

When the People Refuse to Pay

EVER since King John signed the Magna Charta the people have been discovering new rights and asserting them.

Long ago the people learned how to get what they wanted—by the simple expedient of "refusing to pay."

In the days when kings played "war" with one another the people could always put a sudden end to the fun by "refusing to pay."

To-day, when men play the great game of business, they have to depend on the people, even as did those kings of long ago. When the people stop payment, the game ends.

Of high importance is "the right to know" as applied to modern commerce. The people have found they want a "reason why" before they buy. Soon the world discovered that it had an appetite for facts. And in the re-adjustment of things for the proper satisfaction of this appetite, we have developed a new science—its name is "Advertising."

Now that we have learned there is a way of telling us we demand to know. By the exercise of a power that has never failed — the refusal to pay unless satisfied — the people have set up a new order of things. The manufacturers and merchants are telling us everything we want to know — through Advertising. When we buy soap, we must know "Whose soap?" "How is it made?" "What are its properties?" "What are its uses?" "Wherein does it excel?" The Advertising tells us.

Scott Building, Next to City Hall Phone Green 390 in the form of pay for the salaries skeena Land District-District of Co. a good many years of life yet. lost during training. This prac. Take notice that I, Duncan K. Falcone, tice of making exceptions, parof Prince Rupert, B. C., occupation mason, FOR SALE intend to apply for permission to purchase Not a Shoe Machine Trust. ticularly in the case of athletes the following described land who are poor, has made it diffi-Gasoline Fish Tender or Towboat cult to tell where to draw the line. Washington, Feb. 5 .--- The govfollowing the westerly boundary Gross tonnage 9, net 6; length ernment suffered today its first 35 3-10 ft.; breadth 11 7-10, depth big defeat in the recent anti-trust thence south following NELSON MUST RETIRE 3 2-10 ft.; 30 h.p. engine. Price campaign when the Supreme to the railway right-of \$1,800.00. Address W. A. Walker, Bride Makes Declaration and Bat Court held that the officials of following the railway Stevens Hotel, Seattle, or S. M. the United Shoe Machinery Com-Has No Comeback. mencement, and containing fifty acres-Collins, Tacoma, Wash. pany had not violated the Sher-Located the 11th day of December, 191 Portland, Ore., Feb. 5 .- With man anti-trust law by organiz-DUNCAN K. FALCONER, Localor. Dated December 16th, 1912. declarations that she is great on ing that company. The court Pub. Dec. 23, 1912-Feb. 17, 1913. the "love in the cottage" stuff, however, did not pass upon the Mrs. Fay King Nelson, the Port- legality of the system by which Prince Rupert Fire Alarm System land and Denver cartoonist, bride the company leases machines on of Battling Nelson, former light- terms that no "independent" - Church Services. CIRCUIT NO. 1. weight champion, is in Portland machinery be used. Box 12-5th St. and 3rd Ave. and declares that Bat will quit Box 13-6th St. and 3rd Ave. FIRST PRESBYTERIAN CHURC the ring. "Bat is going to quit Box 14-8th St. and 3rd Ave. Big Hotel Burned. Box 15-Junction of 1st, 2nd and the ring," Mrs. Nelson declared. Church Hall at 11 a.m. and mpress Theatre at 730 p.m. 3rd Aves. "He has a few fights scheduled Aiken, S. C., Feb. 5 .- Park-in-Box 16-1st Ave., between 8th and and he really can't back out REV. F. W. KERR, M.A. 9th Sts. (Knox Hotel.) the-Pines, a large hotel, was dethem, but after that he's going stroyed by fire at noon Sunday. Box 17-1st Ave. and 7th St. (Cen THE FIRST BAPTIST CHURCH to stop. I think, however, he is tral Hotel.) CINTYRE HALL, SRD AVE., NEAR 6T. The loss is estimated at \$250,-Services every Sunday at 1 good enough right now to give CIRCUIT NO. 2. Several guests reported .m. and 7.30 p.m. Sunday Willie Ritchie an awful fight Box 22-3rd Ave. and 3rd School 2.30 p.m. Baraca large losses of jewelry and clothtible Class 2.30 p.m (Post Office.) and maybe knock him out. REV. W. H. McLEOD B.A. B.D. PASTOR Box 23-3rd Ave. and McBride St think I would die, though, while Box 24-1st Ave. and McBride S. HE FIRST METHODIST CHU the was fighting." Two Millions for Art Museum. Box 25-2nd Ave. and 2nd St. IXTH AVE. AND MUSGRAVE PLAC Box 26-2nd Ave. and 6th St. Services every Sunday at 1 a.m. and 7.30 p.m. Sunday School at 2.30 p.m. A good deal of interest is be-Box 27-G. T. P. New York, Feb. 5.-Mr. James ing taken in the forthcoming CIRCUIT NO. 3. Bartlett Hammond, the type-REV. C. R. SING, B.D. sale of lots at Port Edward, Box 31-5th Ave. and Fulton St. writer inventor, who died in St. Box 32-Borden and Taylor Sts. which, it is expected, will be put Augustine, Florida, last week, Cor. Fourth Ave. W. and on the market about the 17th bequeathed his entire estate, es-Box 34-7th Ave. and Fulton St. -9th Ave. and Comox Ave. Christmas, Morning pray inst. Mr. S. Harrison, of Harritimated to be worth \$2,000,000, Box 37-8th Ave. and Dodge Pl. er and holy communion a son & Gamble, fiscal agents of to the Metropolitan Museum of 11. Sunday school a Box 38-6th Ave. and Thompson St.

We awoke to this fact but a short while ago, when a few manufacturers began to tell us some of the things they thought we should know about their goods. They were the pioneer advertisers.

It's the same with well-nigh everything we buy—food, clothes, furniture, pianos, automobiles. We will have the facts about these things—or we will refuse to pay.

We, the public, have created a new world force. We call it "Advertising."

> 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 so obligation on your part—so write, if interested.

