

SPORT CLIPPINGS

Pittsburg has released Pitcher King Cole, secured in the trade with Chicago last summer, to Columbus, along with Pitcher Dan Tipton, the St. Paul recruit. They go as part payment for Lefty Cooper.

Ed Walsh was given a bonus of \$1,500 over and above his share as a player for shutting out the Cubs in the deciding game of the Chicago series. Charles Comiskey gave him that much as a present.

Nap. Lajoie and his wife have recently completed an automobile trip from Cleveland to New York and return.

Charles Murphy, of the Chicago Cubs, in his announced hunt for young blood, has signed an amateur player from the Chicago lot named Charley Stuart. He is said to be very fast and cost Mr. Murphy nothing.

The National Baseball League will send a team into Cuba this winter.

Charley Doolin plans to graduate from a performer in vaudeville to a theatre owner and is reported as having bought a play house in North Philadelphia. He is now in position to book the Heavenly Twins, of the National League on his circuit.

Lester Patrick says that Hugh Lehman is the best goal keeper in hockey today, barring none.

Cuban baseball fans threatened to lynch an umpire who called 'em wrong in a game the other day. They probably heard of similar doings in Canadian hockey and lacrosse, although affairs never got beyond the threat stage.

The National Lacrosse Union will go out of business next year, according to the Toronto Telegram, which goes on to say that the N. L. U. consists largely of Cornwall Colts, and even Joe Lally will tell you that by the time Westminster got through with them there wasn't much left to talk about.

LAND PURCHASE NOTICES.

Skeena Land District—District of Coast, Range V.
Take notice that I, Albert Lopus, of Prince Rupert, B. C., occupation prospector, intend to apply for permission to purchase the following described lands:
Commencing at a post planted about 30 chains south of Graveyard Point telegraph pole and being on the south side of the Skeena River, thence south 40 chains, thence east 40 chains, thence north 40 chains, thence west 40 chains, containing 160 acres more or less.
Dated August 24th, 1912.
Pub. Sept. 28, 1912.

Skeena Land District—District of Coast, Range V.
Take notice that I, Thomas A. Roy, of Prince Rupert, B. C., occupation prospector, intend to apply for permission to purchase the following described lands:
Commencing at a post planted on the south bank of the Skeena River and about 1 mile south of the mouth of Shaines River, thence south 80 chains, thence east 80 chains, thence north 80 chains, thence west 80 chains, containing 640 acres more or less.
Dated August 26th, 1912.
Pub. Sept. 28, 1912.

Skeena Land District—District of Coast, Range V.
Take notice that I, Hubert O. Crew, of Prince Rupert, B. C., occupation prospector, intend to apply for permission to purchase the following described lands:
Commencing at a post planted two and one-half miles east from the mouth of the Quinamas River, thence east 80 chains, thence north 80 chains, thence west 80 chains, thence south 80 chains, containing 640 acres more or less.
Dated August 17th, 1912.
Pub. Sept. 14, 1912.

Skeena Land District—District of Coast, Range V.
Take notice that I, Ethel M. Thompson, of Prince Rupert, B. C., occupation prospector, intend to apply for permission to purchase the following described lands:
Commencing at a post planted four and one-half miles east from the mouth of the Quinamas River, thence north 80 chains, thence east 80 chains, thence south 80 chains, thence west 80 chains, containing 640 acres more or less.
Dated August 17th, 1912.
Pub. Sept. 14, 1912.

Skeena Land District—District of Coast, Range IV.
Take notice that William J. Moiridge, of Vancouver, B. C., occupation prospector, intends to apply for permission to purchase the following described lands:
Commencing at a post planted on the northwestern shore of Kuncelon Lake, and about 500 feet south of a small bay, thence east 30 chains, thence north 30 chains, thence west 30 chains more or less to foreshore, thence southerly following the line to point of commencement, containing 80 acres more or less.
Dated October 8th, 1912.
Pub. Oct. 29, 1912.

Skeena Land District—District of Coast, Range V.
Take notice that Beryl I. Gamble, of Vancouver, B. C., occupation prospector, intends to apply for permission to purchase the following described lands:
Commencing at a post planted at the S. E. corner of L. 4409, thence south 40 chains, thence east 20 chains more or less to W. by of Timber Limit No. 545, thence north 40 chains, thence west 20 chains more or less to point of commencement, containing 80 acres more or less.
Dated Sept. 5th, 1912.
Pub. Sept. 14, 1912.

