

NEWS OF THE COAST

Mr. Walter D. Scott, assistant professor of psychology in the North University, being the writer. Mr. Scott says that the commercial travel of the place that personal in which was in past times the enable preliminary to a purchase of goods. A further development of goods solely on the 7th of the advertised description, being the case, he dwells on the nature of a telling description, and less actual advertisements of well articles which fall wholly to out the essential qualities of the advertised. It might be said comment on this phase of Mr. article that the art of writing is now being taught at of the commercial or other col- A most interesting part of the is that it is shown what amas- are spent in bringing the to the attention of pur- One authority puts the total expense of printed forms of at six hundred million dol- Mr. Scott says that the sum not seem to be an exaggeration. Post spends as much as five hundred dollars annually in ad- ing his food products. One mil- dollars was spent last year in advertising. Over six hundred and dollars is spent annually in raising Ayer's remedies, and over million in advertising Peruna. Ad- rates have been advanced during the past few years, as which formerly paid but one dollar for a full-page adver- in The Century Magazine now two hundred and fifty dollars for same amount of space. The Ladies' Journal has increased its adver- rate to six dollars for a single line (there are fourteen agate to the inch), the width of one cm, for a single insertion. The cost full page for a single issue is thousand dollars. The Proctor & Co. have made a three years' for a single page in each is to be devoted to the advertising Ivory Soap. For this space they thousand dollars a month, eight thousand dollars a year, one hundred and forty dollars for the term of three years. A known proprietary medicine which its origin in an Eastern Canadian and still has its headquarters, has spread all over the world by of judicious advertising, until its sales abroad are twenty-five greater than its sales in Canada. Is needless to ask, does such ad- usually justify the advertising ex- ded upon it.

From Tuesday's Daily. The Dominion government has just completed the telephone line to Ganges Harbor, Salt Spring Island, thereby giving that district direct communication with the outside world.

All hope of the safety of the five Chinese students who went out in a sail-boat at Vancouver has now been abandoned, and it is almost certain that they attempted to go out through the Narrows and were upset near Brockton Point on the north shore.

A contract involving considerably over \$50,000 has been signed whereby Patrick Burns of Calgary agreed to furnish to the Pacific Cold Storage company of this city 2500 head of steers, to be shipped to Chicago during the coming season. The cattle are to come from the Dawson market, to which the local company cater, and to be shipped by steamer and as soon as the navigation on the Yukon river opens.

The snow remaining in the mountains on the island so late in the season is retarding the progress of many prospectors who would otherwise be out in the hills are in the city awaiting the approach of warm weather. N. T. Tregear, Lawson, and other mine reports that the Lenora and Richard III mines are shipping steadily to Crofton, although the heavy snow is interesting winter work somewhat.

John Christopher, the Vancouver photographer charged with making obscene pictures, made his escape from the city last night. Christopher's wife has been in the habit of visiting him every day, and on one occasion while they were conversing Geeler Grady was called to the telephone and as soon as his back was turned Christopher darted out. Grady gave chase, but the photographer was the faster and got away. When Grady returned to the jail he found Mrs. Christopher in tears. She was taken in custody as an accessory to her husband's escape.

The first fish traps for salmon ever built in British Columbia waters are now under construction at Otter Point for Messrs. Todd & Sons. Fishtraps are being erected in several places in the vicinity of Otter Point. Judging by the manner in which the driving of the piles is being pushed, the traps will be in operation during the rainy season of the coming season, but Messrs. Todd & Sons state that it is not expected that the traps will be available for use this year.

Capt. Tosier, of the United States revenue cutter Grant, announces that a wireless telegraph system is to be introduced into Victoria and the United States treasury department. Experiments tried in port by the officers of the United States cutter Grant proved highly satisfactory. The system was obtained with Port Townsend and Captain Tosier, and long messages were received and sent with facility. Weather conditions were not the same part with the new system that they do with the cable or telephone.

