

THE FINEST GREEN TEA

produced in the world is grown on the mountain slopes of Ceylon and India. These rare teas, specially blended, give to

"SALADA"

GREEN TEA

H371

a flavor beyond compare - 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.

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DAILY EDITION

Friday, February 23, 1923.

Power Of Advertising Shown In Dog Race.

The general interest taken throughout the country in the Pas dog team race is an example of the power of advertising. The Pas is not an easily accessible place nor is it a place that would ordinarily come into the limelight. They have had, though, a good publicity agent who has kept the world posted on the activity of the camp and the result has been that everyone knows of it and most people of a sporting turn of mind are interested in the dog team races which are run every year over a two hundred mile course.

Without advertising, the World Series baseball would not amount to anything. Already the newspapers of the whole continent have been supplied with nicely printed schedules of games for the baseball season and there has been a good deal of advance copy sent out. This is a type of advertising that counts a great deal. It is begun early and carried on all the time. There is no let up.

So it is with the big boxing matches. The publicity is carefully planned and very expensive but it brings results.

Prince Rupert May Copy Methods.

Prince Rupert may copy the methods of the dog team racers and of the baseball magnates to some extent. Sometimes free advertising can be secured but it has to be carefully planned and skillfully executed. The difficulty is to get the time to undertake the work. Most men of ability are also busy people and cannot undertake the work. A publicity man is worth a great deal to a place but if he is good he is an expensive person and a town this size finds it difficult to finance.

With the means at our disposal, however, something can be done and is being done. We are keeping fairly well before the people of Canada but if we could get what we have to offer placed seriously before the people who might help us financially and industrially it would be putting us in a position to prove whether what we have been saying about our advantages over other places is correct.

Developing From Within.

For many years our aim here seemed to be to import anything we wanted. We sent to the outside for it. We imported our employees and we imported our sportsmen. Now we are changing things. We are developing our own and will soon be on the export market.

An example of the value of developing home product was seen in the basketball game played at Anxox yesterday. The winning team was very largely home product. The boys were trained here and they gave a good account of themselves. They showed that Prince Rupert can produce just as good as is to be found anywhere. When we sent our students to the University they made good in their respective lines. So they are making good in sport and there seems every probability they will make good in the more serious life contests.

Make Good Use Of What We Have.

The main thing for any place is to make good use of what it has. To develop its latent powers, to give the boys a chance in life and the girls too. We often express the belief that Prince Rupert has wonderful prospects, that her future is assured and that she is destined to become a great city. If we believe this we must further ask ourselves the question, what are we doing to make good our faith. If the people sit back and trust to luck, they may depend that they will get nowhere and that we can never expect to be anything more than a fishing village. It rests largely with us.

"There Were Many Things Which I Could Not Eat"

Mrs. H. Robert Wells, English Harbour, Trinity Bay, Nfld., writes:



"I was troubled with nervous dyspepsia—so much so that there were a great many things I could not eat at all on account of the distressed feeling afterwards. I used many different remedies, but they did me little good. Finally I tried Dr. Chase's Nerve Food and Kidney-Liver Pills, and was surprised at the relief this combined treatment gave me in such a short time."

DR. CHASE'S NERVE FOOD

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

BONE TALKS OF SHOE BUSINESS

Tells Why Hides in This Part of Country No Use; Pretty Legend

"I am often asked why domestic hides are so cheap yet good grade shoes are so dear," said D. W. Bone of the Family Shoe Store, in an address before the Rotary Club yesterday afternoon. "The reason is that hides in this part of the country are so badly skinned that often they are worse than useless. They will not tan up and are useful for only the cheaper grades of leather such as is used in certain grades of upholstery. It would pay the farmers to get a man to come to the country and show them how to skin animals properly. In Argentine and some of the European countries the governments have spent a lot of money in teaching how to take off the hides properly. Argentine and France are the chief hide exporting countries for the making of shoes."

