

## PRINCE RUPERT INN AND ANNEX

Owned and operated by the Grand Trunk Pacific Railway on the American and European plan. Excellently furnished, with steam heat, electric light, and all modern conveniences, being absolutely first-class in every respect.

The appointments and service are equal to any hotel on the coast.

Rates: \$1 to \$3.50 per day.

G. A. Sweet, Manager.

## 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

## - Church Services -

FIRST PRESBYTERIAN CHURCH  
Services every Sunday in the Church Hall at 11 a.m. and 7:30 p.m. Sunday School at 2:30 p.m.  
REV. F. W. KERR, M.A., PASTOR

THE FIRST BAPTIST CHURCH  
MEYER HALL, 3RD AVE., NEAR 5TH ST.  
Services every Sunday at 11 a.m. and 7:30 p.m. Sunday School at 2:30 p.m. Baraca Bible Class 2:30 p.m.  
REV. W. H. McLEOD B.A. B.D., PASTOR

THE FIRST METHODIST CHURCH  
SIXTH AVE. AND MUSGRAVE PLACE  
Services every Sunday at 11 a.m. and 7:30 p.m. Sunday School at 2:30 p.m.  
REV. C. R. SING, B.D., PASTOR

THE SALVATION ARMY  
Services every Sunday at 11 a.m., 3 p.m. and 8 p.m. Sunday school 1:30 p.m. Week-day services Mondays, Wednesdays, Thursdays and Saturdays.  
CAPT. KERR C. O.

## Georgetown Sawmill Co. Ltd.

Lumber  
and  
Mouldings

A large stock of dry finished lumber on hand. Boat lumber a specialty. Delivery made at short notice.

Our prices are as low as any. Call on us before ordering.

OFFICE:  
EMPRESS THEATRE BLDG.  
Cor. 6th St. and 2nd Ave.

## LAND PURCHASE NOTICES.

Skeena Land District—District of Coast, Range 5.

Take notice that I, Sorel P. Bacile, of Victoria, B. C., occupation laborer, intend to apply for permission to purchase the following described lands:

Commencing at a post planted about five chains in a northerly direction from the north end of Hermon Lake, chains, north 80 chains, thence east 40 chains to point of commencement, containing 3.0 acres more or less.

SOREL DEMETROFF BACILE, T. L. Elliott, Agent.

Dated April 20, 1912.  
Pub. May 23, 1912.

Notice is hereby given that I, E. E. Stark, of Naas Harbor, occupation prospector, intend, sixty (60) days from date, to make application to the Deputy Commissioner of Lands and Works at Prince Rupert, B. C., for permission to purchase the following described land, situated at the head of Alice Arm, B. C.:

Commencing at a post planted alongside the northeast corner post of the Rivermouth mine, thence south along the mouth boundary of the Rivermouth mine, 2.272 links, thence east 358 links to west boundary of Indian Reserve, thence north 2.272 links along said boundary line, thence west 141 links to point of commencement, containing about five (5) acres more or less.

J. E. STARK, Dated Alice Arm, B. C., May 11th, 1912.

Dated May 27, 1912.

Take notice that Samuel A. Peterson of the City of Prince Rupert, in the Province of British Columbia, has purchased the trade, assets and good will of the City Express, formerly belonging to J. R. Express, and now owns and runs the said business under the name of the City Express on his own behalf, and the said Samuel A. Peterson is the sole owner and proprietor of said business.

Dated at Prince Rupert, B. C., this 10th day of May, A. D. 1912.

SAMUEL A. PETERSON, By His Solicitors, Williams & Manson.

## WHEN CIRCULATION REALLY BENEFITS THE ADVERTISERS

MR. D. O. MCKINNON POINTS OUT SIX SPECIAL FEATURES THAT EVERY ADVERTISER SHOULD PAY ATTENTION TO BEFORE HE SPENDS HIS MONEY—MISTAKES MADE BY AGENCIES

Mr. D. O. McKinnon of the Commercial Press discussed the advertising value of circulation recently before the Toronto Ad Club. Mr. McKinnon's chief point was to the effect that numbers did not constitute the only point to be considered in valuating a publication as a medium for advertising. He did not believe in the universal utility of the sworn circulation statement. Class, character, purchasing power of the readers and other vital considerations entered into the desirability of that circulation to any particular advertiser.

