

Says I to myself,
Says I;
The News is the paper to buy
Says I.

THE DAILY NEWS

Formerly The Prince Rupert Optimist

LIBRARY, LEGISLATIVE, NEXT MAILS
City of Seattle, Tuesday, a.m.
From Seattle, Wednesday, 10 a.m.
Prince Rupert, Wednesday, p.m.
VICTORIA, B. C.

VOL. III, NO. 119

PRINCE RUPERT, B. C., MONDAY, MAY 20, 1912.

PRICE FIVE CENTS

SUDDEN BEREAVEMENT BEFALLS RUPERT HOME

MEMBER FOR COMOX-ATLIN ADDRESSES CONSTITUENTS

MR. H. S. CLEMENTS GAVE A RESUME OF HIS EFFORTS AT OTTAWA ON BEHALF OF HIS DISTRICT—IMPORTANCE OF THE CONSTITUENCY COMES HOME TO HIM.

In the McIntyre Hall on Saturday night both H. S. Clements, M. P., and Dr. Alfred Thompson, M. P., gave addresses on their work at Ottawa during the past session, and what they considered the prospects of the districts they represent in the future. Compliments to the Conservative government were flying and to the constituency of Comox-Atlin for having returned Mr. Clements. The naval question was touched upon, and the resources of Prince Rupert's surrounding districts were mentioned with enthusiasm. Mr. Clements had endeavored to get all that he could get for his constituency while at Ottawa. He had not fully realized how great a constituency Comox-Atlin is. Mr. Clements spoke of Rupert as a forthcoming fishing centre of

great importance in the world. He added that the marine station he had investigated on Saturday would be the forerunner of naval stations when the Canadian Pacific fleet had its strength developed on this coast.

Mr. Clements spoke in favor of having terminal elevators here when the line is through and dwelt at some length on fisheries improvements which he hopes to see achieved. The meeting was a large one and enthusiastic. Satisfaction was generally expressed at the amount of appropriations secured by Mr. Clements for the district.

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

THE BURNING MOTION TONIGHT

SCATHING CENSURE.

"Whereas, the committee having in hand the finances of the city should at all times be able to furnish to the council or members of the council reliable information in regard to the finances of the city and the relations of its bankers or fiscal agents to the city.

"And, whereas, any misrepresentation of the city's standing or relation with the aforesaid bankers or fiscal agents, or any withholding on the part of said committee of information which should be given to the Bank

of Montreal would, in the opinion of this council work very materially to the disadvantage of this city's credit.

"And, whereas, this council is of the opinion that all available and necessary information was not given to the said Bank of Montreal in order that the bank become possessed of the city position as to its loans, thereby placing the city in a very unenviable light before the public;

"Now, therefore, be it resolved, That in the opinion of this council, that the

finance committee should be censured for not going more fully into and acquainting the manager of the Bank of Montreal with all available information in regard to the business of the city;

"And, further, That this council views with alarm, that on a pretext so slight, the finance committee should advocate the shutting down of all work on the revenue producing utilities of this city."

Moved by Alderman Clayton, seconded by Alderman Kerr and supported by Alderman Montgomery.

SOURDOUGHS FEASTED A COMRADE IN DR. THOMPSON

MEMORIES OF OLD YUKON DAYS HAUNTED THE BANQUET HALL OF PETER BLACK'S HOTEL ON SATURDAY NIGHT—GLOWING SPEECHES AND APPROPRIATE ADDRESS.

In right royal style were the honors done on Saturday night to Dr. Alfred Thompson as the guest of Prince Rupert's sourdoughs in Pete Black's Hotel. Pete, himself a sourdough of the most marked and honored type, saw to it that the fare was worthy the occasion. There were no dress suits or white collars at the reunion. But the old memories of the trail were revived, and men who had mushed it in '98 from Skagway to the Klondike met and shared together the festive occasion.

