

## 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:

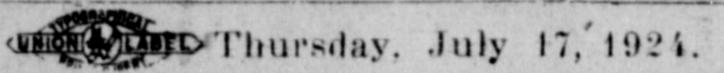
City Delivery, by mail or carrier, per month ..... \$1.00 to brain Malone with a boat By mail to all parts of the British Empire and the United States, in advance, per year ....... \$6.00 move just in time to ward off To all other countries, in advance, per year ...... \$7.50 the blow with his arm, which is

#### Advertising and Circulation Telephone - 98 Editor and Reporters Telephone - - - 86

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



#### Importance Of Advertising.

The importance of advertising in accentuated by the fact picked up by a tramp steamer superintending some operations Warren, Mr. Jeth, Mr. Hildreth, that last Sunday in the London churches at least two clergymen bound for Samoa. | in the Omineca country, came F. B. Hartney, Mr. Marsh, F. W. preached about it, the special occasion being the visit of the advertising men of the Empire to Wembley.

Advertising is now looked upon as one of the modern de- report that Jack and the Captain property. He will return to L. Carson, Mr. Brelhock, J. O. et al. Carson, Mr. Brelhock, Mr. Bre velopments and is used in almost all walks of life. In the animal were drunk and that he tried to the Omineca later. world the male advertises his charms by special decorations, this save the ship and couldn't. The being, especially evident in birds where particularly bright townspeople turn against Jack The team from the Civilian Mr. Franks, Mr. McArdle, E. H. feathers adorn the male bird. Among mankind women adver- and Capt. Clarke, that is all save Rifle Club, who are going to Brown, J. S. McPherson, Mrs. tise by artificial adornment. Politicians are always advertising Mr. and Mrs. Malone and Patty, Vancouver to take part in the Collins, K. D. Fraser, A. C. and so are labor leaders, religious leaders, and business leaders, whose heart has been won by the rifle matches. leave here on Knight, Miss Jean Hamilton, C.

When the Bolsheviks took charge in Russia, one of the first loveable Jack. The children, too, Saturday on the Princess Alice. Frederickson, Mr. and Mrs. J things they did was to seize the newspapers and enforce the continue to love him as before. publication of such news as would advertise them and their docstrines. Also they used the schools to advertise their peculiar deavors to bring Clarke back intenets and principles.

During the world war every country used advertising to a munify and finally lands him angreat extent and much of the war spirit was kept up by doing so. other ship. When he goes to er. Miss Hill, Mrs. Pierce, Mrs. There is scarcely a walk of life where advertising may not be the captain's room, he discovers useful.

## No Wonder The

Businessmen Use It. In view of the usefulness of advertising in all the phases Charlie of getting would beat the devil, wouldn't Wilson, Mr. and Mrs. Gilchrist. of life, it is no wonder that businessmen have seized upon ad-drunk—there is a fight and it? Perhaps. vertising as a means of putting before their prospective cus- Malone gives Crosby a beating. tomers the desirability of purchasing their wares. Most progressive merchants are advertising today and they find it pays. Every large departmental store keeps the public informed of its ing Captain to his room, many special offerings and with good results. One new customer persons see him. There is a buzz means a great deal to a businessman. If advertising gets one, that one sometimes brings several others and the movement to- Jack and Clarke are drunk again. careful in expressing her opin- Mr. and Mrs. B. Buck, S. Mcward business building goes steadily on. Nothing succeeds like Even Mrs. Malone and Patty are success and the merchant who does the business is the one to terribly alarmed. Mr. Thomas course, but not to your face. Foggo, J. Taylor, E. Anderson, whom the crowds look.

#### Newspapers As Useful Media.

Newspapers are used a great deal in connection with ad-jail. Charlie's father rushes into vertising. It is part of their business to sell space to those who the gathering and tells the comwish to buy. Yesterday this paper sold a space on the front mittee that Jack Malone has aspage to Mayor Newton to publish his challenge to Alderman Cot- saulted his son. This brings an lart. Also space is sold to merchants, politicians, or any who order for Jack's departure also. will buy, as long as the object is a legitimate one. Publishing a newspaper of the size of this one here costs nearly four thousand dollars a month and it is only by selling advertising that can be kept up to its present state of efficiency.

