THE DAILY NEWS

PRINCE RUPERT - BRITISH COLUMBIA

Published Every Afternoon, except Sunday, by The News Printing and Publishing Co., Third Avenue.

H. F. PULLEN, MANAGING EDITOR.

SUBSCRIPTION RATES:

City Delivery, by carrier or mail, per month 75c.

By Mail-Canada or Great Britain, in advance, per year \$6.00. To United States and other countries, in advance, \$7.50.

TELEPHONE 98.

TRANSIENT DISPLAY ADVERTISING - 50 cents per inch. Contract Rates on application.

DAILY EDITION.



Saturday, Oct. 26, 1918.

Christmas Advertising Should Begin Now.

Christmas advertising should begin next week. Merchants undoubtedly would like the people to shop early. They expect to do a big business this year and the way to do it is to start advertising at once. The public mind has to be prepared for Christmas ... buying just as it has to be prepared for any business venture. It is the cumulative effect of advertising that is valuable.

Suppose a store sells a pair of shoes to one person as the result of an advertisement. The probability is that that customer, if he is well served, will return again and again to the same store and probably bring friends with him. That is the cumulative effect.

Stores Are Judged By Their Advertising.

People judge stores very largely by the advertising they do. Petty advertisements give the idea of pettiness, whereas plenty of display space gives the idea of magnitude both of stock and] business. In the larger cities the moving picture theatres purchase a lot of space and when they get something unusually attractive they increase the newspaper advertising space in order to indicate that this is an unusual film. The fact that it is done almost everywhere by the very best business managers is an indication that it is effective.

In Prince Rupert this paper tries to give the news of the district, but there is one kind of news in which it has not yet a very satisfactory service. That is store news. Prince Rupert readers read the advertisements, there is no doubt of that. They read the display advertisements as much, if not more, than the paid readers. You can't fool the average reader with the idea that he has to read something because it is wedged in between the locals.

Likes to Read The Store News.

The average woman likes to read the store news, whether it be that of the grocery store or the drygoods store or of any other store where they sell things which she wishes to buy. She does this just as faithfully as she reads the local news or the war news. It is common to hear one woman in the household remark to another: "Lend me the paper a minute while I see what Wallace is advertising." Now the Wallace Co. advertise every second day on the same page with a good-sized display and they change it often. It is news and the women watch for it. Ask the women the Skeena Mining Division of Cassian and they will soon tell you. The only fault in the Wallace adver- District. tising is that it does not run every day.

Then take groceries. Most people like to read the grocery Arm news. We know that because they take an interest in the weekly Free Miner's Certificate No. 20407-C. at price list that we run. Last week several people inquired where agent for John Walford Strombeck, Free to get the cheap eggs. Now the rise in the price of eggs had Miner's Certificate No. 14194-C, intend passed unnoticed and the price was marked too low. That was to the Mining Recorder for a Certificate of our fault, but the fact that they inquired showed that they were improvements, for the purpose of obtaininterested. These are a few instances. The News will not be ing a crown Grant of the above claim. a live newspaper until it carries the advertising of all the progressive merchants. The business of the dead ones is not wanted.

Nearly All Successful Men Are Advertisers.

How many successful business people can you point to who have not advertised. It is the only way to do business successfully. Shop windows are good advertisements, but the shop windows do not appeal to everyone because for weeks at a time some people do not pass that way, and if they pass they do not perhaps look in. Everyone reads the paper, however.

We have been told that the fishermen do not read the papers. That is a libel on the fishermen. The boys who sell this paper have good customers among the fishermen. They nearly all buy it or subscribe to it and have it delivered at the homes regularly. They like it, so they say. Sometimes they come in to tell us so or to scold because they did not get it delivered last night.

Like to Know Paper Appreciated.

Nothing pleases us so well as to have our customers ring purchaser within 35 days from the date Sullivan & McLeod us up and tell us that the boys forgot to leave the paper. Sometimes some other boy has picked it up by mistake. The fact that News, and your attention is called to sec- Sullivan & McLeod the customers want the paper and miss it when it fails to come tion 35 of the "Land Degistry Act" with is what we are working for. We are trying to make it interesting amendments, and to the following extract and valuable to them, and we like to know they appreciate it.

On Thursday one of our boys got rather ambitious and sold of his pendens being filed before the regisone hundred copies of The News on the streets. Yesterday he thought he could do better and so he sold one hundred and forty. That is probably the record sale for one boy. Seventy-five and claiming any interest eighty has been common but it is not often that a boy sells over one hundred. These sales indicate that the people here are interested in the paper.

Team Work Needed for Few Days

While the people of Prince Rupert, in common with the people in almost every part of the world, are being sorely tried just now it must not be forgotten that the men at the front have been in much more difficult situations than confront us and they have come through with colors flying.

