London, ENTS FOR S WHISKEY

tice and Signature. uineness, we would request Trade Mark and Namen

AND THE PARTY OF T Ranch

sh Grocers.

IDWAKE CO

PIPE AND FITTINGS LANICS' TOOLS MOWERS, HOSE

DEN TOOLS.

ORIA, B.C. P. O. DRAWER 613

time of Slipper

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o, are lasting and sensi of the donor's regard—last-ways than one if bought here, asts on which our shoes are nly two words to describe

MAYNARD

TUATIONS VACANT

ies and gentlemen, do our , spare time, \$5 to \$6 per s with two cent stamp, don, Ont.

MARRIED.

n. R.E., to Edith Margaret endeena, eldest daughter R. J Roberts.

KINNON-On November urch of Our Lady of the F the Rev. Father McGuckin, rsley Ward Baines, eldest alnes, Victoria, to Kathryn non, second daughter of A. h. Mount Pleasant, Vancou-

DIED.

the faimly residence, on the 27th instant, Alex-In this city at Royal Provin-Hospital, Sophia Edith, s, beloved wife of the Hon-Walkem.

O-In this city on the 2nd in-South Wales, aged 78 years.

LOST AND FOUND. large red cow. Apply at

is administration, and what hould expect of him. Peace ff, and with it the fulfilment promises. He continues, omises. He continues, can not do more. I put id will not seek excuses lhardy enemies, by humilia would offend the dignity of an people, and which would cordance with my life, I renot believe these alarming cause of our national sed in our right of our pos-ustice, and on our relations of and mutual respect for ons." President Castro con-our president Castro conrve the discretion and tact such an important matter.

OBITUARY.

Mrs. Walkem Attended by a ourse of Loving Friends. al of the late Mrs. Walkem, Hon. G. A. Walkem, Jus-Supreme court, which took day afternoon, was largely the graveside by sorrowing ny beautiful tributes being ral offerings, showing how exceased had been loved, hon-respected by her friends in

ut 15 minutes to three. church cathedral The service was con Canon Beanlands at y the Bishop of Co-ve. The pall-bearers Hon. Senator Mac-H. T. Drake, Hon. Justice dilespie, A. W. Vowell, Hon. Hon. D. M. Eberts, Hon. y. L. Crease and F. G. Vermourners were: G. A. Walkem, C. Rhodes, R. C. Janion, C. C. Jan-nnion, J. H. Poff. The beautiful, a special car-quired to carry them. In Victoria by Letters. 16 Victoria has lost one of sorrowing husband and

urn her untimely loss

PROMINENT MEMBER OF L. O. O. F.

Threatened With Bright's Disease -- Pe-ru-na Restored Him to Health.



O. FRED LINDSTROM, PAST

O. Fred Lindstrom, Past Grand Master
Independent Order of Odd Fellows, Past
Chancellor Twin City Lodge, No. 63,
Knights of Pythias, also Past Chief Patriarch, Nidgely Encampment, No. 22, writes
from 1023 University Ave, St. Paul, Minu.

"Peruna has my hearty endorsement.
There is no medicine I know of which
can compare with it. I contracted a
severe cold several years ago, which
from neglect developed into urinary
trouble, and threatened Bright's disease.

As one of my friends was cured of As one of my friends was cured of Bright's disease. As one of my friends was cured of Bright's disease through the use of Peruna I thought I would try it also, and used it faithfully for three and one-half months, when my health was perfect once more. I have never had any trouble since, and therefore think it is but just after it has fastened itself thoroughly upon its victim.

At the appearance of the first symptom Peruna should be taken. This remedy strikes at once at the very root of the disease.

A book on catarrh sent free by The Peruna Medicine Co., Columbus. O.

Advertising As

A Money Maker

A Successful Portland Business Man Tells About His

Methods.

Weak Points of Firms That Apply Equally Well to Other Towns.

Of the \$200,000 (and perhaps a line) spent in advertising yearly ordined, the Meier & Frank Co., chief department store, is the bigges

A sketch of Mr. Aaron Holtz, the advertising manager and also head of the mail order department, is interesting

and suggestive of the tendencies and

headed fellow, not much past 30 years of age. He has been practically educated and drilled in the dry goods business, has a genius for comprehending department store methods and is master of the

echnicalities of advertising. His pre-

able to a less competent man. Courteous in manner, he is not handicapped by inordinate self-esteem, but simply forges ahead in his affairs with a simple, absolute self-confidence that comes from complete knowledge of his subject.

