

A Wise Purchase is the Best Economy

"SALADA"

TEA
Is the wisest purchase you can make.
Pure, Fresh and so Delicious—Just try it.

THE DAILY NEWS

PRINCE RUPERT - BRITISH COLUMBIA

Published Every Afternoon, except Sunday, the Prince Rupert Daily News, Limited, Third Avenue.

H. F. PULLEN, Managing Editor.

SUBSCRIPTION RATES:

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By mail to all parts of the British Empire and the United States,
in advance, per year.....\$6.00
To all other countries, in advance per year.....\$7.50

TELEPHONE RATES

Transient Display Advertising.....\$1.40 per inch per insertion
Transient Advertising on Front Page.....\$2.80 per inch
Local Readers, per insertion.....25c per line
Classified Advertising, per insertion.....2c per word
Legal Notices, each insertion.....15c per agate line
Contract Rates on Application.

All advertising should be in The Daily News Office on day preceding publication. All advertising received subject to approval.
Member of Audit Bureau of Circulations.

DAILY EDITION

Wednesday, Dec. 6, 1922.

Advertising in Modern Business.

Advertising in modern business has become a most important part of a business education. The immense importance of advertising was recognized long ago by business men of enlightenment and vision. Nevertheless there are today many business men who have failed to realize its importance.

It is recognized that many men in business today who do not advertise still do a worth while business. These men have probably taken a chance in business and have made good, and rely solely upon their personal connection. However, in time such a personal connection gradually falls away. The population of a town is gradually changing and unless new citizens become acquainted with the various names of the business houses and what they have to offer they will naturally be passed over for the more progressive business house which constantly keeps its name before the public and which tells the man and woman on the street what it is in business for.

Another point in favor of advertising, which is often lost sight of, is the fact that there is constantly something new being put on the market by the manufacturer. Such output eventually gets into the hands of the retailer but unless the purchaser is acquainted with the fact such goods will often remain on the shelves for a long period, perhaps for ever. Unless the merchant tells the public what he has to sell, it is folly to expect the customer to come in and ask for it.

Use Judgment In Advertising.

A man who advertises without comprehension of the laws and fundamental principles of advertising is not getting the full value out of his advertising that he would obtain if he gave proper thought to the subject.

In exceptional cases chance may favor the hit and miss advertiser but successful advertising can only be accomplished by a thorough knowledge of cause and effect. Advertising today is a science just like personal salesmanship. In fact, advertising is nothing more or less than salesmanship on paper.

In the old days the advertising methods adopted were very crude. The introduction of the town crier, the gentleman of portly bearing with the loud voice and big bell who did the town advertising by the use of his lungs, was perhaps the earliest advertising medium. Within the last century the art of advertising has grown enormously all over the civilized world, and each year the subject is studied more closely by the manufacturer, wholesaler and retailer. Advertising in a newspaper has become to the intelligent reader of as much interest as the reading matter or news.

Circulation Most Important Consideration.

The item of paramount importance to any advertiser is circulation. Circulation means the exact number of copies of a given periodical, or newspaper, which reach paid subscribers. The larger the guaranteed circulation of any newspaper, periodical or journal the greater the value of its advertising space. The question of circulation commensurate with the growth of advertising has become the all important subject especially in the case of the daily newspaper. Advertising is the financial base of a newspaper and to give the advertiser value for his money it is necessary to have circulation. To mitigate against the abuse of newspaper circulation by the publisher the Audit Bureau of Circulations, composed of expert auditors, with headquarters in Chicago, has been organized for the purpose of safeguarding the interests of all users of advertising space. Such an audit is the Hall Mark of genuine paid circulation. The A.B.C. is the recognized circulation authority all over the American continent.

Prior to the establishment of the A.B.C. the "say so" of any publisher as to the number of subscribers to his publication was good enough from an advertising standpoint but not so today. No reputable advertising agency, through which most of the large advertising appropriations are administered, will accept any figures bearing upon the circulations of a newspaper unless compiled and audited by the Audit Bureau of Circulations.

Advertising For Profit, Not For Charity.

Among the early important advertisers were the patent medicine men, and the material success of so many of these demonstrates the value of publicity when efficiently handled. Nineteenth century fortunes were made in patent medicines by the use of advertising mediums that could not compare in any way in circulation and advertising value with the newspapers and periodicals of today.

There is a tendency on the part of many business men today to regard advertising as an unnecessary outlay of money, some men even going so far as to look upon it as philanthropy, but there is not a newspaper, periodical or journal worthy of the name that is looking for charity.

