACE OF COMFORT

Dominion - Baths

The Most Modern Barber Shop
of Prince Rupert

SECOND AVE.

WASHINGTON BLK.

Specials Today

Lot 136, Block 34, Section 8, \$650.

Lot 4, Block 27, Section 8, \$500.

Lot 18, Block 28, Section 6, \$1,175.

Lot 10, Block 26, Section 7, \$350.

Lots 10-11, Block 23, Section 5, \$2,750.

Lot 38, Block 22, Section 6, \$950.

Lot 38, Block 34, Section 8, \$375.

JOHN DYBAVN

Phone 384 319 3rd Ave

NOTICE

Lot Owners—Attention!

Acting under instructions from the city council, I call attention to the necessity of lot holders, under agreement from the Grand Trunk Pacific Development Company, to complete their titles, and have the same registered in the Land Registry office before July 1st next. Owners whose lots are not registered by that time run the risk of being unable to vote in Municipal matters, or being eligible for the office of Mayor or Alderman. The council considered it proper that this question should be brought to the notice of the whole public.

ERNEST A. WOODS,
City Clerk.INSERT YOUR LAND PURCHASE
NOTICES IN THE
NEWSNOW OPEN
PRINCE RUPERT CAFE

SECOND AVENUE AND SIXTH ST.

FIRST CLASS SERVICE POPULAR PRICES

Williams & Vidak - Props

New
Knox
Hotel

BESNER & BESNER, PROPRIETORS

The New Knox Hotel is run on the European plan. First-class service. All the Latest Modern Improvements.

BEDS 50c UP

FIRST AVENUE, PRINCE RUPERT

BOSTON MEN
LACK CHIVALRY

Are Old Maids Declares Harte's Daughter—Says Western "Go" Should Be Made to Blend with the Boston Culture.

Boston, May 14.—Mrs. Jessamy Bret Harte Steel, daughter of Bret Harte, who is now in Boston on her first visit, says she has found in that city a preponderance of women, dogs and old maidish men. She also says that the modern Athens has an utter lack of enthusiasm and interest in life.

"The men of Boston," she exclaimed, "they are impossible. They are conceited and are lacking in both chivalry and ambition. They don't begin to show the chivalry and respect to women that men of other cities show. Perhaps it is because there are so few of them that they are considered rare and beautiful specimens and are made pets of by the women and hence spoiled. The western 'go' should be made to blend with the Boston culture."

LORD PIRRIE'S
NARROW ESCAPE

Head of the Firm of Harland & Wolff and Designer of the Ill Fated Titanic Was Almost a Victim.

Lord Pirrie, head of the firm of Harland & Wolff, the builders of the Titanic, is at Witley Park, near Godalming, according to London, England, papers, slowly recovering from the effects of an operation he underwent six weeks ago. Newspapers were kept from him in fear that a knowledge of



LORD PIRRIE.

the catastrophe would have a prejudicial effect on his health. It is stated that Lord Pirrie's illness prevented him from being a passenger on the ill fated Titanic.

Hot weather enjoyment! ice cream at Keeley's.

STINGY HUSBANDS.

The tightwad drives his wife and mother into the suffrage tents. Some men with anger nearly smother when asked for fifty cents. The housewife works around like blazes, and when she needs a yen, her husband springs reproachful phrases: "Great Scott! More wealth again? You'll have me in a sorry pickle—your conduct's much too fast; have you already spent the nickel I gave you Monday last? No money left, you haven't any? You need some shoe strings, Belle? Here, you many have this hard earned penny—invest it wisely well!" No wonder that the dames, disgusted, are kicking in their tugs; no wonder plate glass fronts are busted by wrathful lady thugs. No wonder that the girls are saying: "I'll go my way alone; 'twere better earning money haying, and have it for my own, than be the mistress of a palace, to live in discontent, with one who fairly breaks his gallus when parting from a cent!" Ten thousand wives who live with misers are plunged in deep despair; and if they join the bold uprisers, the tightwads drive them there.—Walt Mason.

OH! WHAT'S THE USE?

Weep, and you're called a baby. Laugh, and you're called a fool. Yield, and you're called a coward. Smile, and they'll call you silly. Frown, and they'll call you gruff. Put on a front like a millionaire And some guy calls you bluff.

Choicest liquors and cigars—Savoy.

A Great Chance
For a Little CashDouble Your Money
in a MonthTEN ACRES IN TERRACE
FOR - SALE - IN - LOTS

If you have a little money to invest, this is your opportunity:—The property is 400 feet from the depot, and 700 feet from the hotel. The lots are 33 feet x 100 feet, cleared, and level. Prices are low and easy terms will be arranged. When you take the Empire Day Excursion to the rising town of Terrace look into this proposition for yourself. I shall be pleased to show you the location.

FRANK R. ANGERS

Terrace Land Co.

Terrace, B.C.

Who is Your Customer?

HAVE 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?

"Most assuredly," you say. "Every dealer in Canada is known to our travelers, and we certainly wouldn't pay a salesman who couldn't tell our customers all—"

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 Public—the 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.