His early training in the dry goods usiness was gained through five years'

experience with Sibley, Lindsay, Curr Co., of Rochester, N. Y. He went from Rochester to Birmingham, Ala., and was for two years advertising man-

ager for Loveman, Joseph & Loeb. During his last two years' residence in Rochester he received invaluable education in the desired in students.

big two-million-dollar company that conducts the Dry Goods Economist (one

of the greatest trade papers in the world), and a string of half a dozen other trade papers throughout the United States. Mr. Holtz for three years

ed States. Mr. Holtz for three years was manager, and also in enarge of advertising for Nichols & Frost, of Pittsburg, Mass., from which place he went as advertising manager and assistant manager to Denholm & McKay Co., of Worcester, Mass., where ne stayed four years, coming from there two years ago to his present position with the Meier & Frank Co., Portland, Ore. When he arrived here he saw that the chief drawback with Portland merchants was that they had made money too easily. The position of the city, and the natural trend of channels of tradefinade it inevitable that a certa'n amount of retail merchandizing could be done at

retail merchandizing could b

ng trade. The general run of

great profit without much effort at seek

chants had not found it necessary to ex-ercise skill and ingenuity in advertising, and the Portland retail and commercial world generally was lagging 'way be-

and the spirited advertising procession of merchants of the United States. The

Meier & Frank Co. had conducted for a long time a growing business on First street that reached out over the surrounding fountry, and absorbed a good deal of Portland cash. They were a

the city—and they had put up their resent fine building at Morrison and if the streets. There were plenty of makers who predicted disaster to the

oucern, but the phenomenal success that has followed the removal into the firm's

new quarters has been little short of theatrical. The store has proved so great an attraction that the surround-

ing streets are made very much more valuable on account of the coming and going of the crowds. The Meier &

going of the crowds. The Meier & Frank Co. undoubtedly does the largest business of any department store in Portland, is one of the biggest institutions of its kind on the Pacific Coast, and is certainly the most heavily capitalized of any in the Northwest. They keep today as fine merchandise as can be bought. Not long ago it was a daring merchant who attempted to carry in stock \$100.00 dresses, but now Meier & Frank Co. have no difficulty in disposing of a good many such high-priced

posing of a good many such high-priced

articles. This is an example reflecting

the advertising line from his

Holtz is a big, hearty, clear-

From White's Sayings.

single advertiser.



Meals cooked on a "Famous Active" are always on time.

Because our specially constructed "Famous" dampers regulate the fire to a certainty, and a cook knows just the time required for the fire to reach the heat necessary for cooking any particular dish.

Then, to absolutely exclude guessing, a "Famous" thermometer is fitted to the ovendoor of every

Famous Active" Range.

This thermometer registers the exact heat of the oven, and can be fully relied upon -we guarantee them.

The "Famous Active" will cook more with less fuel than any other range made.

For sale by all enterprising dealers.

Write for descriptive booklet. M^cClary's

Makers of the "Sunshine" furnace and "Cornwall" steel range. LONDON, WINNIPEG, TORONTO. VANCOUVER, MONTREAL. ST. JOHN, N.B.

CLARKE & PEARSON AGENTS.

that the business has made have undoubtedly been surprising to all hands. I cannot say that it has surprised me very much. It has, rather, been a source of great satisfaction to me, but I certainly had confidence that what has been done could be done. I am practically given a free hand here now, using as much space as we require and spending as much money for advertising as I judge sufficient under the circumstances. Our advertising is usually a good-sized space, taking up the larger part of a page anyway, and the various offerings of various departments given prominence according to the importance of the special sales coming on that day. We always use a border around the whole ad and buy all our own faces of type. I lean to what we are using now for the most part. It is an old face, but clear, and is easily read. Outline cuts, to a limited extent, are interspersed when they are of any benefit. I prepare the copy in face simile as to size and arrangement, just as the ad will appear in the newspaper, and also furnish a key to the compositor showing the sizes of type to be used. That, I consider, is the only way to do in fairness to yourself and to the newspaper composing room. It

oe used. That, I consider, is the only way to do in fairness to yourself and to the newspaper composing room. It is perfectly ridiculous to see the astoundingly crude copy furnished by some advertisers to the newspapers here. On the other hand, it is always plain swimming and productive of successful results if the copy is prepared by a competent man, your are offering the right

when they read the newspapers. I prefer the morning paper, and never differency and eventing newspaper for the reason that if you put an ad. in the evening newspaper you give your prices to the disease.

A book on catarth sent free by The Peruna Medicine Co., Columbus. O.

Similar advanced progress in all their yarious departments.

In talking of the situation, Mr. Holts aid:

In talking of the situation, Mr. Holts aid:

In talking of the situation, Mr. Holts aid:

In talking of the set we have never missed a day.

