THE DAILY NEWS

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Supermuseus will greatly oblige by promptly calling up Phone 96 in case of

DAILY EDITION.



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 persnaded to express even an in-

BORTAGE OF MEN.

growths.

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

clination to bloom supreme in

the city garden of engineering

Over in the prairies the cry is reap the barvest. A few acres of fast season's barvest may the stalks. For there was a shortage of men last year, as there is again this year. In the old country the suffragettes! are tumpant, and the Prime! Minister has to concel 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 al. 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 doubtle it shortly would be, by those in the west engaged in agricultural pursuits, he did not | think there would be found anyltogether 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 2 whose hives of industry af-.forded 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.

Better boost things than knock when the boosting is true, but the best for the town is what business men do.

Canadian General Electric Company, Limited

Motors, Mining and Contracting Machinery Electrical Apparatus of every description

Phone 245

Graham Kearney, Mgr.

BOE 974

Find It Through a News Want Ad.

FRANK

which which tasted five minutes and which sent the inhabitants of the town semrying for safety, is the story brought to Calgary by E. P. Howard of Vancouver, now a guest at the King George Botel. who was in Frank on that morm-

by the first slide of 1905, and did will whip. Phone 35.

A Modern Force

in Business

ADVERTISING has established a new

order of things in commerce. It has

become a mighty power in business prog-

ress; a complex yet comprehensible trans-

mitter of many parts for the distribution

bottle provides us with cold drinks

with the weather at 90 degrees or

gives us a warm beverage when Jack

Modern advertising has elevated

the standard of business ethics. It

protects the manufacturer from un-

scrupulous competition and the con-

sumer from base imitation. It con-

serves trade-extends business-

creates good will. It enables the cor-

poration, 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

Modern advertising has opened up

new opportunities to the oppressed

and poor of far-off lands. It has

turned an unceasing tide of immigra-

tion to new countries. It has de-

veloped 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 advance-

ment of mankind-the most potent,

indeed, of the many forces influencing

Frost dips at 40 below.

respective merits.

human action.

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 enter-

prise-to establish a medium of

understanding between buyer and

seller as a basis, for mutual profit

and advantage - to prescribe an eco-

nomical price and the maintenance

None know better than the buying

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 understand-

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 fra-

grant countryside to our door. Men

shave in comfort in ten minutes where

they used to take twenty. A magic

Modern advertising has enabled "

ing and guided our judgment.

public how well these functions have

of a fixed standard of quality.

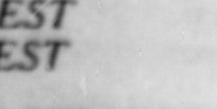
been fulfilled.

Considerable prospecting has been done by the G. T. P. Company on its coal locations on the Telkwa River and its tributaries. Wood and Goat Creeks .the work having extended over three sea-M. E. Several tunnels were run. and in the fall of 1910 a diamond and is overlaid by 3 feet of shale, followed by 3 feet of coal.

Best room in town at the Savoy.



WIFTEST UREST



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TATE Phone 156 Gm

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quiry involves no obligation on your part -- so write if interested.



