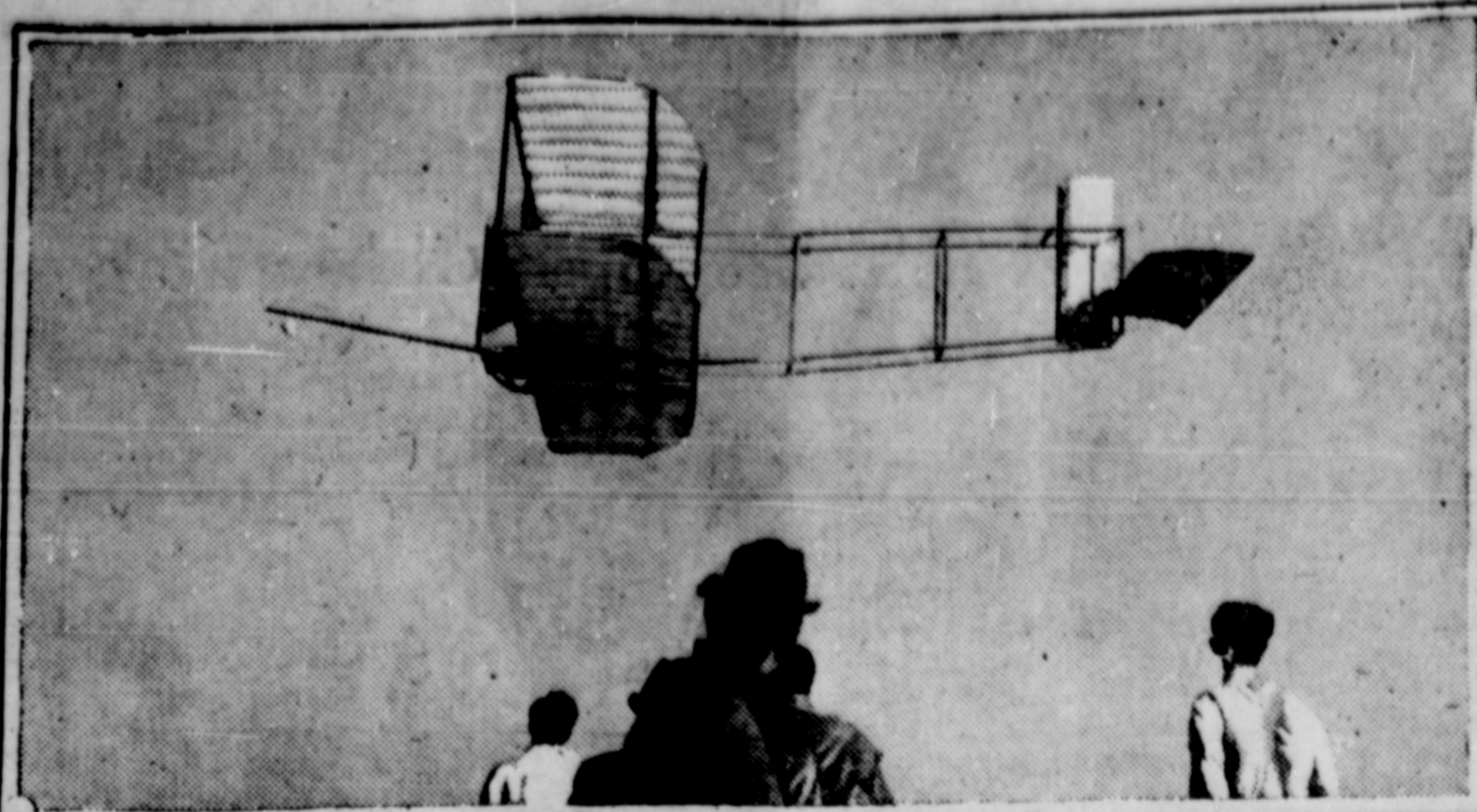


BOX KITE MULTIPLANE PROVES REASONABLY RELIABLE



Pasadena, Cal., July 20—proved highly reassuring. The machine which attempts to realize the stability of the tethered box kite, has performed some surprising experimental flights, and has developed the expected power to glide safely with engine stopped.

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DAILY EDITION.

WEDNESDAY, JULY 24

Daily News on Daily Doings

MAYOR MADE A MISTAKE

No more marked indication that the citizens are not behind the mayor in any mean or petty penny-wise policy for Prince Rupert could be seen than the action of the community in regard to the purchase of an electro-ventilating fan for the Telephone Department. Hardly had the Daily News appeared giving prominence to the mayor's mistaken zeal for civic economy in this respect, than Acting chairman Kerr, of the Telephone Committee was besieged with offers from the citizens to subscribe the price of the fan. Twenty fans could have been purchased with the money offered. Patrons of Prince Rupert's excellent telephone system will be pleased to know that the fan is now ordered and the little hello girls' lot in the present hot weather will be happier accordingly. The mayor will probably be pleased, too, since others have paid for the fan.

HIPPOGLOSSUS VULGARIS

No specimen of this useful creature will ever be found in the proposed menagerie to be established some fine day on Acropolis Hill. Opportunities for viewing the Hippoglossus in his natural haunts are extremely rare. Even the hardy Hippoglossus hunters of Prince Rupert see their quarry only in extremis after he is captured. Yet the species flourishes in thousands, in tens of thousands, in millions even, very close to Prince Rupert; and upon the industry of capturing Hippoglossus great hopes of prosperity for Prince Rupert are rightly based. People of Prince Rupert have immortalized the hippoglossus on their city's coat of arms, and even proposed half-jestingly, a monument to him. A

monument in the commercial sense, does actually exist to him in the great concrete cold Storage plant at Seal Cove. For the Hippoglossus Vulgaris is simply the halibut.

ROBBED THE WEST OF RECIPROCITY

It would be useless to attempt to disguise the fact that the west (Alberta and Saskatchewan) is keenly disappointed over its failure to obtain access to the larger markets of the United States, and so long as that feeling of disappointment prevails it cannot be said that reciprocity is dead. Nor can we afford to close our eyes to the fact that the provinces mentioned feel aggrieved with us in the east for the part we played in thwarting their desire. No amount of specious argument or flag-waving will allay that feeling or satisfy the west that it has not been robbed. Such was the assertion of Mr. G. Frank Beer, retiring chairman of the Toronto branch of the Canadian Manufacturers' Association, referring at the annual meeting the other afternoon to the defeat of reciprocity with the United States.

MORE MONEY LESS TALK

"What the British Empire needs is More Talk," and Rt. Hon. R. L. Borden ably and eloquently proceeded to meet that need. If talk were money Canada had provided enough speeches to build all the Armadas in history. But of "the stuff that is more precious than talk" Canada has not given enough to build a rowboat. Mr. Borden's speech was fine, but there has been a superfluity of speeches on the subject of Canada's share in the defence of maritime freedom. The time has come for Canada to either close its lips or open its cash box.—Toronto Telegram.

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
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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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