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may use our Mail Order Service to great advantage to themselves. Our illustrated catalogue which will be sent to you upon request represents thoroughly our high grade stocks. The watch section of our catalogue is particularly interesting to those who desire a watch that is reliable and guaranteed. Our Field Glass news is just now very interesting. Write us at once.

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SPECIALS

Lots. Block. Section. Price.

21-22 35 1 \$15,000
29 16 1 \$3,150
1 30 house 1 \$5,000
4-5 28 1 \$5,250

2 lots, Block 22, 6th Ave., Sec. 7, \$750 each. Easy terms.

1 lot, Block 34, Sec. 7, \$650.

3 lots, Block 6, Sec. 7, \$1,900.

Lots 41-42, Block 9, Sec. 5, double frontage, \$5,000. Terms easy.

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LAND PURCHASE NOTICES

Skeena Land District—District of Coast Range 5.
TAKE NOTICE that I, Henry Louis Massey, of Vancouver, B.C., occupation broker, intends to apply for permission to purchase the following described lands: Commencing at a post planted on the south bank of Skeena River, above Kayex and about three miles distant, thence south 20 chains, thence west 40 chains, thence north 20 chains, thence following the river bank in an easterly direction to point of commencement, containing 60 acres more or less.

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

Skeena Land District—District of Coast Range 5.
TAKE NOTICE that I, Hector Francis MacRae, of Prince Rupert, B.C., occupation contractor, intends to apply for permission to purchase the following described lands: Commencing at a post planted at the southeast corner of Lot 1723, thence east 20 chains, thence south 40 chains, thence west 20 chains more or less to the easterly boundary of Lot 1723, thence north along the easterly boundary of Lot 1723, 40 chains more or less to point of commencement, containing 80 acres more or less.

HECTOR FRANCIS MACRAE, Agent
Dated April 25th, 1912.
Pub. May 8th, 1912.

Skeena Land District—District of Coast Range 5.
TAKE NOTICE that M. J. McNeil, of Prince Rupert, B.C., occupation contractor, intends to apply for permission to purchase the following described lands: Commencing at a post planted at the S. E. corner of preemption 757, thence south 40 chains, thence east 20 chains, thence north 40 chains, thence west 20 chains, to point of commencement, containing 80 acres more or less.

MICHAEL J. MCNEIL, John Kirkaldy, Agent.
Dated April 26th, 1912.
Pub. May 7th, 1912.

Skeena Land District—District of Coast Range 5.
TAKE NOTICE that M. J. McNeil, of Prince Rupert, B.C., occupation contractor, intends to apply for permission to purchase the following described lands: Commencing at a post planted at the S. E. corner of preemption 757, thence south 40 chains, thence east 20 chains, thence north 40 chains, thence west 20 chains, to point of commencement, containing 80 acres more or less.

MICHAEL J. MCNEIL, John Kirkaldy, Agent.
Dated April 26th, 1912.
Pub. May 7th, 1912.

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MICHAEL J. MCNEIL, John Kirkaldy, Agent.
Dated April 26th, 1912.
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MICHAEL J. MCNEIL, John Kirkaldy, Agent.
Dated April 26th, 1912.
Pub. May 7th, 1912.

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 the following described lands: Commencing at a post planted about four miles west and three miles and a half south from End Hill, Banks Island, thence south 40 chains, thence west 40 chains, thence north 40 chains, thence east 40 chains to point of commencement, containing one hundred and sixty acres, more or less.

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

Skeena Land District—District of Coast Range 5.
TAKE NOTICE that I, George Graham, of Prince Rupert, B.C., occupation brakeman, intend to apply for permission to purchase the following described lands: Commencing at a post planted about four miles west and three and a half miles south from End Hill, Banks Island, thence north 40 chains, thence west 40 chains, thence south 40 chains, thence east 40 chains to point of commencement, containing one hundred and sixty acres, more or less.

GEORGE GRAHAM, Fred Dawson, Agent.
Dated March 5, 1912.
Pub. March 23, 1912.

Skeena Land District—District of Coast Range 5.
TAKE NOTICE that I, Dora L. Wright, of Prince Rupert, married woman, intend to apply for permission to purchase the following described lands: 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 chains more or less to the east boundary of Lot 5127, thence north 20 chains more or less to the point of commencement, and containing 40 acres more or less.

DOLORES L. WRIGHT, Alfred E. Wright, Agent.
Dated April 22nd, 1912.
Pub. April 24, 1912.

Skeena Land District—District of Coast Range 5.
TAKE NOTICE that Lottie McTavish, of Vancouver, occupation married woman, intends to apply for permission to purchase the following described lands: Commencing at a post planted 40 chains north and 40 chains east from the northeast corner of Lot 1115, Harvey's survey, Coast District, Range V, thence 80 chains east, thence 60 chains north, thence 80 chains west, thence 60 chains south to point of commencement, and containing 480 acres, more or less.

LOTTIE M'TAVISH, F. W. Bohler, Agent.
Dated April 16, 1912.
Pub. April 20, 1912.

Skeena Land District—District of Coast Range 5.
TAKE NOTICE that I, Hilda King, of Montreal, occupation spinster, intend to apply for permission to purchase the following described lands: Commencing at a post planted 4.3 chains west of southeast corner of Lot 5148, thence west 48 chains more or less to east by Lot 4131, thence south 20 chains more or less to southeast corner of Lot 4131, thence east 10 chains to north-east corner of Lot 2658, thence south 30 chains, thence east 33 chains more or less to west by Lot 5149, thence north 40 chains to place of commencement, containing 160 acres more or less.