If was surprising to me when I came here to see that stores did not change their copy in the newspapers but once a week, on the average. While I have been here we have never missed a day of the situation of the divertising end of the business. I should say that a considerable here we have never missed a day of the situation of the divertising end of the business. I should say that a considerable here we have never missed a day of the stream here we have never missed a day of the stream here we have never missed a day of the stream here we have never missed a day of the stream here we have never missed a day of the stream here we have never missed a day of the stream here we have never missed a day of the stream here we have never missed a day of the stream here we have never missed a day of the stream here we have never missed a day of the stream here we have never missed a day of the stream here we have never missed a day of the stream here we have never missed a day of the stream here have here have here here we have never missed a day of the stream here have her

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For One Dollar

Economy in medicine must be measured by two things-cost and effect. It cannot be measured by either alone. It is greatest in that medicine that does the most for the money—that radically and per manently cures at the least expense. That medicine is

Hood's Sarsaparilla It purifies and enriches the blood. cures pimples, eczema and all eruptions, tired, languid feelings,

loss of appetite and general debility. "I could not eat nor sleep nor do my housework. A neighbor presented me with a bottle of Hood's Sarsaparilla. It helped me right away. There is no better medicine. Two bottles completely cured me." Mrs. John E. Russell, Pinnical St., Belleville, Ont.

WHITE SLAVERY. How Markle Company Kept a Family in Bondage.

Scranton, Pa., Dec. 9.-Tales of evic-Scranton, Pa., Dec. 9.—Tales of evictions from houses owned by G. B. Markle & Co., the narration of the death of a wife as a result of an enforced removal from her home, and the story of a mother whose husband was killed in the Markle mines, of how she and her two boys struggled for years to pay the Markles the back rent and coal bill she owed them, were the principal features of today's sessions of the Coal Strike Arbitration Commission. The miners today concluded the calling of witnesses against the Markle company.

Strike Arbitration Commission. The miners today concluded the calling of witnesses against the Markle company. The attorneys for the large coal companies having nothing to say regarding the testimony now being presented, but those representing the miners are well pleased. One of the latter, speaking of today's proceedings, said: "The independent operators in their meeting with the big companies in New York two weeks ago, when they succeeded in blocking the settlement, said the whole matter should go before the commission, so that the country at large would know who is right and thus vindicate the coal companies. We are willing to go ahead with the proceedings if they are satisfied with the vindication they are now getting." After closing the Markle case, the representatives of the miners called with head formerly been em-

WEAK

LEAD TO LUNGS Consumption.

THOUSANDS OF PERSONS ARE HASTENING TOWARDS THEIR GRAVES AS A RESULT OF THIS DREAD DISEASE

if used as directed will check the progress of this fatal disease and restore the afflicted to perfect health. Do not go to Florida, Madeira, California, Mexico or the Rocky Mountains. Remain at home with friends and home comforts around you and use Pul-Mo, which is the achievement of the century in medical science. Pul-mo is an absolute cure for Consumption, Throat and Lung Troubles, Coughs, Colds and all other consumptive symptoms.

PUL-MO stands alone—the use of any other medicine as an assistant is not necessary. Eat good, plain, nourishing food, get plenty of fresh air and out-door exercise, and use Pul-Mo as directed, that is all—Nature will do the rest.

Address all letters to The Pul-Mo Co., Toronto, Ont.

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of the Slocan properties and he gladly welcomed any good news. By itself, however, it would not accomplish all that was desired. Mr. Harris left for Sandon this morning.

Manager Tonkin of Fernie, leaves for a short visit to Northport this morning. He said all the labor difficulties at the coal mines had been definitely and satisfactorily settled. Coal was now being got out from the No. 2 mine in which the accident occurred, but the mine would not be shipping to its full capacity before the beginning of the year.

FROM HARDY BAY.

D. G. S. Quadra. Capt. Walbran, reached port yesterday morning from her cruise to Hardy Bay, whither she took G. A. Keefer, resident engineer of the Public Works Department, to choose the site of the new wharf at Hardy Bay for which an appropriation of \$2,000 was made by the Dominion government, it being proposed to have the new fishery protection steamer stationed there. A site was selected for the wharf, the angles being taken by the crew of the Ouadra. The wharf will be erected in about five fathoms of water on the North side of the spit which juts out As site was selected for the wharf, the angles being taken by the crew of the Ouadra. The wharf will be erected in about five fathoms of water on the North side of the spit which juts out from the Eastern side of the bay. The iral from Coal harbor by which many miners and others crows from Ouatsino miners and others cross from Quatsino to Hardy Bay ends on the Western side, but when the wharf is completed early in the new year (it will be commenced in January) the trail will be cut to the other side of the bay, where a town-ship will be established, a hotel being put up there for the accommodation o