"Every man who hears a statement made by a circulation man," he said, "thinks that he is listening to what he is pleased to call 'the circulation liar.'"

"There has been some delicacy in the past in giving the true facts about circulation," he continued. "I think that an advertiser would be justified in hiring an auditor to look into a publisher's books to find out what the paper's circulation really is before he advertises in it."

**The Value of a Reader.**  
"The basic value of a reader," declared Mr. McKinnon, "is his purchasing power."

The Iron Age, the best paper in its field, had only a circulation of 12,000, but it was one of the most valuable mediums in existence to those who want to reach the greatest metal working industries of the world.

"Unquestionably the question of numbers enters into the consideration. We must have a circulation, but we want to know more than the honest number of that circulation. That is one of the faults of the agencies—they deal too much in numbers."

"The value of a subscriber varies. The paid in advance subscriber ranks at 100 per cent. The receiver of a free sample copy ranks at 75 per cent. The man who owes his subscription for two years or more is a 'dead one' and counted at 35 per cent., only having about one-third as much purchasing efficiency as the paid in advance subscriber."

People who buy a paper get the habit of that paper, and they get the habit of reading its advertisements.

"Distribution, not the number printed in the circulation statement, is the big thing," declared Mr. McKinnon.

### Special Class Advertisements.

The attractiveness of the advertisements was one of the points which help circulation. Speaking of the importance of considering the field covered by the publication, Mr. McKinnon instanced the folly of advertising to a restricted class such as the brick makers, in the dailies.

"There are 500 brick makers in Canada. You would have to go into all the big dailies in Canada to reach them. The advertiser who knows when and how to plant the seed is the one who reaps the crops."

The mediums which appeal to the serious mindness of the community were those that were of value to the advertiser, and that is where the editorial policy of the paper is important in considering mediums.

"A paper filled with the Titanic horror or yesterday's wonderful ball game directs the readers' minds in a contrary direction to the consideration of points raised in the ads," he said.

### Important Questions.

Mr. McKinnon named the vital questions which all advertising canvassers should be prepared to answer as follows:

1. Proved number of copies sent out.
2. The probable proportion of readers.
3. How many of these you want to reach.
4. Their class of buyers and their purchasing power.
5. The attention the paper merits from people the advertiser wants to reach.
6. The psychological impulse derived from the paper's editorial policy.

"The advertising canvasser who fails to consider these six points is not doing his public relation justice," declared Mr. McKinnon, and this was particularly true of trade papers.

In the discussion which followed, Mr. Paul Fitzpatrick said that the question of numbers was the first item that agencies considered in buying circulation, and they didn't often go past that point because they generally struck a fog right there. There was no use considering five other things if there was a doubt about the circulation in the first place.

"The salesmen of circulation

in this country are a most ignorant lot. They don't know what they are selling. Well educated young men in some ways, but they don't know their circulations. They spend their time telling tales about competing publications because they feel they've got to say something. That's my experience as a buyer of circulation," declared Mr. Fitzpatrick.

Previous to the chief address, Industrial Commissioner Brown of Medicine Hat, an expert of 27 years' experience in the United States, gave a short talk.

"I heard of a tomb stone once," said he, "with the inscription, 'Here lies John Brown, an advertiser, and a poor man.' Some one seeing this inscription said: 'They must be short of land down here; they have buried two men in the same grave.'"

## WAGES EARNED IN PALACES

Cash Paid to Some Servants of King is Much Less Than Most People Imagine.

Most people imagine and rather naturally that wages in the British royal household are high, but the fact is that though many of the king's servants are paid much better than those in the service of fairly wealthy people, others are not paid nearly as well. For example, the housemaids, kitchen maids, pantrymen and indoor porters in the royal household get from \$100 to \$200 a year, which is slightly lower, if anything, than the average rate of pay for the minor servants in wealthy establishments. An advantage of being in the royal household, however, is that every servant, after five years' service, becomes entitled to a pension, and at 60 receives one equal to two-thirds of his or her salary.

It is the upper servants in the royal household who "coin money." These are the chief of the state pages, the house steward, the housekeeper and the chief of the grooms in waiting, each of whom are paid \$3,000 a year in wages, and also pocket half as much in perquisites, or "perks," as they are called in the servants' hall. They each make at least \$500 a year in tips from visitors, while presents from the King and Queen and other members of the royal family are worth \$750 more. These upper servants, by the way, are paid monthly by check, while the under servants get their "screw" weekly in cash.