B. H. Bikesies, representing the Frontenac Carriage Manufacturing company, of Kingston, Ontario, went to Victoria to establish a large manufacturing branch of the firm's business, but received a discouraging account of conditions from the secretary of the local board of trade that he has gone home with an adverse report. It is understood that the secretary has brought to bear on the secretary to prevent the proposed intrusion of a competing company. The secretary acted without knowledge of the advice of the board of trade. It is considered that a serious blow has been dealt the interests of Victoria, and the matter is to be fought out.

A Victoria municipal scandal was disclosed in the judgment of Justice Macdonald in his decision regarding the granting of licenses to Chinamen to sell whiskey. He found that ex-Mayor McCandless had granted licenses to 40 Chinamen, at \$5 each, to sell whiskey to white men. The license for a white man to sell whiskey in this city is \$100. A thorough investigation is to be made into the matter by the Victoria Licensed Victuallers' association has determined to sue ex-Mayor McCandless and the late council to recover heavy damages for every gallon of whiskey sold under the license now declared null and void by Police Magistrate Hall. The aggregate sum runs into many thousands of dollars.

Frederick Carne, Sr., the well known proprietor of the Angel hotel, Victoria, passed away recently at the age of 75 years. Mr. Carne spent many years of his life in mining, commencing as a youth after leaving a school to work on the mines near his native town in Cornwall, England. He afterwards was engaged in the lead mines of Devonshire. He was one of the Atlantic to operate in the copper mines at Eagle Harbor, Michigan, removing in 1846 to California, where he spent two years mining in Great Valley and Iowa Hill. In 1858 he came with the rush for the gold on the Fraser river and spent two years mining there. Three years later found him in the Cariboo country where he spent thirteen years. He was in the famed Diller claim at the time of the great strike in that mine, and sent a surface a bucket of nearly pure gold. So heavy was that the men on the windlass shouted down the shaft to surface to get off the bucket, and they would send down for him.

Little Freddie Hall, the seven-year-old son of Mr. and Mrs. J. Z. Hall of Vancouver, came to a tragic death as the result of the handling of a school bag. The child was carrying a number of small boys were playing with. Last week the power from Lake Babine was directed to the inter-urban tram car system, and from then on the cars between Vancouver and New Westminster were operated with electricity from this source. Every-thing passed off satisfactorily at the sub-station at Burnaby, where the high voltage is transformed to a working pressure.

The directors of the British Columbia Electric Railway Company, which voted to state that for the half year ended 31st December, 1903, they had effected in increasing the rate of dividend on the deferred ordinary stock to three per cent.

LEAD BOUNTY EXTENSION

The Board of Trade Endorses Mine-Owners' Proposal.

Memorial to the Dominion Government is Passed Upon.

From Thursday's Daily. There was a very fair attendance at the regular monthly meeting of the Rossland board of trade last night. Among those present were J. S. C. Fraser, the president, who occupied the chair, C. O. Lalonde, Dr. Coulter, J. H. Watson, R. Hunter, R. W. Gage, J. Macmillan, J. B. Johnson, Alfred McMillan and A. E. MacKenzie, secretary.

The most important feature of the session was the introduction of a resolution suggesting an enlargement of the scope of the present lead bounty act. The resolution had been unanimously passed by the Lead-Miners' Association which represents the silver-lead industry of Canada, and was brought up for consideration. The resolution follows: The Hon. the Minister of Trade and Commerce.

1. The bounty granted on lead mined and smelted in Canada has caused the development of many mines which had been compelled to close by reason of the conditions which existed prior to the granting of said bounty. Other mines have been abandoned because of the high cost of transportation, and have added, or are adding, to their equipment. Many of these mines are now ready to commence production to an extent over and above the present capacity of the Canadian smelters to treat on an economical basis of smelting, refining and marketing of the product.