An appropriate address lettered in the inimitable style of Sourdough Morte H. Craig on moose skin was presented to Dr. Thompson, who replied with words well calculated to thrill Prince Rupert citizens, whether sourdough or not, with satisfaction. The wel-

come accorded the doctor went to his heart, and he returned the compliments accorded him with compliments as warm for Prince Rupert. What is more, he made the hopeful assertion, based on sound knowledge, that the trade of the Yukon belongs to Prince Rupert whenever she is ready to do business with the rich territory to the north. He went further and pointed out that the trade of Alaska, too, was sure to trend toward Prince Rupert as a nearer point than Seattle.

The toast of honor and the other toasts were drunk with due ceremony, J. H. Rogers being toastmaster. The toast to the president was responded to by Mr. Lynch, and that of the press by J. B. Roerig and W. Coyney. Mr. H. S. Clements was also present at the dinner.

INDIAN MINES HOLD MEETING

Old Officers Returned—Property in Good Shape—Ore Bodies Being Blocked Out—Provincial Government Building Roads.

At the annual meeting of the Indian Mines, Ltd., held Friday, the property was shown to be in excellent shape. Development work has been going on constantly and the ore bodies opened up.

That they have a splendid showing of ore is agreed by all who have visited the property. The main object of development work at this time is to gain depth on the ore bodies visible on the surface. This is being attained by driving a tunnel at a low elevation to tap the vein. It is expected that the tunnel will reach the ore within the next month or so. The Provincial government is building a road from Portland City to a point near the mine. This will greatly facilitate development as the mine will be easily accessible and supplies can be taken in cheaply and shipments of ore can be expected.

George E. Clothier is president and secretary of the company and Charles Guzman vice president. These, with J. Fred Ritchie, L. W. Patmore and James Cronin, constitute the board of directors.

Scott, Froud & Co. will continue their spring sale for a few days this week. Several barbans still being left.

A special meeting of the St. Andrew's Society will be held in Western Plumbing Co.'s office tonight at 7:30 o'clock. Business of importance.

Don't forget, little one, you can get ice cream at Keeley's.

RUPERT HAS ZOO

Present of Fine Yearling Buck Made to Park Commission

A gift of a fine, healthy buck has been made by Mr. Stanley Nevin to the park commissioners of Prince Rupert through Alderman Bullock-Webster, who is now taking care of the pretty animal. Arrangements for keeping it as the nucleus of a Stanley park for Rupert will be discussed.

Attention—best time in 1912—second annual Brotherhood picnic, Metlakatla beach, May 24th. Boats leave G. T. P. wharf at 1, 3 and 6 p. m. Tickets \$1.00. At J. H. Rogers' office. Ladies and children free.

Colonization Scheme. General Agent McMaster, accompanied a party of engineers on Saturday's train bound for a point 40 miles east of Shandilla station, where it is said a large tract of land has been secured by old country people for colonization purposes.

Went to Essington.

Mr. H. S. Clements, M. P., accompanied by Dr. Alfred Thompson, M. P., and a party of local politicians which included O. H. Nelson, George Kerr, George Tite, Joe Scott and Dr. Tremayne, made a trip to Port Essington on the Evelyn yesterday. The purpose of the trip was to confer with the local Conservatives of Port Essington and see what could be done toward a better mail service for that town. Returning the party called at the Haysport cold storage plant.

Dr. Alfred Thompson, M. P., and Mr. H. S. Clements, M. P., were guests of the Saints' Rest for dinner on Saturday.

A fishing excursion party returned from the Yoxtall River Saturday afternoon. It consisted of Mrs. Demers, Miss Delorne, Mrs. Spencer and son of Victoria, Mrs. Frizzell, Mr. Frizzell, Mr. Chisholm, Mr. Rude and Mr. Peck. They landed a good catch of trout.

The modern, high class place for billiards and pool. Seale's, Third avenue.