With courage we must all face the issue and keep cheerful. By helping our neighbors we can best help ourselves. Team work and community work is the order of the day.

It must not be forgotten that in spite of our difficulties here it will be necessary for us to continue our preparations for providing money for the men at the front. Victory bonds will be on sale commencing October 28 and we shall all have to do our best when the sale opens, even though we have needs of our own to supply. THE EDITOR.

"War-Time Cookery" FREE

Send name and address for new "War-time Cookery" This book contains recipes chosen by the judges as the best and most practical recipes submitted in our recent cash prize competition. It is intended to assist in the conservation of food and to effect savings in home cooking and baking.

Approved by Canada Food Board

ADDRESS

E. W. Gillett Co. Ltd. TORONTO, CANADA

TO SUBSCRIBERS

Subscribers to The News are asked to pay the delivery boys each month when they call, except where payment has been made for the year in advance. The boys when collecting carry official receipts which should always be preserved.

ATTENTION CITY VOTERS

VOTERS, either male or female, 'laiming to vote on road tax cerificates or as licence holders must le declarations with me this

I will attend at the City Clerk's ffice on Tuesday, Thursday and 'riday of every week between 8 nd 10 p.m. to facilitate the takng of such declarations.

> FREDERICK PETERS. City Clerk.

Advertise in the Daily News.

MINERAL ACT

Certificate of Improvements.

NOTICE

Where located:-Near the head of Alic

TAKE NOTICE that I, Lewis W. Patmore And further take notice that action, un the issue of such Certificate of Improve

DATED this 15th day of August, A.

(Sections 36 and 134.)

LAND REGISTRY ACT.

Re Application No. 9768-I & 9771-I TAKE NOTICE that application has been made to register Nathan Louis Lando and Gane, F. W.

Dora Scheinman as owners in fee under Merchants Bank of Halifax the City of Prince Rupert, bearing date AND SINGULAR that certain parcel or Heaney, M. J. and being in the Municipality of the City Rant, Annie, and described as Lot eleven (11), Block Anderson, W. A. twenty-five (25), Section seven (7), and Sullivan & McLeod Lot thirteen (13) Block thirty-five (35), Sullivan & Section eight (8), Map 923. You are re-Sullivan quired to contest the claim of the tax of the service of this notice (which may Canadian Dev. Agency

therefrom:--

made for a Certificate of Indefeasible Title Sullivan

AND WHEREAS on investigating the title Sullivan t appears that prior to the 12th day of Sullivan october, 1916 (the date on which the said Sullivan lands were sold for overdue taxes), you were the registered owner thereof.

same time i shall effect registration in Sullivan pursuance of such application and issue a Certificate of Indefeasible Title to the Sullivan said lands in the names of Nathan Louis Sullivan Lando and Dora Scheinman unless you take Sullivan and prosecute the proper proceedings to Sullivan establish your claim, if any, to the said Sullivan ands, or to prevent such proposed action Sullivan &

H. F. MACLEOD, To Robert Hildebrandt, Prince Rupert, B. C., Michael Byrne, Butte, Montana., Francis Caive, Prince Rupert, B. C.

MAIL SCHEDULE

For the East. Mondays, Wednesdays and Satirdays at 9:30 a. m.

From the East.

Sundays, Tuesdays and Thursdays at 5:45 p. m.

For Vancouver: Sundays Tuesdays Thursdays Saturdays

From Vancouver

	. I.U Makke
Sundays 10:	
Saturdays 10:	

For Anyox:

Wedr	ays . nesday								
Satur	days			*			10	p.	m.

Tuesdaysa.m.

For Port	S	in			ir				•	R	la				River
undays					•	-	•	-	*	*			*	*	p.m
Thursday	8			*	*				*	*		*	*	*	a.m

From Port Simpson and Naas River Points:

Sundays

Advertise in the Daily News.

Constipation is the arch-enemy of health. Conquer this enemy and you rout a whole army of physical foes, including indigestion, biliousness, sick headache, sleeplessness and nervous dyspepsia. Beecham's Pills have been a world-favorite laxative for over sixty years. They go straight to the cause of many ills and remove it. They act promptly, pleasantly and surely. Contain no habit-forming drug. These time-tested pills strengthen the stomach, stimulate the liver and

Relieve Constipation

Worth a Guinea a Box

Prepared only by Thomas Beecham, St. Helens, Lancashire, England, Sold everywhere in Canada and U.S. America. In bozes, 25 cents.

NOTICE TO FISHERMEN

Our Supply of Bait is exhausted for the present

-:- Watch this space for our -:announcement of a new supply

WESTERN PACKERS, LIMITED BUTEDALE

IAX SALE

Atlin Assessment District, Atlin, B.C.

