

WIFTEST UREST AFEST

TWIN SCREW STEAMERS



"PRINCE RUPERT" AND "PRINCE GEORGE" For Vancouver, Victoria and Seattle MONDAYS AND FRIDAYS 9 a.m.

"PRINCE JOHN" Port Simpson, Naas, Stewart, Granby Bay and Queen Charlotte Islands "PRINCE ALBERT"

Skeena River Canneries, and all way points between Prince Rupert and Vancouver Trains leave Prince Rupert and Vanarsdol (100 miles), Mondays, Wednesdays and Saturdays 1 p.m. Frequent connections with river steamers

GRAND TRUNK RAILWAY SYSTEM (The Double Track Route)

and all points East, connecting with all roads from the Between chicas Let us prepare itinerary for your trip EAST this summer. Agency for all Atlantic Steamship Lines. For all information apply to A. E. McMASTER, Beneral - Agent, Centre Street

SECOND

Rogers Steamship Agency grand prize drawing last ONE CENT TO TWO DOLLARS August were: 1st, Stanley syde; 3rd Dr. J. O. Reddie. this summer.

Your choice of a first class round trip ticket to Seattle, Vancouver or the Alaska excursion

3 PRIZES including a round trip ticket and cash with each.

Parker; 2nd, C. H. Handa- Tickets will be good any time

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Real Estate and Stock Brokers

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Prince Rupert

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LYNCH BROS.

General Merchandise

Largest Stock

Lowest Prices in Northern B. C.

Canadian General Electric Company, Limited

Motors, Mining and Contracting Machinery Electrical Apparatus of every description

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Graniteware, Tinware, Crockery, Glassware, Chinaware

Headquarters for Camping and Batching Outfits

SATURDAY SPECIAL Full Dinner Sets \$10 Up

CARRIGAN & MILLER

Prices Always Right

We Deliver

LAND PURCHASE NOTICES

John Kirkaldy, Agent. Dated April 26th, 1912 Pub. May 7th, 1912.

Land District-District of Coast north 40 chains, thence west 20 chains, to point of commencement, containing 80 north 40 chains, thence west 40 chains,

MICHAEL J. MCNEIL, Dated April 26th, 1912 Pub. May 7th, 1912.

Skeena Lanu District—District of Coast TAKE NOTICE that I, Hector Francis Skeena Land District—District of Coast Range V. Range V. to apply for permission to purchase the following described lands: Commencing at a post planted 5 chains to apply for permission to purchase the of the south east corner of Lot following described lands Dated April 21st, 1912. Pub. May 8th, 1912.

Skeena Land District-District of Coast TAKE NOTICE that I, Henry Louis more or less containing 60 acres post of commencement, and containing

HENRY LOUIS MASSEY, Pub. May 8th, 1912. Ingrace Massey, Agent

LAND PURCHASE NOTICE

Skeena Land District District of Coas Take notice that I, William Fraser, of Spokane, Washington, occupation farmer, containing one hundred and sixty acres,

WILLIAM FRASER. Fred Dawson, Agent.

Dated March 5, 1912. Skeetfa Land District—District of Coast N O W Take notice that I, George Graham, purchase the following for permission to Prince Rupert, B. C., occupation brakeman miend to apply for permission to purchase PRINCE RUPERT CAFE

thence south 40 chains, thence east 40 John Kirkaldy, Agent. chains to point of commencement; containing one hundred and sixty acres, more or

Fred Dawson, Agent. Dated March 5, 1912.

Pub. March 23, 1912. TAKE NOTICE that I, Dora L. Wright, of Prince Rupert, married woman, intend

less to the cast 20 chains more or of Lot 5127, thence east 20 chains; thence of Lot 2702 the easterly boundary in boundary of Lot 2285, thence west 20 point of common chains more or less to chains more or less to the east boundary aims. point of commencement, containing 80 of Lot 5127; thence north 20 chains more HECTOR FRANCIS MacRAE. containing 40 acres more or less. Alfred E. Wright, Agent. all over the world.