Mr. Bone said that shoe making was one of the oldest businesses. The wearing of hob nail shoes by the Romans in the mountains was said to be the cause of their victories over the barbarians.

Technical Work

Discussing the technicalities of the business, Mr. Bone told of the difference between the wetted shoe and the McKay sewn or cheaper grades. He told of the various operations of work in a shoe factory such as cutting, lasting, soling, putting on the heels and finishing. Most of the work was done by machinery although the cutting was mostly done by hand.

The address concluded with an old Egyptian eiderella legend of a slave girl who because of her position was not allowed to wear sandals. Her duty was to affix the sandals of the others. However, she crept away into the reeds and made sandals for herself and became very expert at the work. One day an eagle picked up one of the beautiful little sandals which she had made and carried it away. He happened to drop it in the grounds of the King's palace and the prince went to look for its owner. Finally he found her and made her a princess.

DR. GRANT URGES PEOPLE TO HUSTLE BUSINESS FOR THEMSELVES INSTEAD OF LOOKING TO OTHERS.

(continued from page one)

loyalty to the club and to each other. He told of belonging to a football team that was never "trimmed" except once when they were sold out by a billiard marker.

The value of friendship was emphasized. All writers agreed on this whether ancient, medieval or modern. It had been described as the constant attitude of two people to each other for mutual benefit. He spoke of it as the mortar that binds human souls together.

Friendship often ripened into love. There was not only the love of man for woman but the love of man for man such as the relationships existing between David and Jonathan, Damon and Pythias, Johnson and Boswell, Alfred Tennyson and Arthur Hallam. Friendships have a tremendous influence on us. A person must have a very strong character not to be influenced by his friends.

Choice of Friends

Speaking of the choice of friends, the speaker mentioned that any that had a lowering tendency should be dropped. One did not have to eat a leg of lamb to know if it was fresh, one mouthful was enough. So it was with friends. They soon indicated what they really were. If you went with wolves you would soon learn to bark. Friends whose principles were of a low order had no influence.

There were friendships formed among men engaged in common enterprises. Living in a small town all were engaged in the enterprise of town building. Those living there ought to be all friendly. While other cities seemed to be wrapped up in their own affairs, they were only doing what we were doing. The thing for Prince Rupert people to do was to play their own game and stick together.

In the Rotary Club they were bound by eternal friendship and

BUCKLEYS BRONCHITIS MIXTURE

Sold on a Money Back Guarantee
Instantly relieves Coughs Colds Bronchitis
ACTS LIKE A FLASH
AT ALL DRUGGISTS

Sold in Prince Rupert by W. J. McCUTCHEON.

esprit de corps which made them look to the interests of the club as a whole and through that the welfare of the city.

Ten Years Ago in Prince Rupert

February 23, 1913.

Ald. L. Bullock-Webster and J. W. Chappelle addressed the Boy Scouts in the Presbyterian Hall last night. Scoutmaster C. V. Eville and Assistant W. J. Kenneaux were in charge of the boys.

A jolly skating party was enjoyed at the Auditorium last night by a group of the city's younger folk after which refreshments were served at the home of the Misses Jenns. Among those present were Miss K. Jenns, Miss M. Jenns, Miss B. Curtin, Miss Enoch, Miss L. Fisher, Miss A. DuVernel, Miss Grant, Miss J. Mercer, Miss Rielchel, Miss L. Holby and Messrs. Baird, A. McFarlane, D. L. Pogson, A. D. Golden, C. C. Purdy, W. D. Tippens, A. Stowell, J. Peters, J. W. Chappelle, R. O. Butler, McGee, H. B. D. Hemmel, W. S. Marshall and A. Little.

W. A. Pettigrew, of the provincial government land office, returned today on the Prince John, from a week's visit to the Queen Charlotte Islands on departmental business.