TRAGIC DEATH EARLY TODAY OF DRYDOCK CONTRACTOR

Mr. Matthew Dow Passes Away in Bed at Five a.m. as Result of Heart Attack---Sudden and Sad Blow to Family Only Recently Arrived in Rupert---Leaves Fine Record of Constructional Achievement Behind Him

Tragically swift was the death at five o'clock this morning of Mr. Matthew Dow, the contractor for the Grand Trunk Pacific dry dock works now in hand. Mr. Dow passed away in bed with totally unexpected suddenness. He was apparently in perfectly good health last night, though he had been threatened for some time back with heart affection. No cause for apprehension regarding him had, however, been felt, and yesterday afternoon Mr. Dow was out and about with friends enjoying the perfect weather and speaking enthusiastically of Prince Rupert, and the prospects here both in regard to his work, and the development otherwise of the city.

A Good Record.

The late Mr. Dow leaves behind him a splendid record in his own useful line of business. Not only does the city of Seattle owe most of her principal wharves and docks to his skilled constructive ability, but Mr. Dow was also specially engaged by the Grand Trunk Pacific Co. to construct their Vancouver wharves for them. His success at Seattle and Vancouver, led to his being chosen as contractor for the construction of the Prince Rupert dry dock, which would have been the crowning achievement of his life. Mr. Dow was proud to have these extensive works in charge and his personality was certainly a valuable factor in the furtherance of the undertaking.

Of Scottish Birth

Born in Scotland, Mr. Dow made most of his success in the States. He came early to the Pacific Coast, and had a long experience in Seattle. He was at the time of his death just sixty-two years and nine months of age. Deceased leaves besides

G. A. KEEFER DEAD

Was Resident Engineer Dept. of Works in B. C. for Years.

Victoria, May 18.—George A. Keefer, resident engineer of the Department of Works of Canada in British Columbia, died this evening, a clot of blood on the brain being the cause of death. He was 76 years of age. Since 1871 he had been engaged in work in this province. He was appointed resident engineer in 1890.

Best room in town at the Savoy.

CANADIAN CLUB LUNCHEON.

Dr. Alfred Thompson will address the Canadian Club luncheon at the Central Hotel on Tuesday, May 21st. The luncheon will be held between 1 and 2 o'clock and tickets can be secured at the hotel on the same day.

ing further to be done. Death was evidently due to failure of the heart's action, subsequent to the development of trouble there which had been suspected, but not apprehensively regarded.

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FOREST FIRES UNDER CONTROL

Washington Authorities Have Managed Successfully to Cope With the Outbreak Which Cost Five Lives.

Seattle, May 18.—There is nothing alarming today in the Western Washington forest fire situation according to chief fire warden J. L. Bridge, of the Washington Forest Fire Association. There are many fires but not one is beyond control. Five sawmills and many logging camps in Skagit, Snohomish, King, Pierce and Chehalis counties have been destroyed. The fires have caused the loss of several lives in Skagit County, but are said to be under control.

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

EAGLES' MEMORIAL SUNDAY

Annual Services Well Attended—Rev. Rushbrook Preached.

Yesterday the annual memorial service of the Fraternal Order of Eagles was held in their lodge room in the Helgeson block. The Swedish choir beautifully rendered a few sacred selections and there were several other vocal numbers on the program. Rev. Mr. Rushbrook delivered the memorial address, which was acknowledged by all to have been a very good sermon. The services were well attended and President George Leek presided.

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

FREE! FREE! FREE!

A big beautiful 88 key electric player piano, worth \$1,200 given away to the pool players in the Basement pool room, Empress Theatre building.

RAMBLE CLUB'S OUTING

Empire Day Will Be Fitly Celebrated by Presbyterians.

It has been decided by the members of the Presbyterian Ramble Club that the 24th of May is to be spent by the club in general festivity at Auriol Point, the pretty stretch of sand and greensward opposite Metlakatla. On this spot last year one of the most successful out of door enjoyment programs ever arranged by the Presbyterian Club was carried out, and this year's plans are for an even more delightful outing. A fine, large launch, safe, comfortable and speedy, will make several trips to and from the rendezvous on the 24th, the first trip being made at 10 a. m. Auriol Point is an ideal baseball ground, and has attractions for those who believe that baseball with golf are not the only games on earth.

Everyone delighted at Keelley's with the most delicious ice cream.