Dated April 22nd, 1912. proker, intends, B.C., occupation Vancouver, occupation married woman, independent. broker, intends to apply for permission intends to apply for permission to pur-to purchase the following described lands: chase the following described lands: south bank of Skeena River, above Kayex north and 40 chains east from the northand about thre miles distant, thence south east corner of Lot 1116, Harvey's Survey, north 20 chains, thence west 40 chains, thence Coast District, Range V, thence 80 chains er bank in an abains, thence following the riv- east, thence 60 chains north, thence 80 of commencement direction to point chains west, thence 60 chains south to

> 480 acres, more or less. LOTTIE M'TAVISH. F. W. Bohler, Agent. Dated April 16, 1912. Pub. April 20, 1912.

MINING MACHINERY

cific Railway Company will sell by public Man Feigning Insanity Exposed auction on Monday, the 17th day of June, A.D. 1912, at the Grand Trunk Pacific Railway Company's wharf at the city of Garde at Prince

tising and selling such godds. Dated at Prince Rupert, B.C., this 13th day of April, A.D. 1912.

L. W. PATMORE SCHEDULE OF GOODS ABOVE RE-

FERRED TO Crate Vertical Engine. Box Fittings for Engine Crates (2) Sheaves (each) Crate Fitings for Sheaves

Hoisting Engine Crate Cooking Stove

Crate Cross Cut Saw Crate Swing Saw Duplex Pump do. Engine Grindstone

Jackscrews Sack Pipe Fitings 15 Pieces Pipe Reel Wire Rope Scrapers.. Saw Guards

Coils Wire Rope Amalgam Safe Sacks Fish Plates

Boxes Anodes for Above. Sack Wood Boiler Tube Plugs

Reel Wire Cable Kegs Galvanized Nails. Pkg. Screens.

Crate Generator Package Wire Case Electrical Instruments ron Snatch Box Bdl. Track Iron

Sacks Bolts Washers Bdl. Links Box Fittings

Box Boiler Fittings Cast Iron Grate Bars Carload Wooden Water Pipe Box Engine Parts Quantity Lumber Bdl. Windows

LAND LEASES.

Skeena Land District-District of Coast

of Prince Rupert, B. C., civil engineer, acting as agent for Porpoise Harbour Land Company, Limited, of Victoria, B. C. in-Commencing at a post planted on the

Per Augustus W. Agnew, Agent. Dated April 5th, 1912. Pub. April 8, 1912.

Skeena Land District-District of Coast, Take notice that I, Augustus W. Agnew, charge's condition.
Prince Rupert, B. C., civil engineer, acting as agent for Porpoise Harbour Land "Better than ever," was his

Commencing at a post planted on the most northerly point on Porpoise Harbour, Lot 446, Range 5, Coast district, thence north to low water mark, thence westerly nence east to high water mark, thence following high water mark northerly and

easterly to point of commencement.
PORPOISE HARBOUR LAND COMPANY, Per Augustus W. Agnew, Agent. Dated April 5th, 1912. Pub. April 8, 1912.

Take notice that I, Augustus W. Agnew, Sweet Infik Clean, Prince Rupert, B. C., civil engineer, milk. Phone 287. ompany, Limited, of Victoria, B. C., in-

PORPOISE HARBOUR LAND COMPANY, Per Augustus W. Agnew, Agent. Dated April 5th, 1912. Pub. April 8, 1912.

water mark to point of commencement.

SECOND AVENUE AND SIXTH ST. FIRST CLASS SERVICE POPULAR PRICES - Props Williams & Vidak

MONTREAL.

THE STANDARD is the National Commencing at the north east corner Weekly Newspaper of the Dominion chains more or less to the nor- of Canada. It is national in all its

> It uses the most expensive engravings, procuring the photographs from

Its articles are carefully selected and Skeena Land District—District of Coast. its editorial policy is thoroughly Take notice that Lottie McTavish, of A subscription to The Standard

> costs \$2.00 per year to any address in Canada or Great Britain. **TRY IT FOR 1912!**

Montreal Standard Publishing Co., Limited, Publishers

Public Auction GAME OF CRAPS

by Alienist in Game-Stakes Were Steel Die Pieces.