Skeena Land District—District of Coast, Range V.
Take notice that George R. Naden, of Prince Rupert, B. C., occupation prospector, intends to apply for permission to purchase the following described lands:
Commencing at a post planted about four miles distant in a southerly direction from Moore's Cove, thence east 80 chains, thence south 80 chains, thence west 80 chains to point of commencement, containing 640 acres more or less.
Dated September 19th, 1912.
Pub. Sept. 28, 1912.

Skeena Land District—District of Coast, Range V.
Take notice that I, Napoleon Roy, of Wallace, Idaho, U. S., occupation prospector, intend to apply for permission to purchase the following described lands:
Commencing at a post planted about 1 mile south from the mouth of the Shaines River, thence south 80 chains, thence east 80 chains, thence north 80 chains, thence west 80 chains to point of commencement, containing 640 acres more or less.
Dated August 26th, 1912.
Pub. Sept. 28, 1912.

Skeena Land District—District of Coast, Range V.
Take notice that Vernon F. G. Gamble, of Prince Rupert, B. C., occupation prospector, intends to apply for permission to purchase the following described lands:
Commencing at a post planted at the S. W. corner of L. 4419, thence north 40 chains, thence west 20 chains, thence south 40 chains, thence east 20 chains to point of commencement, containing 80 acres more or less.
Dated Sept. 5th, 1912.
Pub. Sept. 14, 1912.

LAND LEASE NOTICES.

Skeena Land District—District of Coast, Range IV.
Take notice that Henry D. Foote, of Porcher Island, B. C., occupation farmer, intends to apply for permission to lease the following described lands:
Commencing at a post planted on the east shore of Bonilla Island and about 1/2 mile distant in an easterly direction from the highest point on the island, thence west 50 chains more or less to the west shore line of the island, thence in a northerly direction following the shore line to the north end of the island, thence in a southerly direction following the shore line to point of commencement and containing 640 acres, more or less.
Located November 4th, 1912.
HENRY D. FOOTE, Locator.
Dated November 14th, 1912.
Pub. Nov. 18, 1912—Jan. 13, 1913.

Skeena Land District—District of Coast, Range IV.
Take notice that I, Michael McFadden, of Porcher Island, B. C., occupation farmer, intend to apply for permission to lease the following described lands:
Commencing at a post planted on the east shore of Bonilla Island and about 1/2 mile in an easterly direction from the highest point on the island, thence west 80 chains more or less to the west shore line of the island, thence in a southerly direction following the shore line to the south end of the island, thence in a northerly direction following the shore line to point of commencement and containing 640 acres more or less.
Located November 4th, 1912.
MICHAEL MCFADDEN.
Dated November 14th, 1912.
Pub. Nov. 18, 1912—Jan. 13, 1913.

LAND PURCHASE NOTICE

Skeena Land District—District of Coast, Range V.
Take notice that Michael McFadden, of Porcher Island, B. C., occupation farmer, intends to apply for permission to lease the following described lands:
Commencing at a post planted on the west end of Bonilla Island, about 1/2 mile east of Lot 1793, on Porcher Island, in the Kitikalan Inlet, thence 80 chains east, thence 40 chains south, to an inlet, not named, thence along the shore line to point of commencement, containing 320 acres more or less, the purpose for which the lease is required is to quarry lime rock.
Dated Sept. 3rd, 1912.
Pub. Sept. 14, 1912.

Skeena Land District—District of Coast, Range V.
Take notice that Allan Sim, of Prince Rupert, B. C., occupation prospector, intends to apply for permission to purchase the following described lands:
Commencing at a post planted at the northeast corner of Lot 1795, and marked Allan Sim S. E. Corner, thence north 40 chains, thence west 20 chains more or less to bank of Zimogotz River, thence along bank of river in a southerly direction 40 chains more or less to the north line of Lot 1795, thence east 20 chains more or less to point of commencement, containing 80 acres more or less.
Dated August 31, 1912.
Pub. Sept. 19, 1912.

