

# Anheuser-Busch's



# Budweiser

Has earned its reputation of being the most popular bottled beer in the world solely because of its superb **Quality and Purity.** Its absolutely in a class by itself.



Bottled only at the  
**Anheuser-Busch Brewery**  
St. Louis, Mo., U. S. A.

**North B. C. Liquor Co.**  
Distributors  
Prince Rupert B. C.

## ROYAL CORONATION ROBES ARE BEING BROUGHT OVER TO CANADA FOR THE EXHIBITION AT TORONTO

By special cable Dr. Orr has announced to the organizers of the Toronto Exhibition for this year, that he has obtained the privilege of permission to have the coronation robes worn by King George V. and Queen Mary for display in the Woman's Building at the exhibition. This royal exhibit will be attractive to thousands of Canadians. The robes are the finest ever prepared for royalty in any part of the world, and all parts of the Empire contributed to them. Her Majesty's dress, which is illustrated separately above in shape as it will be exhibited at Toronto, is one of the most wonderful examples of workmanship with textile fabrics and the embroidery needle ever prepared. The delicate workmanship done upon it was entirely performed by British subjects, though it was necessary to find several expert seamstresses and embroiderers of French extraction amongst the clever needleworkers employed who claim allegiance to the British flag. Two of the workers were French Canadians whose skilled fingers took an important share in the rich embellishment of the royal robes.



## A Modern Force in Business

**ADVERTISING** has established a new order of things in commerce. It has become a mighty power in business progress; a complex yet comprehensible transmitter of many parts for the distribution and selling of merchandise and service.

Its function is fivefold:

To enlighten or educate—to create new wants or to satisfy old ones—to protect and foster legitimate enterprise—to establish a medium of understanding between buyer and seller as a basis for mutual profit and advantage—to prescribe an economical price and the maintenance of a fixed standard of quality.

None know better than the buying public how well these functions have been fulfilled.

Modern advertising has given us an insight into various manufacturing processes. The producer has taken us, the consumers, into his confidence and told us just how his mince meat, his flour, his clothing, etc., is made. We know why certain things should or should not be. Advertising has told us—broadened our understanding and guided our judgment.

Modern advertising has enabled us to unlock the treasure house of the world's divinest melodies through the medium of the player-piano. The motor car has lengthened the business day and brought the fragrant countryside to our door. Men shave in comfort in ten minutes where they used to take twenty. A magic

bottle provides us with cold drinks with the weather at 90 degrees or gives us a warm beverage when Jack Frost dips at 40 below.

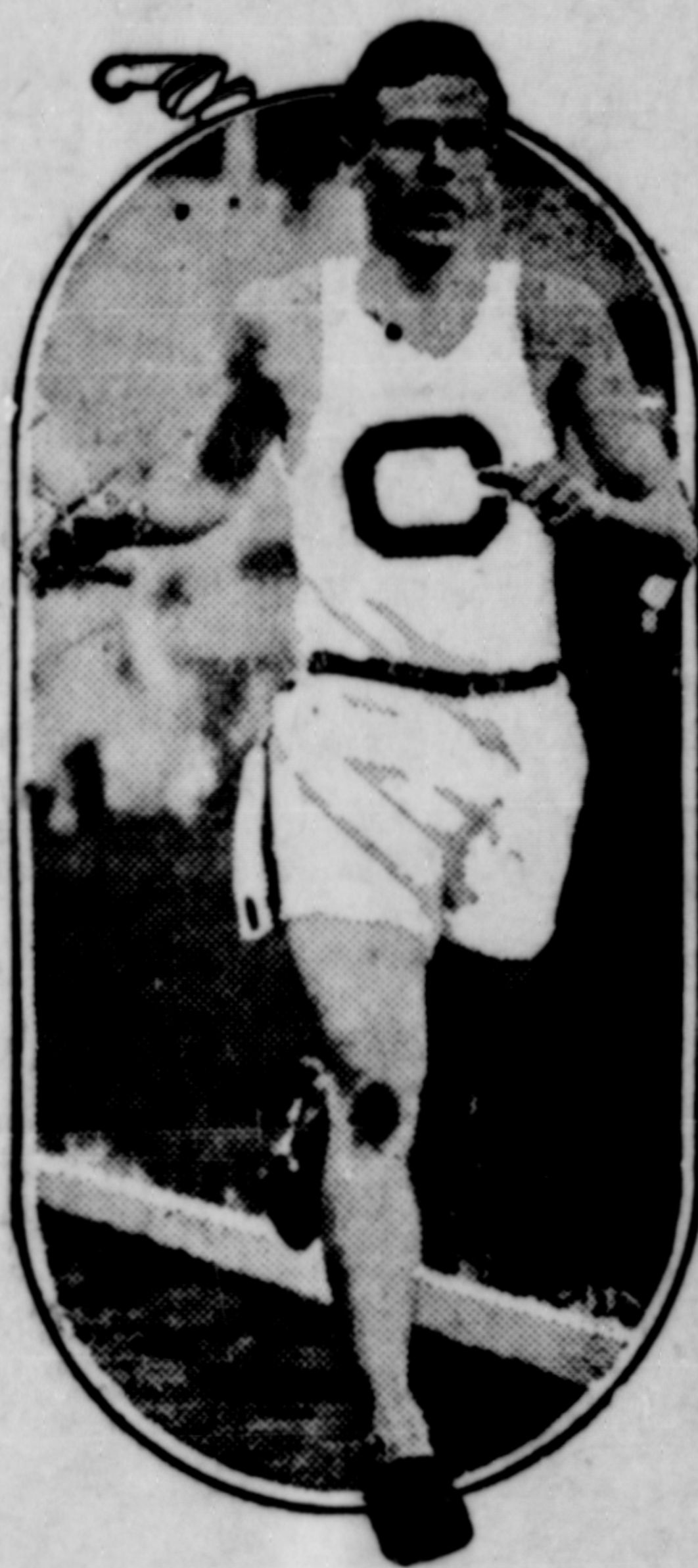
Modern advertising has elevated the standard of business ethics. It protects the manufacturer from unscrupulous competition and the consumer from base imitation. It conserves trade—extends business—creates good will. It enables the corporation, the manufacturer or private individual on trial to take his case directly to the public, and to secure the public's judgment on his policy or character based purely upon their respective merits.

