

ou are the Judge and Jury who try all adver-

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he makers of clean, wholewell packed foods know

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hose who provide toilet ssories, medicines and cosics; dealers in books, picjewels personal luxof every kind realize necessity of your approval. he fate of any advertised cle is in your hands. The ter must back his adverments with every atom of possible for the price. stakes his reputation and ess upon your opinion of product he offers.

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READ THE VERTISEMENTS r Things Are Offered Daily



a, B.C., or District Forester,

ia, B.C., or District Forester,

MBER SALE X 5478.

rve No. 2, Kitlope River, Range years will be allowed for re particulars of the Chief Fores oria, B.C., or District Forester,

ore of Big Lake, Ellerslie Char

years will be allowed for re particulars of the Chief Fores oria, B.C., or District Forester,

of Lands, at Victoria, not later ears will be allowed for r

articulars of the Chief Fores B.C., or District Forester,

TBER SALE X 5386.

Lands, at Victoria, not later purchase of Licence X 5386 Kitlope River, at the east et Canal, Range 4, Coast Land years will be allowed for re particulars of the Chief Fores-

oria, B.C., or District Forester,

IMBER SALE X 5430 Tenders will be received by the

Coast Land District. 3) years will be allowed for re particulars of the Chief Fores

oria, B.C., or District Forester

Tenders will be received by the of Lands, at Victoria, not later on the 12th day of October. the purchase of Licence X 5250, ,360,000 feet of Cedar, Spruce nerman's Cove, Ursula Channel

Coast District. (3) years will be allowed for reparticulars of the Chief Foresoria, B.C., or District Forester,

THE OFFICIAL OPENING of the Canadian portion of the Pacific Highway between New Westminster and Blaine, Washington, with nearly twenty miles of concrete road, seems an opportune time to give a short history of the cement industry in British Columbia. Its career has been a very chequered one, and for the amount of capital required to establish a cement plant, the results on the whole have been disappointing, hard-earned savings.

It is just twenty years ago that a Mr. J. K. Fisher built a small cement plant on False Creek with the idea of supplying the local demand in the province. This industry early got into financial difficulties and was sold to the Canadian Pacific Railway, who, however, abandoned the project after a short

Mr. R. P. Butchart and asso-

ciates in 1904, at Tod Inlet about fifteen miles from Victoria. Mr. Bulchart is one of the pioneers in the cement manufacturing business in Canada, baving established a plant Owen Sound, in Ontario, over thirty years ago. Later, Mr Butchart, in association with his friends, established a chain of cement plants in Montreal, Que., Lakefield, Ont., Calgary, Alta., capacity was three hundred bar-Hy increased until 1912, when ts capacity was entarged to three thousand barrels per day. The story of the years from 1904 to 1912 is one of steadily expanding business, but since that time the demand has fallen away fremendously. As an illustration it may be mentioned that in 1912 the demand in the 1919 to respectively 106,544 production into British Colbarrels and 105,161 barrels.

In 1912, the Associated Portland Cement Manufacturers. Limited, of London, England, who are the premier cement manufacturers in Great Britain. gamation was formed between the Tod Inlet plant and the new company, in which position the present time. he still remains. Mr. Butchart The British Columbia Cement takes keenest interest in the tion and upkeep of a cement McRae Bros. \$270. famous gardens which surround plant, so that one does not need his beautiful home, both of to think very long to see how which have been such a source beneficial it would be if these of pleasure to the people of Brit- two fine plants could be kept in ish Columbia and visiting tour- operation continuously. The

pacity of the Tod Inlet plant is the whole, been disappointing three thousand barrels per day, in the last twenty years, and it and that of the Bamberton plant is to be hoped that some effort is two thousand barrels per day, will be made to get the two making a yearly capacity of plants operating continuously 1,500,000 barrels. As the sales before any more cement plants in 1918 and 1919 constituted are promoted. The people of only one-fifteenth of the com- Vancouver, the Lower Mainland bined capacity of both plants, it and the Okanagan will long rewill give some idea of the finan- member with resentment the cial stringency which faced the \$500,000 to \$600,000 which was

of the war.

000,00 of this company's stock was sold and largely purchased by the people of British Columbia to construct this plant, which, however, only manufactured eight thousand barrels of cement before it got into financial difficulties. The company went into liquidation and the plant was sold and only realized the small sum of \$25,000. The promotion of this plant was a disaster of the first magnitude as the money obtained to build it was subscribed by people in the Okanagan, Vancouver and other places in British Columbia, who could ill afford to lose their

year 1919, with the demand in the province supplied by the two plants of the British Columbia Cement Company, Limited, situated at Tod Inlet and Bamberton, B.C., with a total capacity of 1,500,000 barrels per annum. Throughout the whole of 1919. 1920, 1921, 1922 and right up to date, the demand has not ex-The next plat was built by ceeded one-fifth of the company's annual capacity, and in consequence it has been found necessary to keep the Tod Inlet plant closed since the first of June, 1921. At the present time the Bamberton plant is only operating to one-half capacify and will have to close down in about two months, with the stock house full of cement.