Rochester, N. Y., May 13,-The game of craps was used recently as a brain test. The subject of the experiment was William Twinman, a Scottsville negro, who is in jail awaiting trial on the charge of having murdered Deputy Sheriff Berming-

Twinman has been posing as an insane person. An alienist! suggested that if the prisoner could play craps it was a pretty good sign of a fair average mentality. Steel die pieces were used in the experiment instead of pennies.

The negro brightened up the moment the game began, and he played a winning game throughout the contest. He watched his opponent sharply and never missed a chance with the dice.

WOLGAST STRARTS TRAINING

Manager Tom Jones Enthusiastic Over His Condition

San Francisco, May 11-Looking as brown as a berry and asserting that he has not felt as well in years, Ad. Wolgast, ac-



AD. WOLGAST

and watson Island, thence easterly Jones and Hobo Dougherty, arand northerly following a line equa-distant between the high water mark of Lot rived here today from Los Ansand the high water mark of Watson geles and this afternoon settled Island to a point on low water mark be-Wainright, thence east to high water mark, thence westerly and southerly following high water mark to point of com-PORPOISE HARBOUR LAND COMPANY, his last visit, his outing on the hills of Southern California evidently having done him a world of good.

Jones is enthusiastic over his

Company, Limited, of Victoria, B. C., in-tend to apply for permission to lease the terse comment. "Yes, better than ever. He has tried himself out

Wolgast will meet Leach Cross in a 10-round bout in Madison Square Garden on May 29, according to an announcement by the promoters.

Skeena Land District-District of Coast, Prince Rupert Dairy delivers sweet milk cream and butter-



JOHNNY COULON

Who Defeated Young Solsberg in a ten round battle in Brook lyn Saturday night

Announcement

Mr. Arthur P. Seale Begs to Announce the opening of his

Billiard Hall

at No. 621 Third Avenue

The very latest and thoroughly up-to-date Billiard and Pool tables

Finest imported and domestic Cigars will be a feature of the establishment

Mr. Seale is formerly of San Francisco where he was connected with one of the largest . . . Billiard Rooms in the country . . .

Stephens Block

Third Ave.

Who is Your Customer?

LIAVE you ever met your real customer? Have your salesmen a speaking acquaintance with him? Have you told him about the merits of your product? Have you explained why he should give your goods the preference? Have you done anything to stimulate his desire for your goods?

In short, have you made any attempt whatever to sell your goods to him?

"Most assuredly," you say. "Every dealer in Canada is known to our travelers, and we certainly wouldn't pay a salesman who couldn't tell our customers all-"

One minute, please. The dealer isn't your customer. He's simply a part of your sales organization, and a decidedly independent part of it at that. He is distributor for other concerns in whose goods he is just as much interested as he is in yours. And he isn't particularly interested in your product, any more than in your competitors'.

The dealer realizes that he can serve six who order their goods by a well-known trade name as quickly as he can serve one to whom he has to demonstrate that a product is good.

Your real customer is the Publicthe Public who wears your clothing, eats your pickles, uses your safety razor. You've got to sell your goods to the Public.

When the user wants your goods and won't take any other-then you are independent of all but him, your real customer.

To make the user want your goods, you must do two things: (1) Produce an article of value.

> (2) Tell him what you make, and why he should prefer it.

That's advertising.

When are the makers of piano actions, for example, going to discover that they do not know their real customers; and, what is worse, that their real customers do not know them? So the public have to buy pianos in blind ignorance of the quality of the most important mechanical part of the piano.

What is it going to be worth to the piano-action maker who first discovers that his real customer is the Public, and not the piano manufacturer who incorporates the action into the complete instrument?

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 no obligation on your part-so write, if interested.