Skeena Land District—District of Coast, Range V.
Take notice that Martha Ann Krutz, of Seattle, Wash., occupation prospector, intends to apply for permission to purchase the following described lands:
Commencing at a post planted on the north boundary of Lot 1515, Range 5, Coast District, not yet gazetted (Kathleen Agnew's application to purchase), this post being about 5 chains west of the northeast corner of this lot, thence north 20 chains, thence west to east bank of Heceta River, thence southerly following east bank of Heceta River to the northwest corner of Lot 1515, thence following north boundary of this lot to point of commencement, containing 40 acres more or less.
Dated October 2nd, 1912.
Pub. Oct. 21, 1912.

Skeena Land District—District of Coast, Range V.
Take notice that I, Peter Stacey, of Prince Rupert, B. C., occupation prospector, intend to apply for permission to purchase the following described lands:
Commencing at a post planted about 2 miles south from Graveyard Point telegraph station and being on the south side of the Skeena River, thence south 80 chains, thence west 80 chains, thence north 80 chains, thence east 80 chains to point of commencement, containing 640 acres more or less.
Dated August 24th, 1912.
Pub. Sept. 28, 1912.

WATER LICENSE.

For a License to Take and Use Water.
Notice is hereby given that G. R. T. Sawle, of Prince Rupert, will apply for a license to take and use ten (10) inches of water out of an unnamed creek which flows in an easterly direction through Lot 756 and empties into Goose Bay near south end of said lot. The water will be diverted at a point about 500 feet from mouth and will be used for domestic purposes on the land described as Granby Bay Township.
This notice was posted on the ground on the 15th day of October, 1912. The application will be filed in the office of the Water Recorder at Prince Rupert.
Objections may be filed with the said Water Recorder or with the Comptroller of Water Rights, Parliament Buildings, Victoria, B. C.
G. R. T. SAWLE.
Pub. Oct. 21, 1912.

BRITISH COLUMBIA HOCKEY LEAGUE ELECT OFFICERS

Vancouver, B.C., November 20.—Election of officers and confirmation of the schedule for the coming season was the principal business before the B. C. Hockey Association, which held its annual meeting last night, with delegates from Victoria, New Westminster and Vancouver in attendance.

Also on the programme was a discussion of the action to be taken in respect to signing eastern players, and it was decided to retaliate against the action of the east in signing up Hyland and Johnson by going after enough of the N. H. A. stars to round out the three teams in such shape as to ensure a continuation of the good brand of hockey which prevailed on the coast last winter.

The following officers were elected: Dr. C. E. Doherty, New Westminster, president; Arthur J. Smail, secretary treasurer; G. A. Welsh, Frank Patrick and Lester Patrick, directors.

The schedule agreed upon is as follows:

December 10—Westminster at Vancouver.
December 13—Westminster at Victoria.
December 17—Victoria at Vancouver.
December 20—Vancouver at Westminster.
December 27—Vancouver at Victoria.
December 31—Victoria at Westminster.
January 4—Westminster at Vancouver.
January 9—Westminster at Victoria.
January 14—Vancouver at Westminster.
January 17—Vancouver at Victoria.
January 21—Victoria at Vancouver.
January 24—Victoria at Westminster.
January 28—Westminster at Vancouver.
January 31—Westminster at Victoria.
February 4—Victoria at Vancouver.
February 7—Vancouver at Westminster.
February 11—Vancouver at Victoria.
February 15—Westminster at Vancouver.
February 18—Victoria at Westminster.
February 21—Westminster at Victoria.
February 25—Victoria at Vancouver.
February 28—Vancouver at Westminster.
March 4—Vancouver at Victoria.
March 7—Victoria at Westminster.

NEWS NOTES OF THE GREAT WEST

In Edmonton the bank clearings for the week ending November 7th totalled \$5,995,548, against \$3,332,521 last year, being an increase of 79 per cent.

The city decided to purchase a paving plant with a capacity of 100,000, to cost approximately \$40,000. The estimates provide for half a million yards of paving next year.

In Pincher Creek the meetings during the visit of the mixed farming special train run by the Alberta government and the C. P. R. were a great success. The cars were crowded with farmers eagerly asking questions about live stock and dairying. The lectures on domestic science are drawing large crowds of women. The train is doing incalculable good. The farmers passed a vote of thanks to the government and the railway for such a practical train.

