



ABSOLUTELY **ALONE** AT THE TOP

of the world's bottled beers is the supreme position occupied by **Old Reliable**

Budweiser

Its high reputation and mild and exquisite flavor is the result of 50 years of untiring devotion to **Quality and Purity**, and exacting obedience to every law known to the ancient and honorable art of brewing.

Bottled only (with Corks or Crown Caps) at the

Anheuser-Busch Brewery
St. Louis, Mo.

The North British Columbia
Liquor Co., Limited
Distributors Prince Rupert, B.C.

Behold— an Advertisement!

I CAME into being as the spoken language came: slowly, gradually, and to meet an urgent need. I have been worked for evil, but mostly I have worked for good. I can still be worked for evil, but each day it grows more difficult so to do.

I am at once a tool and a living force. If you use me wisely, I am a tool in your employ. If you misuse me, my double edge will injure or destroy you. If you do not use me, I am a force that works ever against your accomplishment of the aims and purposes that animate your business.

I speak a thousand tongues and have a million voices.

I am the ambassador of civilization, the handmaiden of science, and the father of invention.

I have peopled the prairie, and with my aid commerce has laid twin trails of gleaming steel in a gridiron across the continent and stretched a network of copper into the far corners of the globe.

I am the friend of humanity—for I have filled the commoner's life with a hundred comforts denied the king of yesterday.

I have brought clean food, healthful warmth, music, convenience, and comfort into a hundred million homes.

I laugh at tariffs and remake laws.

I have sealed the walls of the farmer's isolation and linked him to the world of outer interests.

I build great factories and people them with happy men and women who love the labor I create.

I have made merchant princes out of corner shopkeepers and piled the

wealth of a Monte Cristo into the laps of those who know my power.

I am a bridge that cancels distance and brings the whole world to your doors, ready and eager to buy your wares.

I find new markets and gather the goods of the world into a handful of printed pages.

I fathered the ten-cent magazines and the penny paper.

I am either the friend or the foe to Competition—so he who finds me first is both lucky and wise.

Where it cost cents to hire me yesterday, it costs quarters to-day, and will cost dollars to-morrow. But whoever uses me had best have sense; for I repay ignorance with loss and wisdom with the wealth of Croesus.

I spell service, economy, abundance, and opportunity; for I am the one and only universal alphabet.

I live in every spoken word and printed line—in every thought that moves man to action and every deed that displays character.

I am Advertising.

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

MARVELS OF REALISM MANAGED CONVINCINGLY ON THE STAGES OF THE WORLD

Undoubtedly one of the most striking examples of modern stage realism is the scene enacted night after night at Drury Lane, when Ben Hur, hero of the play of that name, drives four beautiful Arabian horses, which beat his rival's team. There are five chariots altogether in the great race, and the horses appear to the audience to be madly galloping toward the wings. As a matter of fact, it is a wonderfully stage illusion, the platform on which the horses stand moving rapidly beneath their hoofs as they gallop.

Trained Horses.

"Of course," said Mr. Joseph Brooke, who helped largely to organize the production, to the writer, "only the most accomplished horses can keep pace with this moving part of the stage. We commenced training the animals by putting them on treadmills to accustom them to the awkward motion.

"When they were brought into the theatre we tried them on the stage, slowly at first, then got them into a trot and by degrees reached a gallop. The chariot race is staged and run exactly as General Lew Wallace describes it in his famous novel, and it was only after examining some hundreds of horses that we were able to select the requisite number."

Collision at Sea.

Another remarkable piece of stage realism shown at Drury Lane was the great shipwreck scene in "The Price of Peace." Readers familiar with the play will remember the incident of a liner running into a yacht with a terrific crash and bang—the men armed with big drum and cymbals, several yards of heavy chain being also dropped on a resonant iron plate, and a contrivance like an overgrown watchman's rattle being also used.

Stage Fog.

A wonderful foggy effect was

produced by numerous gauze curtains passing between various sections of the yacht. The manner in which the sinking was represented was exceedingly simple. Drury Lane stage is divided into several large lifts. The sinking stage in this particular scene was 40 feet by 22 feet, the surface being cut into three parts and worked by separate lifts, the two nearest the audience being hydraulic. The rocking motion was imparted to the yacht by two of the lifts being worked independently of the other. The large liner at the back was but a painted ship upon a painted ocean, but the insensate shifters had to manipulate her in such a way that she loomed up out of the fog of gauzes and boore down on the yacht.

Gramophones Used.

Talking about stage mechanism, it was recently stated that gramophones are likely to take the place of the super who acts the part of "Mr. Shouts Without." In "Jell's" at Wyndham's Theatre, the gramophone takes no fewer than three roles, while Sir Herbert Tree has used the machine frequently in some of his Shakespearean productions. The roar of the infuriated crowd at a certain crisis in "Court Handicap," in which Mr. Oscar Asche appeared at the New Theatre some time ago, was not emitted by the usual supers and stage hands, but by a gramophone.