FAREWELL BANQUET CAPTAIN NICHOLSON

Will be Held Next Monday at Vancouver on Steamer Prince George

Next Monday at Vancouver on the steamer Prince George a farewell banquet will be given in honor of Capt. G. H. Nicholson, retiring manager of the G.T.P. Coast Steamship Service who is going shortly to Montreal to become manager of the Canadian Atlantic Transport Co. The majority of the C.G.M.M. officials on the coast will be present including G. A. McNicholl, C.N.R. assistant general freight and passenger agent here, and Reginald Beaumont, superintendent of the C.N.R. Coast Steamship Service, who sailed for the south on the Prince George this morning.

Borden's EAGLE BRAND Condensed Milk

In the past 66 years more healthy children have been raised on Eagle Brand than on all other infant foods combined. Pure, uniform, digestible, nourishing.

Send for free Baby Books The Borden Co. Limited MONTREAL



LIBRARY MEMBERSHIP IS STEADILY GROWING

Several New Volumes Have Been Placed on Shelves of Popular Institution

The membership of the Prince Rupert public library is steadily growing and to date 936 persons have joined, Miss Grant, the librarian, reports.

Several new volumes are now to be found in the library. Among them is Philip's Atlas and Gazetteer of the world, a fine modern compendium of geographical information. Other recent additions to the shelves of the institution are: Stewart Edward White's, "On Tip-Toe," Hugh Walpole's, "The Cathedral," G. S. Richmond's, "Four-Square," W. T. Loeke's, "Tale of Triona," Owen Johnson's, "Skippy Beddelle," Zane Gray's, "Wanderer of the Westland," Jeffrey Farnol's "Peregrine's Progress," O. Douglas' "Ann and Her Mother," John Buchan's "Hunting Tower," Rex Beach's "Flowing Gold," A. Bennett's "Liljan" and "Mr. Prohack."

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The Man in the Moon SAYS—

EAT people who have been using the Goue system for reducing, do not seem much skinnier than they used to be.

I MOVE and the honorable member for Metlakatla will second a resolution that free ham and eggs be provided for all those who hate to get up in the morning to work.—Carried with enthusiasm.

POSSIBLY we might all get to heaven by the resolution route or the Goue system.

WHEN you come to think of it, it seems awful waste that grizzly bears should wear those fine silver tipped coats when a much cheaper grade would answer the purpose just as well.

PUBLIC service carried to the extreme means no service at home.

"WHO threw that apple?" inquired Sir Isaac Newton. Upon further inquiry it was found to have been a woman and she has been throwing apples ever since.

In Manitoba the Tax Commission raise the assessment on the farm and so when the farmers come into power they abolish the commission. That is one of the things they are in politics for. They have a fang to sharpen.

PERHAPS you have heard of that shop called the Olive Branch. It is so called because each of the doves who wait at the counter has a bill in readiness for your emblem of peace.

WE all want to work, but we also like to get at least a modicum of compensation for our labors.

TO ACT ON BOARD

Timbermen's Association Appoints J. R. Morgan to be its Representative at Victoria

The Northern British Columbia Timbermen's Association has appointed J. R. Morgan of this city to represent them on the Forest Protection Board which meets in Victoria on February 28.

FISH SALES

The following fish was sold yesterday afternoon: Common-wealth 25,000 to Cold Storage, 14.10c, and 8c. Cape Clear, 13.00c, Booth Fisheries, 14.70c, and 8c. West Fjord 4,000 Booth Fisheries, 12.20c, and 8c. Fremont, 12,000, Pacific Fisheries, 14.80c, and 8c. All, 7,000, Cold Storage, 13.20c, and 10c.

Power Of Press

He hugged her in the shadowy gateway. "Oh," she giggled breathlessly. "I never realized the power of the press until this moment." —American Legion Weekly.



"When the stormy winds do blow"

So goes the old sea song, and it would be good advice to add

DRINK

Baker's Cocoa



It is warming and sustaining, for it has genuine food value, and may be safely indulged in any hour of the day for it is stimulating only in the sense that pure food is stimulating.

It is delicious too.