We are now brought to the

The British Columbia Cement Company, Limited, have \$3,500,and Tod Inlet, B.C. The plants 000 invested in their two cement at . Calgary, Lakefield. Owen plants at Tod Inlet and Bam-Sound and Montreal were berton. Both plants are equipmerged in 1909 into the Canada ped with the latest cement Cement Company, but the Tod manufacuring machinery and Inlet plant, under the trading turn out Portland Cement of name of the Vancouver Portland the very highest grade. All pos-Cement Company, Limited, con- sible demands in the province linued an independent company can be taken care of for many supplying the demand in British years to come, and in an effort Columbia, with Mr. Butchart as to get rid of the surplus capacits directing head. This com- ity the Company has installed a pany was owned by Mr. Butchart barrel cooperage at Bamberton and powerful financial interests for making wooden barrels, so in Eastern Canada. When the that cement can be shipped for plant was built in 1904, its export. A slight measure of success has met its efforts so rels per day, but this was stead- far as shipments have been made in Chile, Guatemala, Salvador, Mexico, Suva, Fiji, Australia, New Zealand and the Philippines. The aggregate of the export business does not run into very large figures. however, and at present European cement manufacturers. owing to low labor costs and depreciated exchange, are securing province rose to 1,389,420 bar- all available export business. rels, but fell away in 1918 and and may dump their surplus

The company, therefore, still faces the disappointing probability of having to keep the Tod Inlet plant closed down for a long time through lack of trade. built a plant at Bamberton, When one contempletes that Saanich Inlet, about 17 miles over \$2,000,000 is invested in from Victoria, with a capacity the Tod Inlet plant, and that of two thousand barrels per day, the annual capacity of 900,000 under the trading name of the barrels of Portland cement is Associated Cement, Company lying idle, it makes one wonder Canada Limited. Due to very why more concrete roads are adverse trading conditions this not built, such as the Pacific plant was shut down at the be- highway, which is entirely a ginning of 1916 and did not re- home product. It is a wellopen until 1921, after nearly known fact that the British Colfive years of inactivity. At the umbia Cement Company, Limend of 1918 the cement used in ited, in order to keep their emthe province had fallen to such ployees in work and to promote very small figures that an amal- concrete roads, have for the past four fears been selling to the Provincial Government cement Bamberton plant, under the at cost price. Concrete roads name of the British Columbia are the finest of all permanent Cement Company. Limited, in pavements and it is to be hoped order that the industry might that the authorities will adopt survive at all. Mr. R. P. Butchart them to a much greater extent was appointed president of the than has been the case up to

history of the cement business As previously stated, the ca- in the province has, taken on coment industry after the close wasted at Princeton. Over-

dapping or over-production in Mention must be made of ana any one line of industry is bad other cement plant which was for the growth of the province built in 1912 and 1913 at and its future progress. Such Princeton, in the Simitkameen conditions have too often ocdistrict of British Columbia. Be: curred in British Columbia altween \$500,000.00 and \$600,- ready, leaving nothing behind

THE newspaper boys do not mind an ordinary war but to have one in Bulgaria would almost break their necks trying to spell the names of the places.

CANADIANS will do well to visit London next year so as to tearn something about Canada.

IN answer to a correspondent wish to say that a lot of people besides bootleggers ride in high powered cars and buy boxes at theatres and have a dollar to spend occasionally.

IF it is not too late, I should like to say that Jack Dempsey, king of boxers, knows the ropes. How else could be have climbed back into the ring.

IF a nation has no national honor, how is it possible to get up a war with her.

WHEN a burglar goes into a small branch store and shoots up the place, carrying off a few thousand dollars, they put him in jail for a long term, but when the officials of a bank cause a few millions to disappear while they issue false reports there is no room for that kind of burglar

There are businessmen who can always tell a good stenographer. Of course he should not tell her too much because she may not always be good.

NINE marriages out of ten are successful so you cynics hide your hald pates in shame.

JAKE wants to know where all the doleful jokers of last spring have gone. He says its hard to find a rea! hardshell pessimist anywhere on the streets or even loafing at a news stand.

POSSIBLY the next war in which we shall take part will be one between John Oliver and W. . Bowser with McRae sniping in on the side.

LAST week there were four inches of snow on the prairies and we were kicking because there was half a day's rain.

THE weather reminds us that the world series is about due to be played.

SOME of the European countries are putting the mock in democracy.

TALKING of changes for the better, George Ham, the veteran I.P.R. publicity man says Another great change has come over our newspapers. Their columns are filled with news of live the same as we used to do." holding any kind of licenses.

OF all bad words Of tongue or pen The worst of all are "A'int she a hen."