HILDA KING, W. R. Flewin, Agent.
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 Prince Rupert, occupation surveyor, intends to apply for permission to purchase the following described lands: Commencing at a post planted at the northeast corner of Lot 421, thence east 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 Range 5.
TAKE NOTICE that John McVicar, of Glasgow, occupation railway signaller, 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 3655, thence north 20 chains, thence west 30 chains more or less to east by Lot 3655, thence south 20 chains to north by Lot 4132, thence east 30 chains more or less to place of commencement, containing 60 acres more or less.

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

Skeena Land District—District of Coast Range 5.
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 55 chains more or less to south by Lot 3067, thence west 7 chains more or less to east by Lot 4132, thence south 25 chains, thence east 7 chains more or less to place of commencement, containing 40 acres more or less.

ETHEL KING, W. R. Flewin, Agent.
Dated Lakelse Valley, April 20th, 1912.
Pub. May 15, 1912.

Skeena Land District—District of Coast Range 5.
TAKE NOTICE that Madge Kohl, of Montreal, occupation spinster, intends to apply for permission to purchase the following described lands: Commencing at a post planted at the southeast corner of Lot 994, thence west 40 chains more or less to east boundary of Lot 427, thence south 15.7 chains to north by Lot 4120, thence east 40 chains, thence north 13.7 chains to point of commencement, containing 60 acres more or less.

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

MUNICIPAL OWNERSHIP

Success of the System Assured Throughout Prairie Provinces and Cities—Water, Light and Power All Owned by Cities.

Another side blessing of free trade sentiment is municipal ownership, which is simply handing their own over to the natural owners and keeping private monopolists out. Public ownership is not a failure in Alberta. It has been a complete success from government owned telephones to city owned street railways. The Calgary Municipal Street Railway provides modern cars, an up-to-date service, and this year will show a profit of \$250,000. The railway strives to please the public. It adheres to its time schedules, extends its tracks to keep pace with the needs of the city and has no object in dodging promises. The cars are properly equipped with aisles, electric push buttons and separate exits and entrances. They all carry a sign, "Please pay as you enter." The accent is on the please. The people are polite to the people. Nearly all the cities and towns own their light, power, water and other utilities. They are jealous of any encroachment on the public ownership idea. As I mentioned before, Medicine Hat turned down a street railway proposition because it smelt faintly of private ownership, and Lethbridge refused to deal with a natural gas company because a contract would tie up its streets for twenty years. The underlying and abiding intention of any Alberta city is to begin right with these vital matters and to stay right.—H. F. G., in the Toronto Star.

Stalker & Wells cater to your wishes and want to see you. Grocers to the people. tf

Prince George Arrivals.

The Prince George arrived on schedule time yesterday morning with 165 passengers, a large quantity of freight and a big amount of mail. The passenger list included:

Landry, P. A.
Rutter, H. P.
Fraser, Archie
Jackson, H.
Haworth, C. L.
Biddle, R.
Schaffer, Mrs. Geo.
Evans, L. W.
Davis, Ben
Boyd, O. K.
Boyd, Blain
Spaulding, Mrs.
Rich, C. N.
Rich, Mrs. C. N.
Ward, George
Gillard, L. V.
Gillard, Mrs.
Cornell, Harry
Cornell, Mrs.
Rice, Mrs.
Barry, Miss
Robertson, Mr.
Carey, Mr.
Giles, Mr.
Forster, Mr.
McLennan, H.
Beattie, A. M.
McNicholl, G. A.
Updegraff, Mr.
Hanson, R. L.
McLachlan, Harry
Gresch, G. C.
Murphy, J. A.
Cullen, H.
Tye, M.
Jefferson, Mrs.
Thompson, R. R.
McDonald, Mary
McDonnell, Miss P.
Smith, Mrs. H.
Laiser, G. A.
Bogue, V. G.
Bogue, Mrs.
Preston, J.
Stunges, F. M.
Parbay, E. A.
Parbay, Mrs.
Cowan, Mr.
McDonald, Mr.
Fulton, L. P.
Devayman, O. F.
Soder, W.
Fletcher, E. H.
Armstrong, G. E.
Halverson, C. C.
Tanner, Mrs. and Raatz, J. child

Delicious ice cream at Keeley's.

Miss Barbeau left on a six weeks' visit with her sister, Mrs. Sargeant, in Hazelton.

Special! This week at Sloan & Company, Ltd., knitted silk ties and washable chamouisee gloves, 50c. See our window.

If you want a choice steak call at the Royal Cafe. tf

Lot 8, block 5, section 5; price \$1,500; \$700, bal. 6 and 12. Box 20, News Office. 6t

The Standard

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

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FRANK R. ANGERS

Agent

Terrace, B.C.

Service Must Speak

A STORE is almost human. It is full of temperament. It affects each customer with the composite personality of its management and staff.

There are stores and stores. There are "grouchy" stores and "smiling" stores. There are flip-pant stores and dignified stores. And the peculiar thing about each is that the goods or the prices have little to do with the store's temperament. It is the personality of the store that colors and defines the character of the goods from the customer's view-point and wins or repels approval.

The temperament or personality of a store is vividly expressed in its face. The face of a store is its advertising. You can judge a store by its advertising the same as you can judge a man by his facial expression.

Stores that honestly try to serve their customers best simply can't help advertising. It is the way of human nature that when we have spent the best of our brain power and physical and financial resources in building up something worth while, our enthusiasm bursts forth into publicity. We simply cannot restrain the desire to tell others about it.

In the long run, service is what you pay for, always. The goods, as goods alone, are incidental. Service implies quality, fair prices, safe treatment, and honesty in every detail of every transaction.

The service store is the "serving" store. It is also the honest-advertising store. By this, you may know it always—anywhere.

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.