Panatorium Pioneer Cleaners. Phone 4.



HARRY CORNELL
Leading Man with the May Roberts Co.

BIG ITEMS WRIT SMALL

News Notes in Tabloid Form of Matters That Might Have Been Mentioned at Greater Length Had Time Permitted.

W. L. Barker's plans have been accepted for the new hospital wing and subject to approval by the government will be used. The city will guarantee the bonds for the new hospital advances from the bank instead of the members having to give their personal notes. Indigent patients not suffering from contagious complaints will be treated free by the hospital in terms of the city grant. These matters were discussed and settled at a meeting of the hospital board held Saturday.

G. B. Hull is to take up his station in Prince Rupert as resident engineer for the Dominion government. This announcement was made by Mr. Clements in his Saturday night address.

Dr. Alfred Thompson, M. P., will be entertained at a Canadian Club luncheon tomorrow in the Central Hotel from 1 to 2 p. m. This entertainment is the forerunner of others during the season.

William Henderson of the Department of Public Works took over formally the quarantine station at Digby Island for the government. A caretaker will be appointed.

All location of space for departments was made for the new post office building and the old office will probably be vacated this week.

Special! This week at Sloan & Company, Ltd., knitted silk ties and washable chamouiseude gloves, 50c. See our window. Best meal in town at Savoy.

PRINCE RUPERT TWENTY MINUTES AGO

Queue begins to form for City Council meeting tonight. Enthusiasts bringing camp stool and lunch. Finance Minister has the verbal knockout so perfect now that the echo of it nearly winds him. Promise of having the post office pretty soon uptown awakens an anthem of praise from citizens. Feeding time at Prince Rupert's new park zoo attracted large crowd of youngsters. Merely Mabel says that Sir Isaac Newton discovered the law of gravity with an apple, but Sam may learn it from a lemon.

Important Announcement

For the convenience of our patrons we have arranged to open the advance sale of reserved seats for the forthcoming engagement of the

May Roberts Company
OPENING FRIDAY, MAY 24th
AT THE EMPRESS THEATRE

on Tuesday, May 21st at 9 a.m. in the Theatre Office (basement) when reserved seats for any special performance or the entire season may be secured. . . . The coming engagement of Miss Roberts is the most important theatrical event in the history of Prince Rupert and the advance sale will be very large, therefore we earnestly request our patrons to call and make their reservations as early as possible, or if more convenient, orders may be telephoned in.

Phone 385 Prince Rupert Theatre Company, Limited

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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

Trains leave Prince Rupert and Vancouver (100 miles), Mondays, Wednesdays and Saturdays 1 p. m.

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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

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Lowest Prices in Northern B. C.

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Motors, Mining and Contracting Machinery
Electrical Apparatus of every description

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The Finest, Newest and Most Up-to-date Hotel in Vancouver.
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Write for catalogue and prices.

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We carry a stock of Marine Engines on hand.

Every Resident of British Columbia 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.

Henry Birks & Sons
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Jewellers and Silversmiths

Geo. E. Torrey
Managing Director

Vancouver - B.C.

Find It Through a News Want Ad.

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. 1-3 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. \$2,500; 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 2, 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, \$355 cash.
Lot 35, Block 4, \$500. \$100 cash, \$25 per month.

Bainter & Sloan

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SONS OF NORWAY

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

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Cor. Fraser and 5th. Choice Wines and Cigars

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The Most Modern Barber Shop of Prince Rupert

SECOND AVE. WASHINGTON BLK.

SMITH & MALLET
THIRD AVE.

Plumbing, Heating, Steamfitting and Sheet Metal Work

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Phone 174

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FIRST CLASS SERVICE POPULAR PRICES

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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

Real Estate Offerings:

- Lot on Second Avenue, Section 1, \$2,500.
Lot on Beach Place, \$1,000.
Modern house and lot on Fraser Street.
Block 32, \$5,000.
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 \$1,800. Easy terms.
Double corner on Seventh Avenue, Section 6, \$3,600.
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 49, 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

TACOMA BALL CLUB MAY DIE

Bad Weather and Lack of Interest in Team May Cause President to Ring Down Curtain This Week.