#### Circulation Is Guaranteed.

The circulation of this newspaper is absolutely guaranteed. also believes he was in disgrace Anyone wishing to check up the figures may do so at this office and Jack tells her that he will at any time. Twice a year they are carefully checked up by a never come back to town now bureau of national advertisers when subscription receipts are that he knows that she does not produced, paper receipts checked and every possible means believe in him. taken to verify the figures as published by us.

Yesterday the circulation of the Daily News was 1861. The Malone had sent to Patty with a press run was 1894. Of this number 535 were sold on the box of candy arrive and tell her high speed cars she will soon be streets or at local news stands and are all considered to be that they walked home with Jack in a position to dispose of her street sales. This in itself is a large circulation. Part of the after he had taken the drunken edition goes to interior towns and to the towns and camps of the man to the hotel. This opens district along the coast. The paper advertises Prince Rupert, its Patty's eyes and she sees her mismerchants and people and also its commercial advantages. This take. She tells her father that newspaper is the best advertisement the city has. It also might they have done Jack a grave prove to be the worst advertisement. It records the doings of wrong. An effort is made to stop Capt. D. Donald, arrived from broadcasting. the townspeople and what they do is an indication of what kind Jack of town this is.

All this proves that it pays to advertise, whether it be the city, the climate, the business, the bank, the church, the sport, or political principles.



be Shown Here at Week End is by Tarkington

Jack Malone, who has followed the sea for a living, is especially popular with the children of the New England shipping town of Oldport. He is their "Pied Piper." Arriving home on the S.S. Langland, he meets Patty Thomas, the pretty school teacher and daughter of the mayor of the town. Charlie Crosby, second mate of the Langland, lalways has claimed Patty as his girl, the rivalry between the men becoming rather acute.

Charlie gains the disfavor of Capt. Clarke for his drinking while ashore and Jack is promoted to his position. Crosby shows his resentment by trying hook, but the Captain sees the broken by the impact.

#### The Langland Founders

A great storm is encountered at sea and water gets into the ship's boilers. Jack, with the Captain disabled and drinking heavily to forget his pain, and with Crosby in irons, decides to release the latter; he needs left this morning for Los An- a heavy passenger list. Pasevery man. But all of Jack's geles, where he will spend a hol- sengers debarking here included heroic efforts cannot save the iday. Mr. McAfee has not been Mrs. Cameron, Mrs. Eburne, Langland. The Captain and in good health lately. Charlie get into life boats while

to the good graces of the comonly blind tiger with Charlie to hold a picnic soon. Crosby and has been there all night playing poker. Jack accuses

## Jack in Bad

While he is taking the stagger- der man to hum like a six. and several of the leading citizens hold a meeting to draw up

## Truth Will Out

When Jack arrives home, his it father tells him that he has been drunk and that he will have nothing to do with him. Jack prepares to leave on the ship. He stops to say goodbye to Patty. She

After he leaves, the children

dock, Patty rushes down to the water's edge and tells Malone that she knows he is guiltless and that she will be waiting for him. The ship moves away with Patty throwing kisses to Jack who returns them, promising an early return home.

The story is written by Booth Tarkington.

## Ten Years Ago in Prince Rupert

July 17, 1924.

Mrs. W. H. Vickers and daughter left this morning for Victoria. They will be absent a month.

W. J. McAfee of New Hazelton

# NAVY CUT



A little higher in price, but what a wonderful difference a few cents make.

"Delightfully Cool and Sweet Smoking."

