

THE DAILY NEWS

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DAILY EDITION.

FRIDAY, JULY 26

Daily News on Daily Doings

CITY ENGINEER PROBLEM.

City councils seem always in some kind of a fix over their engineering departments. If a city has a good engineer attending to the works in hand economically, it is ten to one that he is not properly appreciated. If a city has an incompetent engineer, he is generally as hard to dislodge as an octopus in a rock cleft. As a rule it is far easier for a city to lose a good man than for it to get rid of an incubus. Since his aldermanic days Mayor Newton has been bothering about engineering matters. Circumstances and the Mayor have reduced the city to the romantic condition of a November rose garden. Over the problem of the planting of a new rosebud city engineer from a list of some half a hundred anxious aspirants who answered the city's advertisement with the alternative of more closely cultivating the last lingering rose of the dear old garden, the Council is at present wrestling. And the question before them seems to be: Is a rose in the hand better than a bunch on the bush? But the trouble is that the last lingering rose has to be persuaded to express even an inclination to bloom supreme in the city garden of engineering growths.

SHORTAGE OF MEN.

Collingwood Schreiber is reported to have stated that there is a great shortage of men on the G. T. P. and that work is proceeding quietly in consequence. I. W. W. agents say that the work is so quiet in some quarters that as at the building of Solomon's temple there is no sound of hammer

or axe or of any tool at all. Over in the prairies the cry is for men and more men to help reap the harvest. A few acres of last season's harvest may even still be found rotted on the stalks. For there was a shortage of men last year, as there is again this year. In the old country the suffragettes are rampant, and the Prime Minister has to conceal his engagements. There is a shortage of men there. And all over there are quite desirable women who find it remarkably difficult to become wives. The world must be running short of men.

WEST MUST HAVE MORE MARKETS.

Mr. G. Frank Bear, addressing the Toronto branch of the Canadian Manufacturers' Association the other day, said the west must have wider markets. For its own good as well as for the upbuilding of Canada as a whole, he hoped they would come through the development of diversified manufacturing industries west of the Great Lakes. When the benefit to the whole of Canada resulting from industrial occupations was appreciated, as no doubt it shortly would be, by those in the west engaged in agricultural pursuits, he did not think there would be found any division of interest in working together for a common end, namely, an all round industrial and agricultural development. If the manufacturers could speed the day when there would be in the west a prairie broken at frequent intervals by busy towns and populous cities whose hives of industry afforded the farmer a profitable market for everything he produced, he felt sure they would be acting not only in their own best interests of a united Canada and a united Europe.

THE "DO THINGS" SPIRIT.

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Graham Kearney, Mgr.

808 974

Find It Through a News Want Ad.

FRANK BEING SLID ON AGAIN

That the townsite of Frank, Alberta, once wiped out by a big landslide in 1905, was again threatened on Friday last by a slide which lasted five minutes and which sent the inhabitants of the town scurrying for safety, is the story brought to Calgary by E. P. Howard of Vancouver, now a guest at the King George Hotel, who was in Frank on that morning.

"We were at breakfast in the Sanatorium Hotel when the head waiter rushed in shouting: 'Everybody out at once,'" said Mr. Howard in telling his story, "and everybody ran out. Outside the hotel a good view of the mountain could be had, and a big section of the land was sliding slowly down, making a roaring noise and uprooting trees and boulders as it came. The people of the town were running west, but the slide confined itself to the path made by the first slide of 1905, and did

not do any damage except to a few unoccupied houses and a small strip of land along the edge of the first slide. However, it plainly showed that the people of Frank are not moving any too soon, and since Friday there has been a general exodus from the town."

LACROSSE WAR MAY END THIS SEASON

Ottawa, July 24.—It is stated on good authority that there will be a truce at the close of the present season between the National Lacrosse Union and the Dominion Lacrosse Association. President Jimmie Murphy, of the N.L.U., wired the Capitals last week that he would be here in a few days and it is believed that his mission will involve the suggestion of certain proposals from the "Big Four" or from clubs interested therein.

Cream from the Royal Dairy will whip. Phone 35. 177

G. T. P. COAL LANDS UP RIVER DESCRIBED

Considerable prospecting has been done by the G. T. P. Company on its coal locations on the Telkwa River and its tributaries, Mud and Goat Creeks, the work having extended over three seasons, and being carried out under the supervision of C. E. Belts, M. E. Several tunnels were run, and in the fall of 1916 a diamond drill was put to work. No. 1 tunnel was driven near the north-eastern edge of the synclinal trough in which the coal measures lie. Mr. Leach reported that at the point of entry on the southeast bank of Mud Creek the seam was nearly horizontal, but on driving it was found to have a light southeasterly dip, which at 118 feet from the entry brought the coal to the surface again. The seam is 3.9 feet in thickness, and is overlaid by 3 feet of shale, followed by 3 feet of coal.

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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What the City Ed. Don't Know About Flashlights Ain't Worth Knowing

—Drawn for The Daily News by "Hop"

