

THE DAILY NEWS

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HEAD OFFICE

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DAILY EDITION

Thursday, June 3, 1915.

PUBLICITY.

If a man, or a business house, or a city have special lines to offer they must advertise. Merit usually comes into its own in the long run, but it gets there much quicker by a publicity campaign. It wasn't tea that made Lipton famous, it was advertising tea.

Every city in Canada is anxious to draw attention to its particular advantages, and Prince Rupert is no exception. In most cases such work is carried on by the Board of Trade, and usually at the expense of a few public-spirited men. If it is successful, the whole community benefits by it, and usually takes credit for it; if it is unsuccessful, the few public-spirited men are too often blamed.

Prince Rupert Board of Trade, in November, 1913, opened a Bureau of Information, in order to collect interesting facts and figures about Prince Rupert and the district of which it forms the centre, with a view to placing them before people who might be interested. Much valuable information has been collected about fishing, mining and lumbering, particularly. Enquiries at the rate of one hundred and fifty per month have been intelligently and conservatively answered; important visitors have been interviewed; articles have been published in various periodicals, and every question vital to the welfare of the city has been dealt with.

The bureau was able to furnish data to the gentlemen who worked so hard to obtain the fishing concessions recently granted, and is at present preparing a statement of the mineral resources of the district for Colonel Carnegie, while it also has under consideration the question of a copper refinery and reduction plant for the city. Valuable work has been done in regard to freight rates, passenger and mail service, customs clearances, etc.

The work has been carried on economically, but still at considerable expense to a num-

ber of public spirited gentlemen. Much valuable work has been done, and is still being done, and it seems unfair that a comparatively few private individuals should be burdened with the cost of work which is so important to the whole community. For instance, absentee property holders will benefit greatly from such a publicity campaign without contributing even one cent towards its prosecution. Funds are needed for the continuance of the work, and it is essential that the work should be carried on, and the present method of doing so seems to be the most economical and effective. Money is scarce and times are hard, but this is just the time to do publicity work. All over the country people are unsettled and considering changes, while in good times they are much more liable to be content with their present surroundings.

Prince Rupert has the good, but it must keep on telling people that it has them.

CATTLE SHORTAGE IN SCOTLAND CLOSES STORES

A shortage of cattle and a consequent prohibitive price for beef has caused 200 butchers in the city of Glasgow to close up their stores.

TUESDAY'S BASEBALL.

Northwestern League.

Tacoma, 14; Vancouver, 5.
Seattle, 3; Victoria, 1.
Spokane, 9; Aberdeen, 1.

National

Philadelphia, 4; Brooklyn, 5.
Chicago, 2; Pittsburg, 0.
Cincinnati, 2; St. Louis, 4.
New York, 0; Boston, 1.

American.

Washington, 5; Philadelphia, 3.
St. Louis, 2; Cleveland, 1.
Boston, 4; New York, 3.
Detroit, 1; Chicago, 4.
Coast League.
Salt, Lake, 2; Venice, 3.
Los Angeles-San Francisco and Oakland-Portland games postponed; teams traveling.

EAT'S
GILLET'S
CLEANS
LYE
DISINFECTS



VON BUELOW.

The late German Ambassador to Italy.

DENTAL PLATES NO LONGER DEBAR FROM ENLISTMENT

Hundreds of applicants for service at the front will be pleased to know that artificial teeth plates will no longer bar them from enlisting. According to orders received by the District Medical Officer at the Capital, men wearing partial dental plates will be taken on the strength of the overseas forces.—News-Advertiser.

Salvation Army.

Public meetings, Tuesday, Thursday and Saturday at 8 p. m. Sundays at 7:30 p. m.

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MAY HAVE BEEN PLOT TO DESTROY JAPANESE SHIP

Among the many theories suggested as to the scheme for destroying the dynamite at Seattle on Sunday is one that involves a plan to blow up the vessel supposed to be carrying it across the Pacific to Vladivostok. According to this view, the bomb which exploded was put among the powder not Saturday, but several days ago, with a clockwork attachment set to explode at a time when the vessel would be well out to sea, or, perhaps, at her destination at Vladivostok. It has been learned that it was the original intent of the shippers to load this explosive on the Kaifuku Maru at Tacoma.

The master of the Kaifuku received a threatening letter several days before his departure, indicating that his vessel would be blown up as a penalty for carrying munitions to the Russians. The vessel was thereupon guarded closely by the authorities at the request of the Japanese consul. As a further precaution, the powder shipment was refused at the last minute, and it was then planned to send the explosive out on the Shinsei Maru from Seattle. She also refused it, and it then became the purpose to send the explosive on the Hazel Dollar. In the meantime, however, the theorists think the hour arrived for which the explosion was set, and the scow incident followed.—Seattle P.-I.

ECHO OF GREAT BLAST REBOUNDED FROM HILLS

When fifteen tons of Hercules powder shook Seattle early Sunday morning residents in suburban hills and valleys heard the uproar of a titanic game of bowls as hill tossed the sound to mountain and mountain peak back again to hill. The first terrific clap which woke the city was prolonged for listeners in many situations into a sturdy uproar lasting several minutes. Speeding across the Sound, the reverberation met the barrier of the Olympics, and on the East the Cascade range, so that for many it continued to growl even after the great mushroom column of smoke over Elliott Bay had dissolved into clean air.—Seattle P.-I.

Between Germany and Mexico the peace-loving Woodrow Wilson certainly has his hands full.

The man with a spotless past is generally too young to have figured in politics.

Coughing scatters germs —Stop it

Coughing increases the irritation of the already inflamed mucous membranes and is moreover apt to carry disease to others.

Mathieu's Syrup of Tar and Cod Liver Oil promptly stops coughing, and soon, thanks to its tonic properties, effects a permanent cure.

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Powders—these are useful also to chase the
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4-1-13

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Seattle

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S.S. PRINCE GEORGE
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—By "Hop."

A constant dropping wears away a stone. A slight eyestrain injures the head because it is constant strain which first manifests itself as a slight discomfort should be remedied at once. This we guarantee to do. Glasses. Consultation free. Delays are dangerous.

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