The gramophone, however, has been put to even more striking uses in connection with the stage, and a short time ago at the Vaudeville Theatre, Paris, a new fashion in opera was introduced. During a performance of "Il Trovatore" a gramophone in the prompter's box supplied the voices as well as the orchestral accompaniment. The principals, as well as the chorus, had nothing to do but imitate the actions of singing in time to the notes of the gramophone.

FOR WAR USE, GREAT BRITAIN WILL GIRDLE GLOBE WITH WIRELESS

Then There Will Be No Cables to Be Cut and Communication Will Be Kept Up with Domains in Case of War—Each of Six Stations to Be a Fortress.

The wireless convention now in session in London, which found its greatest difficulty to be in dealing with wireless telegraphy as a commercial agent, has at last learned some particulars of the agreement between the Marconi company and the British government. England, like other European countries, regards wireless as a great instrument of war, and the agreement with the Marconi company has been made with this as the leading thought. It provides that the British government supply the Marconi company with \$3,000,000 with which to build five great wireless stations, Australia to supply \$500,000 for another station, and the six to form a wireless circuit around the globe at known points.

One station is to be in England; one in Australia, one in India and a fourth at Port Said. The other two, it is presumed, will be in South Africa and at Hongkong. There is already a station at Glace Bay, while land installation cross the Dominion of Canada.

Finished in a Year.

It is estimated that if the work is begun immediately the stations will be finished in a year and that England will then have a circuit of communication around the earth in place of cables.

The advantages of such a system in the event of war are enormous.

It has been long pointed out by naval experts that in case of war belligerents at once proceed to drag the ocean bed for cables landing in the enemy's country and thus cut off communication. Although one of two warships might be lost in such an operation, the gain would far overstep the sacrifice, while for England to be cut off from communication with distant parts of the empire would be disastrous. It is also pointed out by English naval men that the majority of cables landing in Europe are owned in France, but it is believed the wireless system to be adopted

will do away with this and it is as an instrument of war that the British government is adopting wireless.

Each station will be a separate entity containing all the apparatus, boilers, engines, dynamos, etc., necessary for developing wireless communication.

Each Station a Fortress.

Each station is to be built as a fortress capable of successful defense. While the stations are to be built by the Marconi company, they will be the property of the government. When completed and ready for service the Marconi interest ceases.

The \$3,000,000 supplied by the government will pay only for the wireless installation, the ground and buildings and everything except that which relates solely to wireless communication will be furnished by the government. From this will be seen the power and completeness of the equipment planned and from this also will be seen the reliance which England is prepared to place in wireless as an instrument of war.

But though the primary purpose of the stations is that of national defense, they will be used for commercial business and, as in time of war, solely under government control. The British government now owns all the country's telegraph and telephone systems and will now also own its round-the-world communication.

Can't Make Rules.

This is the reason—the government monopoly—that the wireless convention still finds itself helpless to make rules and regulations for commercial wireless. It was believed that a knowledge of the provisions of the British government's agreement with the Marconi company would simplify the question of commercial rules, but despite this it still appears that the convention will adjourn with nothing done to regulate commercially the wireless business.

The traffic agreement between the Marconi company and the government will not change the situation. Although wireless is to be extended as a world competitor to the cable in business, privately owned wireless com-

panies must be nursed and pampered, not regulated into bankruptcy and not permitted to go through the history of organization and reorganization and the vicarious making and breaking of millionaires that is the story of railroads. In particular, too, the convention will not attempt to regulate the cost of wireless messages.

Not Success.

The convention finds itself confronted by a situation in which wireless is still far from being a commercial success, owing to failure of all efforts to find a means of preventing the tapping of messages, also the inability to devise a means of preventing the various stations from interfering with one another while sending or receiving messages. It is also found that the initial cost of installing a station and the expense of its upkeep and operation increase in a geometrical ratio with the power of the station. The convention therefore has the difficult task of seeking to make proper rules for the commercial use of wireless without regulating the infant industry into chaos.

LAND PURCHASE NOTICE

Skene Land District—District of Coast, Range 5.
Take notice that I, Sorel D. Bacile, of Victoria, B. C., occupation laborer, intend to apply for permission to purchase the following described lands:
Commencing at a post planted about five chains in a northerly direction from the north end of Lake Herman Lake, thence north 80 chains, thence west 40 chains, thence south 80 chains, thence east 40 chains to point of commencement, containing 320 acres more or less.
SOREL DEMETROFF BACILE.
T. L. Elliott, Agent.
Dated April 20, 1912.
Pub. May 23, 1912.

Notice is hereby given that I, J. E. Stark, of Naas Harbor, occupation prospector, intend, sixty (60) days from date, to make application to the Deputy Commissioner of Lands and Works at Prince Rupert, B. C., for permission to purchase the following described lands, situated at the head of Alice Arm, B. C.:
Commencing at a post planted alongside the northeast corner of the River mouth mineral claim, thence south along the east boundary of the Rivermouth mineral claim 2.272 plus links along said boundary line, thence west 141 plus links to point of commencement, containing about five (5) acres more or less.
J. E. STARK.
Dated Alice Arm, B. C., May 11th, 1912.
Pub. May 27, 1912.

