

Furniture Carpets

Linoleums
Upholstering
Picture Framing

The Hendricksen-Smith Furniture Co.

Phone 465

Cor. 3rd Ave. & 7th St.

OUR PRICES INCLUDE ALL CHARGES, BOTH DUTY AND POSTAGE.

OUR CAPCURL
Only \$2.50 mounted
on a 12x18 size,
suit
1913
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TARCE

THE UNIVERSAL HAIR CO.

TRANSFORMATIONS

Made of the finest quality
Human Hair, a complete
covering for the head.

Any Style, \$5.50
Extra Full of
Hair, \$12.00
(Inconvenience of
head not needed)



A STYLISH TOIPET ONLY \$5.00
Entire Transformation \$9.50 or \$13.00
TWIST OF PURE LONG HAIR (as sketch) to complete this effective dressing. Price according to length and thickness required, from \$5.00.

All Orders delivered direct to your home, & care packed.
Send for LATEST CATALOGUE No. 13 to:
CLOUGHER SYNDICATE,
441 Spadina Ave., TORONTO.

Address all
ORDERS
Managers
84 FOXBERRY ROAD,
BROCKLEY LONDON, S.E. ENGLAND.

"The News" Classified Ads.

—One Cent A Word For Each Insertion—

Peerless Studio

Rooms 19-20-21 Alder Block
Cor. 3rd Ave. and 6th St.
Special Styles at Reduced Prices
All Work Guaranteed

PAPERHANGING

—AND—
INTERIOR DECORATIONS
of All Kinds
Estimates Free
R. E. BALL
P. O. Box 274 Phone 174

HYDE'S CIGAR STORE

Magazines - Periodicals
Newspapers
City Messengers
Parcel Delivery
Phone 362 607 3rd Ave.

Busy Bee Cafe

519 3rd Avenue
Most Up-to-Date Place in Town
OYSTERS & GAME BOXES FOR LADIES
Open Day and Night

PRINCE RUPERT FEED CO.

Dealers in
HAY, GRAIN FEED AND
SEEDS
Agents for the International Stock Food
MAIL ORDERS PROMPTLY ATTENDED TO

Wanted

WANTED—Women for laundry work. Apply Pioneer Laundry Limited, 3rd Ave. and McBride St. 35-41

WANTED—Offer for store building, corner 6th Ave. and Hays Cove Circle. Building to be removed from lot or can remain on payment of ground rent. Williams & Manson, solicitors for assignee. 35-36

MALE stenographer requires work in the evenings. Box 21, Daily News. 31-1f

YOUNG man desires work in evenings; bookkeeping or work of a clerical kind. Box 20, Daily News office. 31-1f

WANTED—Girl to do housework. Apply Mrs. O'Reilly, 2nd Ave. 28-1f

WANTED—A general servant. Apply Mrs. L. W. Patmore. 30-1f

For Sale

FOR SALE—Fairbanks-Morse stationary gasoline engine, twelve h.p., high speed, first class shape. Apply P. O. Box 1509, Prince Rupert. 30-1f

For Rent

FOR RENT—Large front room, furnished, in private family; modern; close in; use of living room. 1011 3rd Ave. West. Phone 469. 34-35

TWO comfortable front rooms with board in private family; \$40.00 per month; close in; bath, electric light and telephone. 521 Fifth Ave. West. 34-37

FURNISHED, unfurnished and furnished housekeeping rooms. Apply Alder Block, corner Third Ave. and Sixth St. 36-50

TO RENT—Furnished three room flat; close in; \$25.00 per month. P. O. Box 405. 32-1f

FURNISHED rooms and housekeeping rooms. Apply Alder Block, corner Third Ave. and Sixth St. 22-35

Miscellaneous

HERE is a big money maker because it's a tremendous money saver and needed in every home. We have a proposition that will open your eyes. How much are new laid eggs in your town—35c, 40c, 50c? The new Canadian Eg-Save product at 25c per tin does the work of three dozen eggs. Think of it! It's a clean, delicious meal form, has passed the U. S. Food laws, easy to use, always fresh for cooking and baking and takes the place of high priced, dubious quality eggs. Agents make a tremendous hit with Canadian Eg-Save wherever introduced. Do you want a real money maker? Write us for proposition today. Available territory going quickly. Canadian Eg-Save Company, Limited, 62 Temperance St., Toronto. 31-33-35

PRINCE RUPERT HYDRO-ELECTRIC CO., LTD.

Tenders will be received by the undersigned up to 5 o'clock on the 12th day of February, 1913, for the excavation of approximately 3,000 cubic yards of earth and 600 yards of rock at Port Edward. Specifications and forms of tender can be obtained at the office of Messrs. Ritchie, Agnew & Co., McBride street. 32-38

W. CLARK DURANT,
General Superintendent.

SPECIAL

First arrival of new spring suits. We take great pleasure in announcing that we have secured the sole agency of the New York Tailoring Co. for Prince Rupert. It is well known that this firm turns out only the most elegant in ladies' man tailored garments and to see these suits is to be convinced they are what you are looking for.