2. Under these conditions the said smelters are unable to make their investments pay, and the result is that a certain class of concentrates produced from low grade ore sufficient in quantity to warrant the development and permanent operation of mines producing such concentrates. In many cases production therefrom is rendered unprofitable.

3. A restriction of output from such mines as are immediately capable of production would be a serious economic operation, and any restriction of the present development, or restriction of available output, will act as a check upon the production of lead, and smelting industries, and thus to the general prosperity of the community.

4. The undersigned therefore respectfully request that the government take such action as will be necessary to allow the passage of an order-in-council allowing the bounty to be paid on the quantity of lead which is actually produced, and that the quantity of silver-lead ore produced will be largely increased.

5. The council also approved of the memorial of the Rossland board asking that the duty on acid not manufactured in Canada, used in lead refining at the Rossland works, be reduced to one-half of the present rate.

A STRONG SPEECH.

W. H. Aldridge, general manager of the Trail smelter, was present and, in response to a general request, addressed the board at considerable length on the merits of the resolution and the reasons that have necessitated the recommendations thereon.

Mr. Aldridge maintains that local lead smelters are satisfied to see ores exported so long as local reduction is not interfered with, and is sufficient for steady and complete operation, and he showed that the present request of Canadian silver-lead miners will tend to bring about a steady and complete operation of the smelters.

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THE PAGE WIRE FENCE CO., LIMITED

It is the firm that has stood the test of time—stands the heaviest strain—never sags—the standard the world over. Order through our local agent or direct from us.

In support of the idea it was urged that a start would be made in the direction of manual training at small cost, the outfit for our classes, costing \$85 only. The hand and eye training afforded by the drawing and modelling would, it is asserted, pave the way for the school work, and as the outcome of the breaking of the monotony the balance of the classes go ahead with renewed vigor.

The attendance report for March showed a gratifying improvement over previous months. A total of 500 pupils were in attendance at the schools, and the average actual attendance was 450, giving a percentage of 88. This is probably the best record in some months of the kind by the city authorities.

Canadair smelters, Mr. Aldridge said, had not increased their charges for freight and treatment on lead ores since the payment of the bounty. The rates are exceptionally low, as they resulted from keen competition between Canadian and foreign smelters.

From Saturday's Daily. The reclamation of 45,000 acres of remarkably rich land on the Kootenay river is a feature of the project to be discussed at the forthcoming session of the Board of Trade.

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THE RAZOR STEEL, SECRET TEMPER CROSS-CUT SAW

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At each end on the line of the logs or yew. The claim shall be recorded within 60 days of the location within ten miles of a mining recorder's office, one additional day allowed for every additional ten miles or fraction. The fee for recording a claim is \$5.00.

At least 100 feet must be expended on the claim each year or paid to the mining recorder in lieu thereof. When 500 has been expended or paid, the locator may, upon having a survey made, and upon complying with the other requirements, purchase the land as his own.

Placer Mining, Manitoba and the N. W. T., excepting the Yukon Territory—The claim shall be recorded within 60 days of the location within ten miles of a mining recorder's office, one additional day allowed for every additional ten miles or fraction. The fee for recording a claim is \$5.00.

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WORKING FOR A LAND ATTACK.

Working having opened in Northern and Southern Manchuria the plans are looking for a Japanese attack on either the Yalu or the river. The Russian commanders anticipating an attack at Newchang and at the mouth of the Yalu. They are completely mystified by the movements of the Japanese. The army in Korea has gradually driven the Russians out of that territory, and the forces of the latter now lined up on the right bank of Yalu. While the Russians are proving that a stand will be made there that any further advance of the Japanese, the indications show that the rescue will be only nominal, and that the invasion of Manchuria will be made possible by their withdrawal inland.

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BUTCHERS ON STRIKE.

CHICAGO, April 12.—The 277 cattle choppers employed by Swift & Co. have been ordered out on strike to enforce certain demands made by the choppers union which the company refused to concede.