Skene Land District—District of Coast, Range 5.
Take notice that Lottie McTavish, of Vancouver, occupation married woman, intends to apply for permission to purchase the following described lands:
Commencing at a post planted 40 chains north and 40 chains east from the northeast corner of Lot 115, Harvey's Survey, Coast District, Range V, thence 80 chains west, thence 60 chains south to post of commencement, and containing 430 acres, more or less.
LOTTIE M'TAVISH.
F. W. Bohler, Agent.
Dated April 16, 1912.
Pub. April 20, 1912.

Skene Land District—District of Coast, Range 5.
Take notice that Hilda King, of Montreal, occupation spinster, intends to apply for permission to purchase the following described lands:
Commencing at a post planted 4.3 chains west of southeast corner of Lot 2145, thence west 45 chains more or less to east by Lot 4131, thence south 20 chains more or less to southeast corner of Lot 4131, thence east 10 chains to north-east corner of Lot 2658, thence south 20 chains, thence east 35 chains more or less to west by Lot 3149, thence north 40 chains to place of commencement, containing 160 acres more or less.
HILDA KING.
W. R. Flewin, Agent.
Dated Lakelse Valley, April 19th, 1912.
Pub. May 15, 1912.

Skene Land District—District of Coast, Range 5.
Take notice that Alfred E. Wright, of Prince Rupert, occupation surveyor, intends to apply for permission to purchase the following described lands:
Commencing at a post planted 4.3 chains west of southeast corner of Lot 2145, thence west 45 chains more or less to east by Lot 4131, thence south 20 chains more or less to southeast corner of Lot 2658, thence south 20 chains to place of commencement, containing 35 acres more or less.
ALFRED E. WRIGHT.
W. R. Flewin, Agent.
Dated Lakelse Valley, April 15th, 1912.
Pub. May 15, 1912.

Skene Land District—District of Coast, Range 5.
Take notice that John McVicar, of Dawson, occupation railway signaller, intends to apply for permission to purchase the following described lands:
Commencing at a post planted 12 chains north and about 30 chains east of the southeast corner of Lot 2655, thence north 90 chains, thence west 30 chains more or less to east by Lot 4134, thence east 30 chains more or less to place of commencement, containing 60 acres more or less.
JOHN M'VICAR.
D. J. McLean, Agent.
Dated Lakelse Valley, April 30th, 1912.
Pub. May 15, 1912.

Skene Land District—District of Coast, Range 5.
Take notice that Madge Kohl, of Montreal, occupation capitalist, intends to apply for permission to purchase the following described lands:
Commencing at a post planted at the southeast corner of Lot 994, thence west 40 chains more or less to east boundary of Lot 4477, thence south 15.7 chains to north by Lot 4120, thence east 40 chains, thence north 15.7 chains to point of commencement, containing 60 acres more or less.
MADGE KOHL.
W. R. Flewin, Agent.
Dated Lakelse Valley, April 13th, 1912.
Pub. May 15, 1912.

Skene Land District—District of Coast, Range 5.
Take notice that John Buchanan, of Atlin, B. C., occupation teamster, intends to apply for permission to purchase the following described lands:
Commencing at a post planted at the southeast corner of Lot 4450, Range V, Coast District, thence 40 chains north along east line of Lot 4450, thence east 40 chains more or less to northwest post of Lot 597, thence south along west line of Lot 597 to place of commencement, containing 160 acres more or less.
J. M. BUCHANAN.
George M. Shirley, Agent.
Dated May 30th, 1912.
Pub. June 13, 1912.

Skene Land District—District of Coast, Range 5.
Take notice that William Agnew of Montreal, occupation capitalist, intends to apply for permission to purchase the following described lands:
Commencing at a post planted on the west bank of the Heceta River, about one mile above Browns Falls, thence west 20 chains, thence north 20 chains, thence east 20 chains more or less to bank of Heceta River, thence southerly following river bank to point of commencement, to contain 40 acres more or less.
WILLIAM AGNEW, Locator.
Augustus W. Agnew, Agent.
Dated May 25th, 1912.
Pub. June 3, 1912.

Skene Land District—District of Coast, Range 5.
Take notice that I, William Watson, the City of Prince Rupert, B. C., contractor, intend to apply for a license to prospect for coal and petroleum on and under the following described lands on the west coast of Graham Island:
Commencing at a post planted one mile east of the southeast corner of Coal Lot No. 7168, thence east 80 chains, thence north 80 chains, thence west 80 chains, thence east 80 chains to the place of commencement.
Dated this 22nd day of April, 1912.
Pub. June 3, 1912.

COAL NOTICES.

Skene Land District—District of Coast, Range 5.
Take notice that I, William Watson, the City of Prince Rupert, B. C., contractor, intend to apply for a license to prospect for coal and petroleum on and under the following described lands on the west coast of Graham Island:
Commencing at a post planted two miles east of the southeast corner of Coal Lot No. 7172, thence south 80 chains, thence west 80 chains, thence north 80 chains, thence east 80 chains to the place of commencement.
Dated this 22nd day of April, 1912.
Pub. June 3, 1912.

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