PRINTING TENDERS

Telephone Directory to be Issued Soon

The city council last resides at Tod Inlet, where he Company, Limited, are large opened and referred to the utilitakes the most active interest users of coal which helps to ties committee the following in everything pertaining to the keep the mines of the province bids for printing 1550 copies of business and manufacturing op- busy. Furthermore, there are the new telephone directory which erations. It will not be out of about 400 other commodities is to be issued at an early date: place here to mention that he which are used for the opera- Rose, Cowan & Latta, \$265.95:

> If you find you cannot get the subscribe for it and have it delivered to your home.

but a sense of disappointment to the investing public, and an actual waste of our financial resources. In conclusion, one cannot but take pleasure in the fact that the Canadian portion of the Pacific Highway is at last paved from New Westminster to the International Border, and that a product was used which can be truly called all British Columbian. "Convincial government when con- brother-in-law. sidering the construction of further roads throughout the

worth-while Keputation

The head of one of this country's great manufacturing institutions says:

"The Man who builds and the man who buys are both beneficiaries of reputation. To the one it is a continuous spur and incentive--to the other, the strongest of all guarantees that what he buys is worthy."

Patronize the manufacturer or merchant who has a reputation for honesty and fair dealing. Such motives must actuate the consistent advertiser. The man who invests real money in building a reputation for himself and his merchandise cannot afford to risk any of it by taking unfair advantage of his customers. He must retain the good-will of the buying public. Without this, his business cannot succeed

Every time he advertises he puts his reputation in your hands. His products or the wares he has for sale must make good. His service must be as advertised.

That is why it pays to read advertisements, to deal with advertisers and to buy advertised goods.

> Yes, it is worth your while to Read The Advertisements

PRINCE GEORGE

Local trappers are very pleased as a result of the recent session social events and prize fights, of the Game Conservation Board We have improved in every way, here. It is heped that the registhe flappers with us. We do not aliens will be procluded from Burns Lake.

Pooley, Conservative leaders, affer an extended speaking tour Thursday morning Mr. Bowser posits. City Council Opens Bids For New and Mr. Pooley will leave for Giscome and other points east.

> their daughters Kathleen and Hosemarie, are leaving for Seat- day. de where they will reside in future. They have lived in Prince George eleven years.

R. M. McGusty, assessor for Barkerville district, passed through Prince George last week daily News regularly, call in and after having spent a fortnight in the Peace River country on departmental duties. He reports that the farmers there have had the greatest crop in history this season but are unable to reach a market. They are confident that a railway will be built into the the 2nd day of October, 1923, for the district before long.

> forcement of the Game Act this district.

Alex. Wylie, manager of Cancrete for Permanence" is a adian National Telegraphs here, Minister of Lands, at Victoria, not later slogan which we hope will long made a hurried trip last week to than noon on the 4th day of October.

Hugh Blackburn, brother of R. J. Blackburn, is visiting the dis- Prince Rupert, B.C.

trict with a view of establishing in the sawmill business here.

NEW HAZELTON

William Leverett, well known Farmers have spent their money tration of trap lines and fur in Hazelton, and Miss Gladys like drunken sailors and we have farms will be adopted and that Corliss were married recently at

Richard Morrison left last Hon. W. J. Bowser and R. H. Thursday morning for Montreal.

J. D. Galloway, resident minthrough the central interior dis- ing engineer, has returned after trict, will arrive here Tuesday spending several weeks in the night and will address the elec- Peace River district examining tors in the Rex Theatre. On coal, iron and placer gold de-

Thomas Forrest, aged 85, one of the oldest pioneers of this dis-Mr. and Mrs. James Brown and trict, passed away last Wednesday and was buried on Thurs-

> Miss Chadhorn of New Westminster is visiting with her sister Mrs. Victor Sansum.

Dr. George Hanson and party have arrived here to commence their work of investigating arsenic deposits for the federal department of mines. They will spend a fortnight in the district.

TIMBER SALE X 5511.

purchase of Licence X 5511, near Shannor Bay, Q.C.I., to cut 165,000 feet of Cedar Spruce and Hemlock sawlogs. Harry Avison is doing special Two (2) years will be allowed for re duty in connection with the en- Further particulars of the Chief Foresin ter, Victoria, or the District Forester

TIMBER SALE X 5515.

Sealed Tenders will be received by the be viewed with favor by muni- Winnipeg where he was called on to cut 770,000 feet of Fir and Spruce; and cipalities, cities and our pro- account of the death of his 2,000 Fir and Jackpine Ties on an area situated on the north shore of Francois Lake, Hange 5, Coast District. Two (2) years will be allowed for re-Further particulars of the Chief Fores-

ter, Victoria, B.C., or District Forester,

Loggers & Prospectors

Men's Fine Shoes from \$4.50 Men's Brown Calf Shoes, in

Goodyear Welt, wide or narrow toes, from \$5.50

\$8.50

REPAIRING.

Next St. Regis Cafe.

Prince Rupert's Leading Restaurant. A Bakery Unsurpassed.

Third Avenue.

Situate in the old Empress Hotel Building. or the Month. Steam Heated. Hot and Cold

Water. POOL TABLES. First-class Restaurant in James Zarelli - Propriet