With the means to educate their children well, most of these upper servants do so, and the sons of many of them hold important positions. One is in the Canadian valuation office on a salary of \$5,000 a year; several are in the civil service, and some are doctors and solicitors. Most of the more important royal servants speak French in addition to their own tongue, while those who, like the chief page and chief yeoman, are always more or less in attendance on visiting royalties, must speak English, French and German.

The most highly paid royal servants in the world are those of the Czar. The chief valet of the Russian royal household draws \$5,000 a year, the chief groom of the state apartments and the chief state pages are paid \$7,500, and many of the other servants have salaries of \$4,000. The Kaiser has a bigger staff of servants than that at Buckingham Palace, but the servants at the German court are not as well paid as those who serve King George. The highest salary of the former is the chief page of the personal apartments, who gets \$3,000 a year.

### GAVE LIFE FOR BIBLE

Brampton, May 30.—Trying to recover an old Bible that had fallen into the creek, Archie McKeechney, 8 years of age, the only son of Mrs. A. McKeechney, a widow, lost his life. He overbalanced while trying to catch it with a pole.

### A Surplus at Last.

Edmonton, Alta., May 30.—For the first time in its history, Edmonton's street railway, a public ownership enterprise, has shown a surplus. The April report shows there was \$1,700 to the good.

## Laying the Corner-Stone

The first deposit, with which you begin a Savings Account, is as important an event as the laying of the corner-stone of a fine building. You are laying the corner-stone of your position in the world, of your circle of business acquaintance, of eventual success.

Can you afford to postpone that first deposit?

## THE BANK OF British North America

76 YEARS IN BUSINESS  
Capital and Reserve Over \$7,500,000

Prince Rupert Branch,  
F. S. LONG, Manager.

## Real Estate Offerings:

Lot on Second Avenue, Section 1, \$2,500.  
Lot on Beach Place, \$1,900.  
Modern house and lot on Fraser Street, Block 12, \$5,500.  
Lot on Second Avenue, Section 2, \$1,500.  
Two lots on Sixth Avenue, Section 5, \$2,250 each. Easy terms.  
Two lots on Summit Avenue, \$530 each. House and lot on Seventh Avenue for \$2,500. Easy terms.  
Double corner on Seventh Avenue, Section 6, \$2,600.  
Lot 9, Block 19, Section 6, \$2,700. Easy terms.  
Lot 8, Block 8, Section 6, \$1,265. \$715 cash.  
Two lots on Eighth Avenue, Section 6, \$950 each. Easy terms.  
Lot 14, Block 7, Section 7, \$635.  
Lots 2 and 3, Block 40, Section 7, \$1,800 pair. Easy terms.  
FOR RENT.  
Furnished house in Section 1, \$50 per month.  
Furnished house on Borden Street, \$60 per month.  
Four-room house with bath, Section 6, \$25 per month.  
TERRACE.  
We are sole agents in Prince Rupert for Terrace townsite lots.  
Ten acre tracts adjoining Terrace on easy terms.

## McCaffery & Gibbons

Insurance Third Avenue

## A Fast Disappearing Opportunity

To get in on the ground floor at FORT GEORGE.

Why will Fort George inevitably grow to be a great city?  
Because of its strategic location that assures her of a GREAT FUTURE as a distributive centre.

Because there is the centre of the richest mining district in America—the CARIBOO DISTRICT.

Because great areas of TIMBER, 1,000 MILES OF NAVIGABLE WATERS, EXCELLENT WATER POWERS, are tributary to Fort George.

Because there are 250,000 acres of good agricultural lands, open for pre-emption.

Because all of the railroad that are building or that have got their charter to build through Fort George.

Because all the grain of Alberta and Saskatchewan shall be exported through the Panama Canal, which means that all that grain shall have to come to Fort George before reaching either Prince Rupert or Vancouver.

Because Fort George has a better strategic location than Spokane and is the GATEWAY to the Pacific coast of the PEACE RIVER COUNTRY, which covers an area of 3,000,000 acres of the best agricultural land in Canada.

Within a few years Fort George will be where Vancouver and Winnipeg are today. This is the time to act. The man who wins, and you have everything to win if you buy right now, because this summer will see a great activity at Fort George and the prices will advance rapidly.