In Vancouver the C. P. R. \$1,000,000 station perspective shows a Roman colonnade with a massive side. The height is six storeys and it will have a covered platform with four passenger tracks.

In Victoria a concrete bridge, spanning the gorge, is completed, at a cost of \$25,000.

The B. C. Electric Company turned on 6,000 horse power at the new Brentwood Bay station. The auxiliary to the present plant cost \$400,000.

The Royal Bank has purchased a site for the erection of a bank.

In Winnipeg the Congregational Church is to erect an edifice costing \$300,000.

The C. P. R. put on the market eight new townships: Shackleton, Abbey, Lancer, Port Reeve, Lemsford, Sceptre, Prelate, Prussia. A new cutoff, northwest of Swift Current, will be made and steel will be through in the early spring.

A C. P. R. report states that 61,800,000 bushels of grain have been moved, against 49,400,000 for the same period last year. The company loaded 27,400 cars in elevators this year, against 22,700 last year. One thousand five hundred cars were loaded three storey addition. A new police station is to be built, to cost \$150,000. A permit has

been issued for a \$25,000 three storey apartment block.

In Medicine Hat the customs receipts for six months of the present fiscal year to November 1st totalled \$90,522, which is 76 per cent. of the total customs receipts for the fiscal year end.

In Edmonton the City Council decided to submit a bylaw authorizing a grant of \$240,000 to the Misericordia Hospital, which brings the amount of recent hospital grants to \$615,000.

In Calgary the total civic work completed this year to the end of October includes 270,000 feet of sewerage, 208,000 feet of waterworks, 1,238,000 square feet of sidewalk and 148,000-square feet of curb and gutter.

Bank clearings for the week amounted to \$6,533,000, compared with \$5,254,000 for the same week last year, being an increase of 25 per cent.

In Regina the expansion of business of a big three storey departmental store, opened two years ago necessitates a two storey extension and a three storey addition. Another departmental store is building an 80 by 90 foot addition.

In Vancouver the government surveyors are preparing for dredging Pitt River mouth so as to admit moderate draught steamers from Fraser flour mills and factories.

The second largest submarine telephone cable on the American continent was laid under the inlet to North Vancouver, eliminating long distance calls.

The qualified voters' list has increased 1,100 during the last twelve months.

In Victoria all lumber firms report large increase into prairie provinces over previous years.

In Regina a prominent land company is to build one hundred six or seven roomed modern houses, fifty of which will be completed by July 1, 1913.

Find it through a Daily News "Want Ad."



The "Patricia" Bow
Price \$1.00

The "Princess Pat" Bow has met with great favor in the feminine world this season. It is made of rich black velvet, and has mountings of the finest quality gold plate—complete with brooch attachment at the back.

This mounting is detachable, and a bow of ribbon or a piece of lace can be inserted at any time.

Order by the number—73

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YOU—the Public—are the judge. On your good opinion and your good word depends the success of the advertised article. For no amount of advertising will induce you to buy a second time what you do not like. No advertising will offset the bad effect of a dissatisfied buyer.

That is why advertisers must and do maintain the quality of their goods.

Advertisers realize that to turn their outlay for advertising into profit they must give good value.

They are not looking for one-time sales. First sales, in most cases, would not pay for the advertising.

To be successful, they must make steady customers. So, quality is being put in to hold the trade that advertising produces.

Thus, to be sure of quality, one naturally turns to goods that are advertised. And isn't it only reasonable?

No manufacturer can afford to advertise for long an inferior article. From the moment the advertising begins, the quality must either be kept uniform or improved—to go back means ruin.

The day is passing when you ask for a pint of pickles. You name the brand.

You don't ask for Rolled Oats. You name the brand you prefer.

The unknown article may be good, but you are not so sure of it as you are of the advertised article, which bears the seal of quality, —a well known maker's trade name.

TO MANUFACTURERS

You who make good goods and do not advertise—show your confidence in your product.

Advertise it.

Let the public know that you stand back of your goods to maintain their high quality.

Make your trade name the recognized standard in your line.

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

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