NOTICE IS HEREBY GIVEN That, pursuant to the provisions of the "TAXATION ACT" and amending Acts, to Monter described, for delinquent taxes and subsequent taxes in arrears remaining unpaid, together with interest

eayment of amounts due up to 31st December, 1915, together with accrued interest and all charges will permit of the withdrawal from sale of the lands, or parcels with respect to which such payments are made

under the "WAR RELIEF ACT," who h	as any interest in any lands	hereina	fter adv	rerused.					
NAMES OF PERSONS ASSESSED	DESCRIPTION OF PROPERTY	Taxes for 1915.	Interest on same to 31-12-1917.	Taxes for 1916.	Taxes for 1917.	Interest for 1916 and 1917.	Costs and Expenses.	Registration Fees.	
Tugwell, Thos	Lot 242; Group f, 147 ac	\$21.00	88 55	\$5.00	#10 00	. 30	## DO	4 75	-
Tugwell, Thos	Lot 243; Group 1, 151 ac	4 65	1 30	75	1.50	0.5	2.00	75	
Regan, J. T.	Lot 314; Group 1, 350 ac	18 55	7.25	1 75	3 50	10	2 00	75	8
Wynn-Johnson, C. E.	Lot 77; Group 1, 59 ac	22 40	6 75		4 90	20	2 00	11	a
Dunham, John	Lot 255; Group 1, 40 ac.	18 80	6.80	1.00	2 00	10	2 00	1	3
Northern Pioneer Lumber Co	Lot 219; Group 1, 160 ac	39 75	15 95	3.75	7.50	25	2 00	75	3
Addition of the state of the st	ATLIN TOWNSITE -	TOWN L							
Atlin Trading Co		34 80	20 20		2 00	10	1 00	73	
Pillman, Eliz, W.	Lot 5, Block 9	55 60	23 65	1.00	2 00	10	1 00	15	
Menzies, D.					5 00	40	1.00	7.5	
Owen, Mrs. J. A				75	1.80	0.5	1 99	75	
Haggard Rowker & Straces	Lot 19 Block 17	5.50		45	1 20	05	1 425	73	
Haggard, Bowker & Stracey	Lot t. Block 18	15 05		1.75	3.50	10	1.00	23	
Haggard, Bowker & Stracey	Lot 1, Block 23	9.80		1 15	2 30	10	1 00	73	
Edwards, Ida	Lot 16, Block 23	56.20		50	1 00	0.5	1 00	25	
Ireland, W. H	Lot 16, Block 24	10 70	6 76	50	1 00	0.5	1 00	71	
	BENNETT TOWNSITE -	TOWN	LOTS						
Sullivan & McLeod	Lot A1, Block 1,	4 95	2 85	25	50		1 00	75	
McLeod, John	Lot 2-3, Block 1	4 55	2 60	25	50		1 00	73	
Sullivan, Edward M	Lot 4-5, Block 1	4 55	2 60	25	50		1 90	73	
Sullivan & McLeod	Lot 7, Block 1	3 40	170	25	50		1.00	73	
West, John	Lot 8, Block 1,	3 20	1 65	25	50		1 00	75	
Sullivan & McLeod	Lot 9, Block 1	3 40	175	25	50		1 00	73	
	Lot 10-11, Block 1	4 55	2 60	25	50		1 00	7.2	
Ritchie, John,	Lots 12, Block 1		2.60	25	50		1 00	13	
Sullivan & McLeod	Lot 1-8 (inc.) Block 1	7 55	4 30	40	80		1.00	12	
Sullivan, Edward M.,	Lot 10-15 (inc.) Block 4		10 30	1 40	2 00	4.5	1 00	93	
Victoria Yukon Trading Co	Lot 11, 19 13 Block 5	13.65	7 70	75	1 50	0.5	1 00	75	
Canadian Development Co	Lot 14-17 (inc.) Block 5	7 05	3 95	50	1 00		1 00	25	
Irving John	Lot 18.94 (inc.) Block 5	10 05	0 10	90	1 00	-	4 000	73	

Sullivan & McLeod Lot 25, Block 5 the 24th day of November, 1917, of ALL Heaney, M. J. Lot 26A, 27-40, Block tract of land and premises situate, lying Anderson, W. A. Lot 41 A. Block 7

Snillivan & McLeod

Sullivan & McLeo

WHEREAS application has been

FURTHER TAKE NOTICE that it the Sullivan

DATED at the Land Registry Office, Prince Rupert, B. C., this 22nd day of August, 1918.

District Registrar of Titles.

Dated at Atlin, B. C., September 20th, 1918.

J. A. FRASER, Assessor and Collector Atlin Assessment District.