Tacoma, May 16.—Tacoma's baseball club is broke. Today is pay day and there is not enough money to half pay the players. The life of the club is in great danger, and unless Tacoma fans and citizens come to the rescue today President A. E. Rothermel says he will have to ring down the curtain.

Rothermel started the season on a shoe string. Bad weather produced a deficiency in the finances which the merchants and stock holders had not made up. Today Rothermel threw 3,000 booster tickets on the market, at \$1 each, good for one grand stand admission, in a hurried effort to meet the payroll.

The Rush of Grain.

Stored in boats, elevators and cars at Fort William and Port Arthur, something like forty million dollars' worth of western grain has been awaiting the opening of navigation at the head of the Great Lakes. Behind it in the interior, elevators of the grain growing provinces and in farmers' hands are at least twenty million bushels of wheat alone that during the next four months must come down the lakes or over the single C. P. R. track that is at present the sole connecting railway line between Eastern and Western Canada.

The task is a colossal one. The results will be colossal also. There are not less than sixty million dollars invested in the grain at the head of the lakes and at interior points that will be released as the wheat reaches the purchaser. Much of that money this year will not be available for general mercantile or financial purposes. Most of it will have to be returned to the west before long to finance the purchase and transportation of the crop that is already in the ground. The general effect, however, of turning Canada's wheat into money must be good for business all round, even if it does not increase the capital available for eastern trade expansion.

The great blockade of 1914-15 is broken. Its lesson is writ large. The railways must strain every nerve to put themselves in a position to ship grain from the west by rail steadily all the year round to the Atlantic seaboard, and to the Pacific also when the Panama Canal is opened.

Hot weather enjoyment! Ice cream at Keeley's.

..Grand Hotel..

Workingman's Home
Free Labor Bureau in Connection
Phone 178 1st Ave. and 7th St.
GEO. BRODERIUS, Proprietor.

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HAZELTON, TELKWA, ALDERMERE

and all interior points. For rates and information apply

Rochester & Monroe - Agents
Second Avenue

..We Offer For Sale..

- Lots 8, 9 and 10, Block 6, Section 1. Price \$3,000 each. One-half cash, balance 6, 12 and 18 months. Price \$1,775. Terms, \$1,275 cash, balance \$25 per month.
Lot 15 and 17, Block 17, Section 5. Price \$2,100. One-half cash, balance 6, 12 and 18 months.
Lot 4, Block 25, Section 5, with 5-room house worth \$900, renting for \$30 per month. Price \$1,775. Terms, \$1,275 cash, balance \$25 per month.
Lots 15 and 16, Block 5, Section 6. Price \$4,200. One-half cash, balance 6, 12 and 18 months.
Lots 9 and 10, Block 5, Section 6. Price \$3,500. \$1,200 cash, balance 6, 12 and 18 months.
Lot 18, Block 2, Section 7. Price \$900. \$450 cash, balance 6, 12 and 18 months.
Lots 33 and 34, Block 16, Section 7. Price \$1,600. One-half cash, balance 6 and 12 months.
Lot 4, Block 23, Section 7. Price \$750. 400 cash, balance 4 and 8 months.
Lot 19, Block 23, Section 7. Price \$450. Equity out.
Lots 1 and 2, Block 31, Section 7. Price \$1,275. \$575 cash, balance 6 and 12 months.

Continental Trust Co., Ltd.

Second Avenue
Real Estate Insurance
Safe Deposit Boxes for Rent

I MIGHT STATE

I have a few snaps for Sale
Lot 30, blk. 5, sec. 1, Beach place \$2000; half cash; terms.
Lots 17-18, blk. 39, sec. 5, 9th Ave.; \$1500; 1-3 cash; terms.
Lots 12-13, blk. 40, sec. 5, 6th Ave.; \$5000; 1/2 cash; terms.

H. DOUGLAS P.O. Box 606

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Double Your Money in a Month

TEN 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

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.

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.

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.

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.