IMPORTATION MUST CEASE

Attorney General Tells Why He
is Asking for Dominion
Legislation

VICTORIA, Dec. 6.—Attorney-General Manson has good basis for his bill, now before the legislature, asking that the federal government transfer the right to import liquor exclusively to the provincial government. Part of Mr. Manson's argument as submitted to the legislature last week was as follows:

The people of this province, by a very substantial vote, decided that the liquor business should be carried on under a system of government control. They expressed themselves as disapproving of prohibition and I take it that their vote meant that they were unwilling that the business should be left longer in private hands where the element of private gain would intervene. The dominating feature of what the people have expressed themselves as approving is that there shall be a government control and if there is to be government control, it would seem to me quite manifest that the business must be transferred in its entirety to the government.

It should be the aim of the government to make liquor available with reasonable convenience to those desiring it, but with such restrictions and safeguards as to reduce excesses to a minimum and accomplish the very least harm possible.

Secret of Illicit Sale

As the law of the Dominion at present stands it is possible for persons other than the Government to import liquor into the province. So long as this is possible it must be clear that there can be no complete system of government control. There are several objections to private importation. First, the stocking of liquor by others than the government within the province makes it possible, despite the fact that it is contrary to law for these persons with private stocks to vend in a manner that inevitably accomplishes the undoing of the Act. No matter how strict a system of enforcement we have, so long as private stocks exist within the province there will be substantial quantities of liquor sold by private persons not only while the government stores are open, but more particularly at hours and upon days during which they are closed. Unfortunately, men will pay extraordinary prices for liquor to illicit dealers if they cannot get it elsewhere and upon the extraordinary margin of profit the illicit dealer thrives.

The sale of a few bottles of liquor at a profit of two or three dollars each in a single day makes a very good day's work for the illicit dealer. The big leader finds it exceedingly profitable to carry a string of small dealers whom he supplies and who, in turn, supply the public. Worse still, the illicit dealer who seeks only private profit has no compunction whatever as to the quantity that he supplies his customers. With him the more the better. Excessive purchase is what he desires and the result is public drunkenness, demoralization of home conditions, and final ruin to many individuals. It is impossible to estimate with anything like exactitude the volume of illicit business carried on in the Province. I venture the statement that 80 or 90 per cent of that illicit business is the result of the private importation of liquor.

Illicit and Immoral

A second serious objection

arises from the illicit trade. There is no guarantee whatever, or practically none, of the quality of the liquor that is supplied by the illicit dealer. The illicit dealer is an illicit character, a man who has few morals and mighty few conscientious scruples as to the quality of liquor he supplies. Liquor in its best form is harmful when taken to excess, but liquor in an adulterated or in an impure form is a quick and very dangerous poison. Lives are seriously endangered by the illicit trade in liquor.

A third objection arises, namely, that private importation of liquor and the illicit trade that follows necessitates a very much larger expense in connection with the enforcement of the Act. Eliminate private importation and you will eliminate at least 50 per cent and possibly a bigger percentage of the cost of enforcement.

Warehouse Must Go

I take exception to the export house too. What is the export warehouse? It is a concern supposedly carrying on the business of exporting liquor to places without the province of British Columbia. The export warehouse carries on trade and commerce and as such its business cannot be interfered with by this province. We license such concerns and we attempt to regulate them and recently we have been quite successful in the latter endeavor, but we have absolutely no power to refuse a licence. There has been a wide misapprehension in this regard. This government has no control in the matter of licensing export liquor warehouses. I have pointed out that their actual business is an illicit business right within our own province. Because of the illicit business that they carry on, which brings our Act into serious jeopardy and very serious jeopardy, and because we do not care to have this province made the seat of illicit shipment of liquor into friendly provinces and states about us, I am of the opinion that the export liquor warehouse must go. It will be useful to know that Quebec, and the other provinces which are carrying on under the same system as we are, has eliminated the export warehouse entirely. This government is of the opinion that a much surer and safer way to eliminate private importation and the export warehouse is to procure federal legislation along the lines suggested in the resolution that I propose.

Cannot Have Both

You simply cannot have control and have private importation. The two things are contemporaneously impossible. If the people so emphatically required control then logically they voted against private importation. It is said again that the principle of our present Act is against the elimination of private importation and in support of that it is pointed out that we have imposed a tax on the private importation of liquor. True, but why deceive ourselves. There is not a member of this legislature but who knows perfectly well that we, realizing we could not prohibit private importation—that it was not intrinsically of this Legislature to do so, did the next best thing we could, we fettered it with all the fetters that we could devise. There is no doubt that the tax was unquestionably meant to discourage private importation and give better Government Control. It was said that if this government would supply liquor of good quality at a fair price illicit dealing would cease. It is scandalous to say that this government does not supply good liquor

PLAYER'S

NAVY CUT CIGARETTES



"Just can't beat 'em!"

Package of 10 - 20
"20" - 35
Enamel Tin - 80 - 90
"100" - 117 1/2

STERLING SILVER

It is surprising how little will purchase a gift of Birks' Sterling Silver. A dainty little Almond or Bon Bon Dish, for instance, at \$2.00. Our Year Book shows a very wide choice in gifts of Sterling Silver, at an equally wide range of prices.