MADE IN CANADA BY WALTER BAKER & CO. LIMITED

Established 1870 CANADIAN MILLS AT MONTREAL

Booklet of Choice Recipes sent free

DENTISTRY; X-Ray Service

The only reliable and scientific method of knowing the exact condition of the teeth and surrounding bony structure.

DR. BAYNE

Office Hours: 9-6. Tues., Thurs., Sat. Evenings 7-10
Dental Nurse Always in Attendance
Rooms 4, 5, 6, Helgerson Bldg. Phone 111

PURITY FLOUR and B. & K. Pastry Flour

The quality is always of the same high standard. All Grocers sell PURITY and B. & K. PRODUCTS

Brackman-Ker Milling Co., Ltd.

UNION STEAMSHIP COMPANY OF B.C., LTD.

Sailings from Prince Rupert
For Vancouver, Victoria, calling at Swanson Bay, Cowan Falls, Tumbler Bay, Port Simpson, Nease River, Anxox and Alice Arm, Sunday Kingfisher
Calling at Oceanic and Nease Harbour on sailings, Jan. 21, Feb. 4, 18, 31, Mar. 11
Calling at Somerville, Kumeon, and Mill Bay on sailings, Jan. 23, Feb. 5, 18, 31, Mar. 11
823 Second Avenue. JACK BARNESLEY, Agent. Prince Rupert.

King George Cafe

NEW CAFE

We serve the Best CHOP SUEY and NOODLES

Cor. 8th Street and 2nd Avenue
Phone Blue 471



NOTICE TO CONTRACTORS. USK SCHOOL.

SEALED TENDERS, superscribed "Tender for Usk School" will be received by the Honourable the Minister of Public Works up to 12 o'clock noon of Thursday the 15th day of March, 1923, for the erection and completion of a two-room school and outbuilding at Usk, in the Prince Rupert Electoral District, B.C. Plans, Specifications, contract and Forms of Tender may be seen on and after the 14th day of February, 1923, at the Offices of—J. Maloney, Government Agent, Court House, Vancouver; J. H. McMillin, Government Agent, Court House, Prince Rupert; J. P. Macdonnell, Secretary to the School Board, Usk, or the Department of Public Works, Victoria, B.C. intending tenderers can obtain one copy of plans and specifications by applying to the undersigned with a deposit of ten dollars (\$10.00) which will be refunded on their return in good order. The lowest or any tender not necessarily accepted.

P. PHILIP, Public Works Engineer, Victoria, B.C., February 8th, 1923.

MINERAL ACT

CERTIFICATE OF IMPROVEMENTS. NOTICE.

Lord Kitchener Young Bull Irish Rose, George Joffre, and Verda Simard, Claims, situate in the Skeena Mining Division of Range 5 Coast District, located on Bald Mountain, Forcher Island. Take Notice that I, Alfred C. Garple, F.M.C. 56594, acting for myself and for Gordon Benson F.M.C. 55280, Ford Robertson, F.M.C. 56594, A. E. Wright, F.M.C. 56575, Geo. Bath, F.M.C. 44270, Michael McFadden, F.M.C. 44271, Neil McTavish, F.M.C. 56577, and John A. McLeod, F.M.C. 50871, intend, sixty days from the date hereof, to apply to the Mining Recorder for a Certificate of Improvements for the purpose of obtaining a Crown Grant of the above claim. And further take notice that action, under section 37, must be commenced before the issuance of such Certificate of Improvements. Dated this 8th day of January, 1923 A.D.

Shoes!

When buying shoes you want your money's worth

Our Prices

quality considered, each pair

Black or Tan Galf, \$5.50.

New shipment of the famous Tread-rite Wellys for the young folks.

SHOES REPAIRED WHILE YOU WAIT.

McArthur Shoe Store

Next C.N.R. Office, 2nd Ave.

KEEP IN GOOD HEALTH BY EATING GOOD

at the

BOSTON GRILL

Open Day and Night

3rd Ave. Phone 457

St. Regis Cafe

Prince Rupert's Leading Restaurant.

A Bakery Unsurpassed.

Third Avenue.