THE DAILY NEWS



and eighteen months. Fourth Ave. Fine harbor view. Land

Terms \$2000 cash, balance nine and eighteen months Corner 4th and 5th Avenues Hays Cove Circle. 38x100 feet

and twelve months. Siris

half cash, six and twelve Double corner on 11th Avenue Price \$1375. Terms \$575 cash six and twelve

Safe Deposit Boxes for Rent

## 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 election of officers for the cations to purchase land disal. operation and will continue unensuing year resulted as follows: lowed for technical reasons. Al-45tf til further notice. The up-to-date House Decor-Hon. president, Mr. W. C. C. so an order-in-council granting W. McG. MASON, tors of Prince Rupert Meehan; president, Mr. H. S. him indefeasible title to a sixty-City Engineer. Wallace; vice presidents, Mayor six foot strip of water frontage Pattullo, Messrs. Frank Mobley, on the townsite hitherto reserv-...Sign Writing. G. R. Naden, V. F. G. Gamble; ed by the government. captain, Mr. A. E. Oakley; vice With these eight concessions Paper-Hanging captain, Mr. H. B. Cambie; sec- it hardly compensates him for PRINCE RUPERT INN retary-treasurer, Mr. A. G. A. having been compelled to break Our Specialties Vidler. up his home which he had set up at first on the edge of the woods ----and to send his family to Cali-HOLD UP STORE IN AND fornia over a year ago, pending "We always deliver the good" BROAD DAYLIGHT settlement of the tie-up . Mr. Wilson says it is rumored 2nd Street Phone 156 Great ANNEX in the government building that Police Comb Underworld District Mr. Manson is to be the new in Search of Bandits Who Held Auditor-General, but as he saw LOTS Up Jewellery Store on Mr Manson for only a moment or Broadway. Owned and operated by the two he had no opportunity of Grand Trunk Pacific Railway on confirming it direct. 19 - 20 - 21 - 22 - 23 New York, March 6 .--- Scores of the American and European plan. Excellently furnished, with detectives searched the haunts of Block 45. Section 8 steam heat, electric light, and all the underworld today for the LOCAL NEWS ITEMS. modern conveniences, being absoautomobile bandits who early tolutely first-class in every respect. day in one of the boldest raids on record here, held up a broadway Chief Owen of the Provincial \$2,100.00 Cash jeweller in his store in the police left for the Provincial The appointments and service are equal to any hotel on the jeweller in his store in the police left for a short visit to FOR ALL "white light" district and ran to Vancouver this morning on the a waiting taxicab with a tray of Prince George. jewellery valued at \$7,000. Quick Harrison, Gamble & Company pursuit by detectives caused them Rates: \$1 to \$3.50 per day. Mr. Frank Phiscator of Terrace to abandon their booty, but two was amongst the southbound FINANCIAL AGENTS of the three men alleged to have passengers on the Prince George participated in the holdup got this morning. Prince Ruper Third Ave. away by doging up a side street. G. A. Sweet, Manager. One man stood in the doorway Why I'm Here.

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 seach 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.

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.

