

THE DAILY NEWS

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DAILY EDITION.

TUESDAY, JULY 23

Daily News on Daily Doings

SEWERS NOT LONG BUT DEEP.

Even if the City Council had really desired to commit Prince Rupert to a policy of shallow sewers the citizens are quite evidently wide-awake enough to have prevented this. Last night the Council to a man fell in line with the recommendations of Acting City Engineer Mason in favor of a deep level sewer system, not necessarily tied down to any fixed depth, but serving single basements at all events in all parts of the city where sewers are to be constructed. Mr. Mason showed the Council the danger of a policy specifying a certain depth of sewer. It might bind the city to construct sewers to serve double or treble deep basements in certain favored spots where nature has provided lots with below grade depth equal to three storey height of building above grade. In adopting the Acting City Engineer's report Prince Rupert shows confidence in its own future. Shallow sewers or sewers not designed to meet the needs of a great and growing community might serve this city for a season or two, but would have inevitably to be reconstructed at enormous expense by the very same taxpayers who would pay today for putting in the system.

A SMALL BONE OF CONTENTION.

It was a pity that the Mayor last night chose to fall out with Alderman Morrissey over the petty question of the cost of an electric fan, purchase of which was proposed by the Electric Light and Phone committee to render the lot of the "hello" girls more congenial on sultry days. No matter how right the Mayor may be as regards the difficulty of financing various expenses necessary for the city, his veto of this proposed purchase in the teeth of a majority vote in its favor by the whole Council is not calculated to improve his popularity. All Prince Rupert knows

that the municipal phone system is good, and the service excellent. All Prince Rupert knows that the municipal phone system for long held the position of being the only municipal concern that was actually paying. Prince Rupert is not too large a city yet for the citizens using the phone to appreciate the personalities of the ready and attentive "hello" girls who help in no small measure to make the system the envy of the Pacific Coast. There are few citizens surely who would not even go out of their way to further the comfort of the phone girl cooped up at the switch board with fairly heavy and hot head gear. But while the gallant Irishman in Morrissey makes him do battle for the girls, while his consistent consideration of the welfare of labor makes Montgomery follow suit, while Maitland and others at the council board are big enough men every way to favor the fifteen dollar outlay, the Mayor chooses to cheese-pare "most impressively" over one little item involving the comfort of girl labor for the city.

WEST REMEMBERS RECIPROCITY.

Just as nothing succeeds like success, so nothing fails like failure. Everybody can see now that it was the height of folly for Mr. Rogers to identify himself with the conduct of the Saskatchewan campaign. The Free Press warned him before the fight began that nothing but success, which was highly problematical, could justify his interference; but at that range warnings were wasted. The intervention of the Dominion forces undoubtedly accentuated the Liberal victory. The electors resented what they regarded as an attempt by eastern interests operating through the Dominion government to destroy a government whose fiscal views they did not view with favor and slaughtered the Conservative candidates right and left.—Manitoba Free Press.

Vancouver Brand :- Portland Cement

This Cement, supplied for the Church of England, has been tested by C. D. Heward, J. H. Pillsbury and J. L. Proctor, and eight briquettes showed an average tensile strength of 792 pounds to the square inch. Standard specifications call for 450 to 550 pounds to the square inch. The city specifications called for only 400 pounds to the square inch.

Agents: C. B. Schreiber & Co., Ltd. 4th Street
Prices on Application. Every Barrel Guaranteed.

VANCOUVER STABBING FRAY
IS RESULT OF OLD VENDETTA;
ONE MAN DEAD, ONE IN GAOL

(Special to Daily News.)

Vancouver, July 22—Five years ago there was a sworn vendetta in Italy between two men named Giuseppe Bruzzisi and Antonio Bianca. Last night Bruzzisi was stabbed to death and Bianca lies in the police cells, though the charge against him is the nominal one of carrying concealed weapons.

Story of the Crime

The murdered man left the house of a friend named Antonio Barbor, near Victoria drive, and had gone but a few yards when he was done to death. According to a mutual friend of both men quarrelled in Italy over a girl and since then the feud has been kept up. Bruzzisi came to this country just before Bianca was convicted on a charge of having stabbed Tony Ross in a saloon quarrel and

upon his release the men apparently became friends.

Stabbed in the Dark

In company with Bianca and another Italian, known as Dominic parties left Barbor's house shortly before nine o'clock. Bianca and Bruzzisi had quarrelled earlier in the day but the trouble was thought to have been amicably settled. Barbor was alarmed a few moments later on hearing a cry and the sound of some one falling on his doorsteps. Rushing out he found Bruzzisi lying on the street with his hand clasped over a wound in his stomach just below the heart. The wounded man was gasping for breath, with blood flowing from a knife wound below the heart and a few moments later died without regaining consciousness. Bianca returned while the detectives were in the house and appeared to be confused. Re-

cognizing him as a man who had taken part in a similar affair before Detective Perry followed him when he hurriedly made his exit after murmuring something to Barbor. He was then arrested.

SESSION OF
PARLIAMENT
NOT FIXED

(Special to Daily News.)

Ottawa, July 22—The Canada Gazette contains notice of the prorogation of parliament until August 31. As there is no possibility of the House meeting before November, the notice is certain to appeal at least once more before the date of sitting is definitely fixed.

"How is your wife, John?"
John (the waiter)—Well, I don't know, miss When the sun don't shine she's miserable, and if it does shine she says it fades the carpet.—Tit Bits.

Best room in town at the Savoy.

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.

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There's Many a Slip 'Twixt the Negative and the Hypo

—Drawn for The Daily News by "Hop"