Exclusive Styles Lowest Prices

Demers

Prince Rupert Fire Alarm System

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. (Central 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.
Box 26—2nd Ave. and 6th St.
Box 27—G. T. P.
CIRCUIT NO. 3.
Box 31—6th Ave. and Fulton St.
Box 32—Borden and Taylor Sts.
Box 34—7th Ave. and Fulton St.
Box 35—9th Ave. and Comox Ave.
Box 37—8th 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—7th Ave. and Eberle.
Box 141—7th Ave. and Young St.

WILLIAM J. MOORIDGE,
Dated November 15, 1912.
Pub. Dec. 23, 1912—Feb. 17, 1913.

Schooner Wrecked on Whitecliff Isd.

(Continued from Page 1.)

small one with an exceedingly rocky coast line, lies in the shadow of a towering mountain peak 2,765 feet high, named Mount Elizabeth, which is situated on Kennedy Island, but a short distance away. A light on Whitecliff Island is deemed a very urgent necessity by those acquainted with the locality and may be brought to the attention of the Marine Department at Ottawa. This morning, at considerable inconvenience to themselves, Messrs. Peck, Moore & Co. sent out their tugboat McCulloch with cable, etc., for the purpose of towing the Malolo into this port, where she may undergo repairs and make a fresh start upon her fishing expedition. The captain and members of the crew of the wrecked schooner returned to the scene of the mishap upon the tugboat.

NEWSPAPER MAN IS SERIOUSLY ILL

It is reported here that W. J. Mackay, one of British Columbia's pioneer newspaper men, a former partner of the late John Houston in Nelson, is in a Vancouver hospital about to undergo an operation for internal troubles. Mr. Mackay is well known here, having been connected with the Herald for a considerable period. We trust that his great vitality will bring him quickly and safely through the ordeal.—Fort George Herald.

LOCAL NEWS ITEMS.

Bachelors or Benedicts?

The Baptist Brotherhood will hold a debate this evening in the McIntyre Hall on the subject "Resolved, that a bachelor leads a happier life than a married man." As this is a question that opens a wide field for debate, and there are several bright and breezy speakers amongst the members of the Brotherhood, this should offer an interesting, instructive and possibly an amusing evening's entertainment.

The G. T. P. tugboat Escort arrived this morning from Vancouver with a big barge loaded with bridge steel for the interior.

The American steamer Caracoa touched at this port early this morning, southbound from Skagway to Seattle.

Birth.
Bryant—On February 8th, to Mr. and Mrs. G. A. Bryant, a son.

We miss a lot of fun by being afraid of being ridiculous.

LAND LEASE NOTICES.

Skeena Land District—District of Coast Range V.
Take notice that I, Stanley Niven, of Prince Rupert, British Columbia, occupation civil engineer, acting as agent for Porpoise Harbor Land Company, Limited, of Victoria, B. C., intend to apply for permission to lease the following described lands:
Commencing at a post planted on the most northerly point of Lot 501, Range 5, Coast District, on Porpoise Harbor, thence north to Low Water Mark, thence easterly and northerly following Low Water Mark to a point due west of the southwest corner of Lot 446, Range 5, Coast District, thence east to High Water Mark, thence southerly following High Water Mark to a point due east of the most northerly point of Stapleton Island, part of Lot 642, thence west to this point, thence following High Water Mark on west side of Stapleton Island to the most southerly point of Stapleton Island, thence east to the High Water Mark of Lot 642, thence southerly following the High Water Mark to a point due east of the most southerly point of Lot 501, thence south to Low Water Mark, thence following Low Water Mark to a point due south of the most southerly point of Lot 501, thence north to this point, thence northerly and easterly following High Water Mark to the point of commencement, containing 60 acres more or less.

Stanley Niven, Agent.
Dated November 15, 1912.
Pub. Dec. 23, 1912—Feb. 17, 1913.

MANAGER OF COLD STORAGE TRIED HIS OWN MEDICINE

WAS ACCIDENTALLY LOCKED UP FOR OVER AN HOUR IN ONE OF THE CHAMBERS AT TEMPERATURE OF TWO BELOW.

To be locked up in a refrigerating chamber at a temperature of 2 below zero in their spring clothing for a period of almost an hour was the unpleasant experience of Manager George H. Collins, of the Canadian Fish & Cold Storage plant, and an employee of the name of Matheson yesterday afternoon. While in the chamber the big heavy door became closed on them and they were unable to open it for a considerable length of time. Although the incident may be looked upon as a good joke on the genial manager, one is bound to reflect what imminent danger the men were in should they have been unable to extricate themselves from their plight. It is hard to say how long they would have remained in there before being discovered by the men around the plant. However, it fortunately appears that they were none the worse for their enforced incarceration in an ice house reaching pretty nearly the temperature of the Klondyke.