ALL INFORMATION FREE FOR THE ASKING.

### SOME GOOD BUYS IN PRINCE RUPERT

Two lots block 11, section 1, \$15,000.00.  
DOUBLE CORNER, block 9, section 5, \$4,500.00

Lot and two-room house, block 32, section 5, \$1,000.00.

Lot and house, block 23, section 6, \$1,575.00; very good terms.

Lot and house, block 25, section 6, \$1,100.00; very good terms.

Lot 7, block 30, section 7, \$685.00.

Two lots, block 45, section 7, \$1,100.00; \$500.00 cash.

One lot, block 7, section 7, \$750.00.

Two lots, block 6, section 7, \$1,200.00; this is a snap.

One lot, block 10, \$500.00; best buy in section 7.

Double corner, block 16, section 8, \$750.00.

Two lots, block 15, section 8, \$500.00; nothing cheaper on the market.

One lot, block 30, section 8, \$500.00.

Two lots, block 38, section 8, \$750.00.

Subscribe for the Daily News.

Lot 3, Blk. 40, Sec. 8, \$400; \$250 cash, bal. arranged. Level, clear, with magnificent view.  
Lots 52-53, Blk. 38, Sec. 8, \$750; \$350 cash, bal. arranged. Lane corner.

**LAW-BUTLER CO.**  
Phone 60 619 Third Ave.

**200,000 business men are now wearing "Rego" clothes**

The fact is significant; it means that 200,000 men recognize that "Rego" style is what they want, and that "Rego" quality and value are the right standard. "Rego" Clothiers are London's leading Tailors (with 23 shops in the Empire Metropolis), and they offer you high-class London tailoring at practically ready-made prices—or less.

**"REGO" NEW YORK**

American Model Lounge Suit. The cut and fashion of this superb model have been endorsed by experts as "the best American style of the year." It is the suit you should be wearing. The "New York" is only one of the many smart styles illustrated and fully described in our tailoring magazine.

**"FASHIONS FOR MEN"**

FREE (just published) a Free Copy of which, with full range of 1912 patterns and simple self-measurement form, we will send you on application. The

**"Rego" Clothiers, Ltd.**  
Dept. O P.O. Box 2554 Montreal.

**\$10 Made to Measure**

OUR PRICES INCLUDE ALL CHARGES, BOTH DUTY AND POSTAGE.

**THE UNIVERSAL HAIR CO.**

OUR CAP CURLS: Only \$5.00 mounted on a hair frame, most easy to arrange.

TRANSFORMATIONS: Any Style, \$5.00 Extra Full of Hair, \$10.00 Circumference of head, if needed.

Made of the finest quality Human Hair, a complete guarantee for the best.

A STYLISH POMPADOUR: Entire Transformation \$5.00 or \$10.00. Toupet only, \$2.25 or \$3.00.

Send for LATEST CATALOGUE No. 13 to: CLOUGHER SYNDICATE, 44 Soudina Ave., TORONTO.

Address: 84, FOXBERRY ROAD, BROCKLEY, LONDON, S.E. ENGLAND.

**KAEN HARDWARE COMPANY**

THIRD AVENUE P.O. DRAWER 1524 PHONE No. 3

Builders' Supplies Plumbers' Supplies Paints Jills Varnishes

**HARDWARE**

Sheet and Plate Glass Plate Glass Mirrors Stoves, Ranges Tinware Granite ware

**MONARCH MALLEABLE** The "Stay Satisfactory Range."

**TO CURE COUGHS & COLDS**

**Silversides Bros.**

The up-to-date House Decorators of Prince Rupert

**..Sign Writing.. Paper-Hanging**

Our Specialties

**WE ORIGINATE. OTHERS IMITATE**

2nd Street Phone 156 Green

**IMPERIAL MACHINE WORKS**

ENGINEERS AND MACHINISTS

H. R. Love, Prop., Prince Rupert Up-to-Date Equipment. Work and Prices Right. Engine Work and General Repairing.

Shop, Hays Cove.

Agents for Imperial Gasoline Motors.

Phone Blue 259 - P. O. Box 557

**MATHIEU'S SYRUP OF TAR & COD LIVER OIL**

not only stops a cough but cures it. Its tonic and restorative properties enable the system to permanently throw off a cold.

35c for large bottle. Sold everywhere.

J. L. MATHIEU CO., Prop., SHREBROOK.