

### THE DAILY NEWS

THE LEADING NEWSPAPER IN NORTHERN BRITISH COLUMBIA  
Published Daily and Weekly  
Guaranteed Largest Circulation

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HEAD OFFICE

Daily News Building, 3rd Ave, Prince Rupert, B.C. Telephone 98.  
TRANSIENT DISPLAY ADVERTISING—50 cents per inch. Contract rates on application.

DAILY EDITION



Saturday, Sept. 12, 1914.

Everybody is aware of the vast difference between conservative business methods and the loose ways of the dashing speculator. The hard-headed man of business is never caught napping. He is always master of the situation and no stress or panic can seriously interfere with his success. The speculator, on the other hand, makes for larger dividends. In times of prosperity his wealth often doubles and trebles several times during the year. He is, however, very much like the man who hurriedly built his house upon the sands and when the storms and the winds of adversity began to beat upon it it fell and great was the fall thereof.

This two ways of doing business is not confined to individuals. Corporations can do likewise and some of Prince Rupert's ventures seem to clearly illustrate the man who built his house upon the sands. During this year the City Council instead of conducting the affairs of the city along sane and business lines took a long chance on the future and if the city is not seriously embarrassed it is entirely because it has a "solid rock" foundation. In the first place, instead of providing money to take up the certificates of a million and a half due in a few months and for which a splendid offer was given, they dilly-dallied until

it was too late. In the next place, they turned down at least a reasonable offer to supply temporary power to the city and jumped into building a costly municipal plant. Had they had a real stroke of luck this might have been successful, but it was speculation and not business and, the way things turned, very had speculation at that.

Besides this miscarriage of their plans, what a boon it would be to Prince Rupert today to have a strong company outside our gates and deeply interested in our welfare. Besides supplying a large amount of labor they would be under necessity to induce industries to locate here in order to make a market for their power. This craze for city owned utilities is all very good but every little city cannot jump into great undertakings, and especially is this true of a city that has the physical problems to overcome that we have. Good luck might have pulled us out of this all right but, as a budding orator recently said, "You mustn't depend upon the Almighty to pull you out of all your scrapes." In this case the slang phrase of "biting off more than you can chew" is aptly applicable.

Will Prince Rupert learn the lesson and refuse hereafter to elect men who cannot be guided by the dictates of business? If she does not, then look out for squalls.

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### FARMERS URGED TO PLANT MORE WHEAT

Ottawa, Sept. 9.—A patriotic appeal to Canadian farmers to plant as large an area of wheat as possible this coming season has been made by the government.

The following statement was issued by the department: "The Minister of Agriculture is in receipt of a cable from Liverpool expressing the views of some members of the Liverpool Corn Exchange in regard to increasing wheat acreage for the next year. It is pointed out that the area likely to be sown to wheat in Europe would be seriously reduced owing to the mobilization of nearly twenty million men. The Dominion government is strongly impressed with the desirability of increasing the acreage in Canada. Apart from the practical condition that wheat next year will yield a large financial return to the growers, there is the great fact that Canadian farmers who, by extra effort, enlarge their wheat acreage, are doing the best thing possible to strengthen the Empire in its day of trial."

### GERMANS HAVE ABANDONED LUNEVILLE

Paris, Sept. 10.—A dispatch from Nancy states that it is rumored the Germans have evacuated Luneville. In commenting on the dispatch The Temps says it seems certain that the Germans have abandoned the heights surrounding Luneville.

### NOW'S THE TIME TO LICK GERMANY IN TRADE WAR

Ottawa, Sept. 10.—Sir George Foster, Minister of Trade and Commerce, has issued an appeal to Canadian manufacturers to war situation to capture German trade, both in Canada and throughout the world. Sir George says, in part:

"For the British Empire, home and overseas, the instant pressing duty is to possess itself of a generous share of the production and trade lost to Germany and so to reap the advantages of a great industrial and commercial victory which shall in some measure compensate the country for the sacrifice of war. Not only should we fill to the greatest possible extent the void thus created, but we should make our position so strong in these markets as to secure ourselves from being ousted by Germany hereafter."

"Whilst a comparatively small number of our manhood fights the battle for Imperial existence and control of our ocean highways, those who remain should with spirit and energy throw themselves into the task of attacking possession of the markets from which our enemies have been driven and supply them with the products of our own fields and factories. Here is a peaceful field of operation in which we can carry out a bloodless but most effective and profitable warfare."

"First, let us fill as far as possible the call for the \$16,000,000 worth of goods with which Germany and Austria provided us last year and which will this year be absolutely debarred, and, secondly, what we cannot supply ourselves let us purchase from Great Britain and the other parts of the Empire. Let us covenant together to buy goods 'made in Canada,' 'made in Britain' and 'made in the Empire,' and thus shall we give employment and the profits of production to the Empire's home workers."

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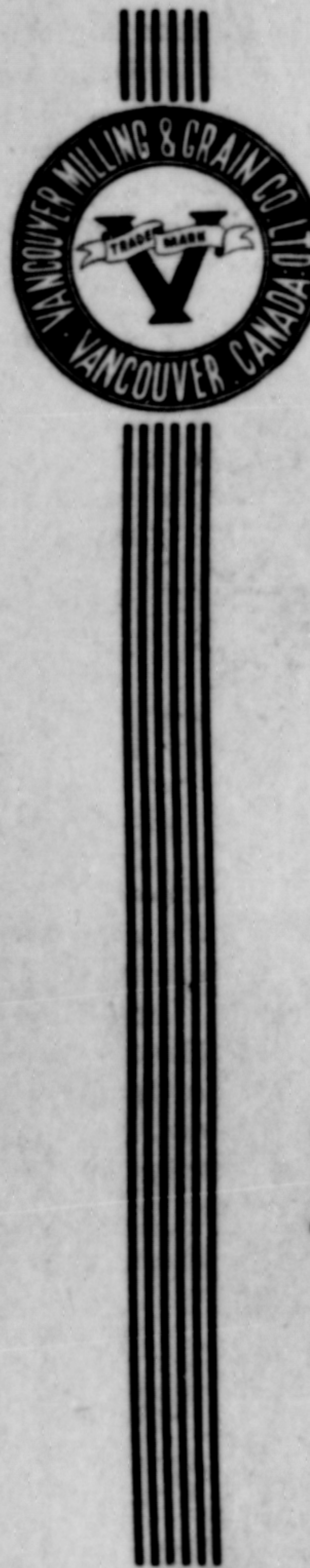
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### There is one thing more deadly than shot and shell

on the battlefield. IT IS HUNGER. Bread is the foundation for the soldiers' rations. Bread that makes bone and muscle and girds the strong right arm for the bayonet charge—bread that feeds and nourishes the entire body and permits of unerring aim to decimate the enemy's ranks. But any bread won't do. It must be made from the ripest, plumpest wheat. It must be cleansed of all impurities. A perfect flour for Tommy Atkins is

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### Was It This Side of War That Sherman Referred To?

Drawn for The Daily News by "Big"