Birks

Henry Birks & Sons Ltd.,
VANCOUVER, B.C.

It supplies the very best liquor that can be bought upon the market and it furnishes it to the public at a price less than does our sister province of Quebec. I want to say more that the Government price is infinitely less than is paid to the illicit dealer when one buys from him a bottle of liquor at 10 or 11 o'clock at night, or at any other hour for that matter when the government stores are closed. And this Government does not propose to advocate for a law to keep open our stores during all hours in order to compete with the illicit dealer. We are not going to do it. If we cannot eliminate the illicit dealer some other way then I am afraid he will have to remain. No weight attaches to the arguments as to the quality and as to price.

Should be Unanimous

That this matter is not one upon which we should divide as parties is patent on the face of it. We all desire respectable conditions. Conservatives in the House of Commons held the same view as this government with regard to the desirability of the legislation and now I want to point to the fact that honorable gentlemen opposite have expressed themselves as approving of the principal of this legislation.

I have gone into this situation somewhat fully, charged as I am with the administration of this difficult piece of legislation I feel keenly on the matter. We may do everything that we possibly can within our power in this Province but so long as there is private importation of liquor in this Province the conditions which will ensue will be (Continued on Page Three).

BAIT - Our frozen herring bait is conceded by fishermen to be the finest procurable at any Pacific Coast Port—and it is "Fishy." Price, \$30 per ton.
ICE - The best way of insuring a good quality trip is to have plenty of our hard frozen ice. Price \$4 per ton.

Outfits - Our well-equipped store can supply fishing gear, fishermen's clothing, groceries and provisions and hardware.

NEW ENGLAND FISH Company
Ketchikan, Alaska Branch

ECONOMY COUNTS
**Eat Good at the
Good Eats Cafe**

AT LESS THAN PRE-WAR PRICES.
Good Food. — Good Cooking — Good Service.
Private Boxes. Phone 361.

Canadian National Railways GRAND TRUNK PACIFIC RAILWAY

S.S. PRINCE RUPERT AND PRINCE GEORGE.
Sail each Sunday and Thursday at 12:00 midnight for Ocean Falls, Port River, VANCOUVER, VICTORIA, SEATTLE. For Swanson Bay, Sunday 4:00 FOR ANYOX, Wednesday, 11 p.m. FOR STEWART, Saturday, 8 a.m.
S.S. PRINCE JOHN.
For North and South Queen Charlotte Islands, Nov. 11, 15, Dec. 5, 19, 23 p.m.

DAILY PASSENGER SERVICE.
DAILY EXCEPT SUNDAY, 8:00 p.m. for Prince George, Edmonton, Winnipeg; direct connections for all points Eastern Canada and United States.

Agency For All Ocean Steamship Lines.
City Ticket Office, 528 Third Ave., Prince Rupert. Phone 250.

CANADIAN PACIFIC RAILWAY B.C. Coast Services

Sailings from Prince Rupert

For Ketchikan, Wrangell, Juneau and Skagway—
November 2, 13, 24; December 4, 15.
For Vancouver, Victoria and Seattle—
November 6, 17, 28; December 5, 22.
S. S. PRINCESS BEATRICE—For Butehead, Swanson Bay, East Bella Bella, Ocean Falls, Namu, Alert Bay, Campbell River and Vancouver, every Saturday at 1 p.m.

Agency for all Steamship Lines.
Full information from
W. C. ORCHARD, General Agent.
Corner of 4th Street and 3rd Avenue, Prince Rupert, B. C.

UNION STEAMSHIP COMPANY OF B.C., LTD.

Sailings from Prince Rupert.
For Vancouver, Victoria, calling at Swanson Bay, Ocean Falls, Tuesday 6 P.M.
For Port Simpson, Nease River, Anyox and Alert Bay, Sunday Midnight.
Calling at Oceanic and Nease Harbour on sailings, Nov. 12, 26, Dec. 10, 24.
Jan. 7, 21st.
Calling at Hazelton, Kameo, and Mill Bay on sailings, Nov. 5, 19, Dec. 3, 17, 31, Jan. 14, 28th.
623 Second Avenue. JACK BARNLEY, Agent. Prince Rupert, B.C.

"I Can Now Do My Work Without Feeling Tired"

Mrs. A. Moffatt, Roxton Falls, Que., writes:



"I suffered from a run-down system and nervous debility. I could not sleep or rest at night, and felt so weak I could not walk any distance. I took several tonics, but they only helped me while I was taking them. Mother advised me to take Dr. Chase's Nerve Food, and I felt great benefit from the first box, and continued taking several boxes. Today I feel like a new woman, and am able to do my work without that dreadful tired feeling."

DR. CHASE'S NERVE FOOD

50 Cents a box, all dealers, or Edmondson, Bates & Co., Ltd., Toronto