

Better than Ringing Door-bells

PIANO manufacturer recently made a houseto-house canvass. He's one of those men with an absurd fear of the "waste-circulation" bugaboo -cannot get away from the haunting thought that only 10 out of every 100 readers of a newspaper may be possible buyers of his goods.

So he refused to advertise, and went a-canvassing -inviting people to come to his piano recitals. Then he wondered why they didn't come.

This is why:

He wasn't reaching the people.

but also to his wife, his grown-up sons and daughters, his mother--even his motherin-law. Their coaxing will help to convince the head of the house-and pretty soon there'll be a piano in that home.

Collins, Tacoma, Wash.	AUTHORIZED BY POPE	ing.	One Double
Prince Rupert Fire Alarm System	Gabriele Nahapetian, a learned	F. R. Jessop, engineer with the G. T. P. construction, reached the city on last evening's train, a	Corner
CIRCUIT NO. 1. Box 12-5th St. and 3rd Ave. Box 13-6th St. and 3rd Ave. Box 14-8th St. and 3rd Ave. Box 15-Junction of 1st, 2nd and 3rd Aves. Box 16-1st Ave., between 8th and 9th Sts. (Knox Hotel.) Box 17-1st Ave. and 7th St. (Cen- tral Hotel.) CIRCUIT NO. 2. Box 22-3rd Ave. and 3rd St. (Post Office.) Box 23-3rd Ave. and McBride St. Box 24-1st Ave. and McBride St. Box 25-2nd Ave. and 2nd St.	Gabriele Nahapetian, a learned priest of Venice. His idea is to divided the year into 360 days, which then would be subdivided into the usual twelve months of thirty days each. Four of the five days that would thus be left over in the ordinary solar year, he would dispose of by adding one of them to the last month of each quarter, namely March, June, September and December. Then, finally, the fifth extra day he would dispose of by not tack-	city on last evening's train, a year having elapsed since he was last in Prince Rupert. Mr. Jes- sop, who will leave on an extend- ed visit to the lower coast cities in the course of a week or so, is very much struck with the vast progress the city has made since his last visit here. He will make a run over to Masset to visit his brothers, who are residents of the Graham Island capital, before leaving for the south. The Rev. E. C. and Mrs. Burch who are on their way to Los An-	7th AVENUE SECTION SIX S2000 cash and the balance over ter years at 6 per cent. Samuel Harrison & Company Brokers and Financial Agents Second Ave. Prince Rupert
Box 27-G. T. P. CIRCUIT NO. 3. Box 31-5th Ave. and Fulton St. Box 32-Borden and Taylor Sts. Box 32-Borden and Taylor Sts. Box 34-7th Ave. and Fulton St. Box 35-9th Ave. and Fulton St. Box 35-9th Ave. and Dodge Pl. Box 38-6th Ave. and Dodge Pl. Box 38-6th Ave. and Thompson St. CIRCUIT NO. 4. Box 41-4th Ave. and Emmerson Pl. Box 42-5th Ave. and McBride St. Box 43-5th Ave. and Green St. Box 44-6th Ave and Basil St. Box 45-11th Ave. and Eberts.	day that would come in between the last day of the old year and the first of the new. Under this calendar Father Nahapetian points out that New Year's Day, which in the church is known as the Feast of the Circumcision, would always come on Sunday, as would of course Christmas. The first day of each quarter would also be always a Sunday, and April 1st would be	ths' visit, left this morning on the Prince Rupert. The Rev. Mr. Burch, who is rector of St. An- drew's Episcopal Church, has been forced to take a vacation on account of ill health. It is sin- cerely hoped by the numerous friends he has made during his short sojourn in this city that the change will completely re- store him. During his absence the duties of the parish will be carried on by Bishop Du Vernet, assisted by the Rev. W. E. Colli- son.	Your Success-Meter Regard your B.N.A. Savings Bank Book as a sort of meter which records plainly your progress toward prosperity. There are hundreds of these Bank of British

His canvassers rang every door-bell in town. They talked to some one in every

But one in every household isn't enough -particularly if it doesn't happen to be the right person. And, as a rule, it wasn't the right person-it was a servant, or a child. The woman of the house was seldom seen; the man of the house, never.

Now, if the piano maker had placed an ad. in the newspaper, it would have reached thousands, where the canvassers could reach only hundreds.

And even though only 10 per cent. of the readers are actual piano buyers, this does not mean that the advertising read by the other 90 per cent. is wasted. Advertising talks, not only to the prospective buyer,

This and dozens of similar cases which might be cited to show that "waste circulation" is an empty bugaboo, and should deter no one.

Take the motor truck. It can be sold only to large firms Yet a motor truck manufacturer is successfully Advertising in daily papers. He realizes that he must reach, not alone the managers of the concerns that require trucks, but also their directors, their foremen, their head machinists, etc. It is found in actual practice that this Advertising radiates in a thousand directions, and again converges most astonishingly to influence the house that has made up its mind that horse-trucking is too costly and inefficient.

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

pose of the extra day of the year ager of the local branch of the by inserting it between April 7th Bank of British North America, 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

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

G. A. Sweet, Manager.

and April 8th and making it left this morning for Calgary to Easter instead of the usual Sun- assume the management of the day of April 8th. branch of that institution there. Some other advantages which A large number of Mr. Long's it is declared this calendar would friends were on the wharf this bring would be the permanency morning to wish him goodbye of the days of the different and good luck. During a resi- Prince Rupert Branch, months. For instance, the first dence of a little over two years day of the first month of every in Prince Rupert, as manager of quarter would always be Sunday; the Bank of B. N. A., Mr. Long the second day of the second has made a large number of warm month of each quarter would al-ways be Monday, while the third day of the third month of each ber of years on the staff of the TO RENT day of the third month of each ber of years on the staff of the quarter would always be Tues- bank in Dawson City, going there day. Thus, while it would re- first in the palmy days of 1900. quire a mathematician to figure when the golden city was at the out under the present calendar zenith of its wild and exciting 6-room house, across Hays Creek on what day would fall January career. In common with all who 3, 1945, a child would know, were there in those haleyon days, under the proposed calendar, that Mr. Long enjoyed the bizarre and 5-room house, across Hays Cre it would be a Tuesday. unconventional life, and looks Such a calendar, it is believed, back upon them as amongst the would have great advantage in happiest and most interesting of the commercial, industrial and his career. For some time he 2 cabins, close in. \$8.00 each laboring world in doing away with was acting manager of this imall mistakes arising from the ir- portant branch, and not the least regularity of the months and of of the regrets at his departure leap year and in reducing all cal- from Prince Rupert are those ex- G. R. Naden Co., Ltd. culations of weeks, months and pressed by his many old Klonyears to the simplest possible dyke friends now resident in this