OVERSEAS CLUB SENT TELEGRAM OF SYMPATHY

CAPTAIN AND PARTY BELIEVED TO HAVE PERISHED FROM STARVATION AND EXPOSURE—ONLY MEAGRE DETAILS RECEIVED.

London, Feb. 10.—Only the most meagre details have yet been received of the polar tragedy which cost the lives of Captain Scott and four brave companions and which ranks in its disastrous results with the ill-fated Franklin expedition. The news of the disaster came in the form of a brief message from Lieutenant Evans, second in command. The staggering effect of the news upon the public mind is all the greater as it had believed that modern science had divested polar expeditions of their former terrors. No surprise would have been felt if Scott had failed to reach the pole, but the fact that he perished in the very hour of his triumph is the last thing that was anticipated. From what is known, it seems certain that the party starved to death as a result of missing one of their supply posts on their return. Suffering intensely from hunger and exposure, they died soon after the blizzard struck them.

New York, Feb. 10.—"No blizzard could have killed such an experienced explorer as Scott," declared Stefansson, the Arctic explorer, who discovered the blonde Eskimos in the Arctic regions. "If many of Scott's expedition perished it was through starvation; if only a few met death, it may have been due to their falling into a crevice," added Stefansson.

Local Sorrow.
Following the receipt of the news that Captain Scott had perished, the local branch of the Overseas Club yesterday wired to friends of the intrepid explorer in London its heartfelt sympathy in the loss that had been sustained. The message, which was signed by F. A. Ellis, president, and L. Bullock-Webster, past president, read as follows:
"The Overseas Club of Prince Rupert mourns the loss of national heroes."
It was sent to Mrs. Robert F. Scott, care of the Admiralty.

TRAWLER CAPTAINS LEAVE FOR HOME

Captain Wynne Likes B. C. so Well That He May Come Here to Reside in Near Future.

Captains Dillon and Wynne, of the steam trawlers George E. Foster and Andrew Kelly, respectively, which recently arrived here from Grimsby, England, for the Canadian Fish & Cold Storage Co., are leaving the latter part of this week for their homes in the British Isles. They brought the boats to this port under contract with the company that is furnishing them to the big cold storage concern. After spending a short time with their folks at home, Captain Dillon will take command of a ship sailing to India, whilst Captain Wynne is booked to take a ship across the Atlantic to Philadelphia.

The latter is so enthusiastic about the prospects of Northern British Columbia and likes the country and people here so much that he has almost decided to return to the Pacific Coast and engage in his profession upon the completion of the contract that he has in hand. Both of these gentlemen are from the Emerald Isle and are fine, jovial types of the British mariner.

The paper that prints the facts—the Daily News.

Corporation of the City of Prince Rupert.

TELEPHONE DEPT.

NOTICE TO TELEPHONE SUBSCRIBERS.

A new Telephone Directory is now in preparation and it is particularly requested that subscribers co-operate with management in making the new list thorough up to date by observing the following instructions:
(1) Advise Telephone Office of any change of name or designation made prior to or likely to be made within the month of February.

(2) Where street numbers are not shown in present directory, these should now be communicated wherever practicable.

(3) In the alphabetical order of Directory advantage can be taken of double entries, thus having full details shown first under initial letter of name and, second, under initial letter of designation. A charge of one dollar per year is made for such double insertion.

The above details must be received at Telephone Office before 12th Feb. to ensure insertion in new directory.

JAS. N. WILSON, Manager.

MY WARDROBE

J. LEE, TAILOR
Cleaning, Pressing and Repairing
Scott Building, Next to City Hall
Phone Green 380

FOR SALE

Gasoline Fish Tender or Towboat
Gross tonnage 9, net 6; length 35 3-10 ft.; breadth 11 7-10, depth 3 2-10 ft.; 30 h.p. engine. Price \$1,800.00. Address W. A. Walker, Stevens Hotel, Seattle, or S. M. Collins, Tacoma, Wash.

LAND PURCHASE NOTICES.

Skeena Land District—District of Coast Range V.
Take notice that I, Madge Kohl, of Montreal, occupation spinster, intend to apply for permission to purchase the following described lands:
Commencing at a post planted at the southwest corner of Lot 5144, thence south 15 chains more or less to the boundary of Lot 4130, thence west 4 chains more or less to the east boundary of Lot 4477, thence north 15 chains more or less to the south boundary of Lot 494, thence east 40 chains more or less to the point of commencement, containing 41 acres more or less.

MADGE KOHL,
Donald McVicar, Agent.
Dated November 25th, 1912.
Pub. Dec. 23, 1912—Feb. 17, 1913.

TO RENT

6-room house, across Hays Creek \$25.00.
5-room house, across Hays Creek \$45.00.
2 cabins, close in, \$8.00 each.

G. R. Naden Co., Ltd.
Agents
2nd Avenue

Better than Ringing Door-bells

A PIANO manufacturer recently made a house-to-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.
His canvassers rang every door-bell in town. They talked to some one in every house.
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,

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