Modern advertising has opened up new opportunities to the oppressed and poor of far-off lands. It has turned an unceasing tide of immigration to new countries. It has developed nations, and made the name of the New World a promise of better things among the people of the Old.

All this advertising has done and will continue to do. It is the ever-increasing influence for the advancement of mankind—the most potent, indeed, of the many forces influencing human action.

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.

JOHN PAUL JONES



Sensational American miler who to the surprise of everyone didn't get a point in the 1500 metres at the Olympic games

## BRITAIN BUILDING NAVY FOR RUSSIA

The first ship of the new Russian navy has been laid down at Nicolaieff, on the Black Sea, and will be built from the designs of Messrs. Vickers, who are sending out shipbuilding experts immediately to superintend the work.

The vessel, which will cost £3,000,000, is to be 600 ft. long, with a beam of 87 feet. It will carry as a main armament 12 12-inch guns, and will have a speed of 22 knots.

Mr. Evans is to be the chief engineer and Mr. Thos. Jones chief naval instructor at Nicolaieff.

## A DAHLIA LIKE 'TEDDY' ROOSEVELT

Pasadena, Calif., July 17—A dahlia that looks like Colonel Roosevelt, grins like the Colonel and appears to say 'dee-lighted' with his crescent shaped, mouth-like centre, is the Burbankian product of the gardens of Miss Anita Smith of this city. In addition to the fine, regular "set of teeth," which it boasts, this dahlia is said to be sturdier than the toughest weed. It has been officially christened the "Roosevelt."

## LLOYD-GEORGE WAS ATTACKED BY FANATIC

London, July 17—Chancellor Lloyd George was assaulted by a male suffragette while he was entering Kensington Theatre, in South London, where he made a speech yesterday. A man bolted from behind a pillar and gave the chancellor a violent push, which felled him to the ground. The man was arrested. The Chancellor was uninjured.

## DEEPEST SEA SOUNDINGS ACHIEVED

The greatest depth of the sea hitherto measured—namely, 32,089 feet—was ascertained by the survey ship Planet in her last trip from East Asia to the South Seas at a point 40 miles distant from the northern coast of the Philippine island Mindanao.

### THE UNFITTED

So many are bound to write, who haven't the gift of pens! They labor by day and night, in mansions or attic dens producing their toilsome reams of limpid or turgid prose, or weaving their hopeful dreams in songs that nobody knows! Alas for that lure unkind, the lure of the printed page, that stirs in the yeoman's mind a counterfeit poet's rage. Alas for that inky hope, which bids for a poet's wreath, the doctor forsake his dope, the dentist abandon teeth; the farmer desert his plow, the blacksmith neglect his fire, the milkmaid abjure the cow, and reach for the nearest lyre. Oh, sisters, may ye never know, the trouble, the grief, the pain, the carking, corroding woe, of poets who write in vain! Oh, nieces, and aunts and sires, don't throw all your tools away, to kindle poetic fires, a-hoping to make it pay! Where one of the tribe succeeds ten thousand are chewing rags o'er sheaves of rejected screeds sent back by the monthly mags! And even the ones who win have trouble and grief to spare, and early in life begin to shed both their health and hair. Oh, cousins, your peace of mind is better than all the dimes you'd earn in the beastly grind of turning out deathless rhymes.

WALT MASON.

## SUFFRAGETTE IS HELD IN GAOL ON SERIOUS CHARGE

Oxford, Eng., July 16.—Helen Craggs, the suffragette who on June 26, at Cardiff, Wales, broke through the police cordon and sprang at Reginald McKenna, the home secretary, while he was driving with King George and Queen Mary, was charged today at the police court in this city with being found in Nuneham Park, the country residence of Right Hon. Lewis Harcourt, secretary of state for the colonies, with the intention of setting fire to the mansion.

She was found during the night with another woman in the grounds and was caught by a watchman.

When searched she was found to be carrying a quantity of inflammable material and spirits.

The suffragettes are particularly incensed at Lewis Harcourt.

Helen Craggs is a daughter of Sir John Craggs. She was remanded without bail.

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