Jack and the engineer succeed in Dr. Stanwood, a well known low, Miss E. G. Scott, T. P launching the last boat and are mining man who has been Ryan, Mrs. J. Swanson, Miss In the meantime, Charlie re- out this week to do some assess- Hogaboon, Miss Allen, J. Beckturns to Oldport and spreads the ment work on his Copper River wich, P. Scharffe, M. Sparrow,

## The Man in the Moon SAYS:-

that he has gone to the town's Rupert motorboat club is going Kellet and two children, Miss

IT is difficult for a one-cylin- F. Goule.

of excitement. All believe that than a wife because she is more Mrs. J. McDougall and child, ion of you. She does it of Kinnon, Rev. J. B. Gibson, Mr.

an order that Capt. Clarke must once, but some of the engines at fine and two children, K. D. be driven out of town or go to Cow Bay are like the members Fraser, Mr. Scullion, H. F. Kerof the Loafers' Club, they knock gin, H. J. Liseum, Mrs. Barnes all the time.

> don't do is chew tobacco and Hogaboon, F. B. Hartney, Miss keep calm when a mouse runs A. K. Chisholm, Mr. Meehan, across the room.

THERE are three things any man can do, run a newspaper, c.n.R. RADIO GETS Government.

ACCORDING to those who sit on the bleachers, the blindest the courtesy of the French Colman'in the country is the um-

IF Japan goes on importing surplus population.

## BOAT ARRIVALS

Vancouver and wayports at 3 Just as the boat is leaving the o'clock yesterday afternoon with can were (CN). To these by spe-



Miss Thrasher, Mrs. Anna Ross; Mrs. Joe Jack, Mrs. F. M. Whit-Donnell, Mr. and Mrs. Luthie, Mr. and Mrs. Burgess, L. Mayne, Fryer and child, Miss Barker, C. Upon his return, Malone en- Bonne - Bas. Henry, Master Henry, Miss Vieth, Miss H. J. Turnbull, Miss A. McDougall, Mr and Mrs. Paget, Miss Snick-OH, Putt. Putt! The Prince Duff, Mr. and Mrs. Wade, Mrs. Hughes, Miss Laxton, Mrs. and Miss Gawthorn, Mrs. P. J. Ryan THIS church union move and children, Mr. and Mrs. J. B J. H .Booth, Mr. Fairless, A. Fleming, Mr. and Mrs. Goule, H.

> Anyox — Passengers passing through on the steamer to Anyox A STENOGRAPHER is better included Mrs. Beaudin and child. G. H. Ferguson, Master Jos. OPPORTUNITY knocks but Henry, S. Henry, Mrs. C. G. Cofand child, Mrs. . W. B. Woodworth, Mrs. C. Neilson, P. A. THE only things the girls Davis, Mr. and Mrs. Muir, J Mr. Marshall, Mr. Robinson, A. G. McIntosh and Mr. Cameron.

# NEW CALL LETTERS

WINNIPEG, July 17 .- Through onial Office and the government of Moroeco, the Canadian National Railways have come into possession of the radio call letters of the Moroccan government, and commencing today these call letters will be adopted by all the radio stations owned or used by the Canadian National C.N.R. steamer Prince Rupert, Railways when the system i

> The radio call letters of Moroccial permission of the deputy minister of the department of marine and fisheries of Canada, the Canadian National Railways will add the letter (R) and the first letter of the name of the city from which the broadcasting is being carrie don. This means that the Ottawa station which has heretofore been using the call letters (CKCH) will in future use the call letters (CNRO). Similarly the other stations will follow suit. Whatever station is used in Montreal by the Canadian National Railways, will use on these occasions the call letter (CNRM). Toronto (CNRT), Winnipeg (CNRW), Regina (CN-RR), Saskatoon (CNRS), Calgary (CNRC), Edmonton (ENRE), and the station to be erected at Vancouver will be (CNRV).

## KODAK SERVICE



We are now having our Enlargements made on the new 4.5 Eastman enlarging machine, which gives the best possible picture from your negative-and the price is low, too. See sample enlargements in our window.

before noon, will be developed correctly, printed properly and ready for you by six o'clock the same day.

Films left in our store

We have Kodaks, Brownies, Films and all Accessories.

The Rexall Store

## Canadian National Railways

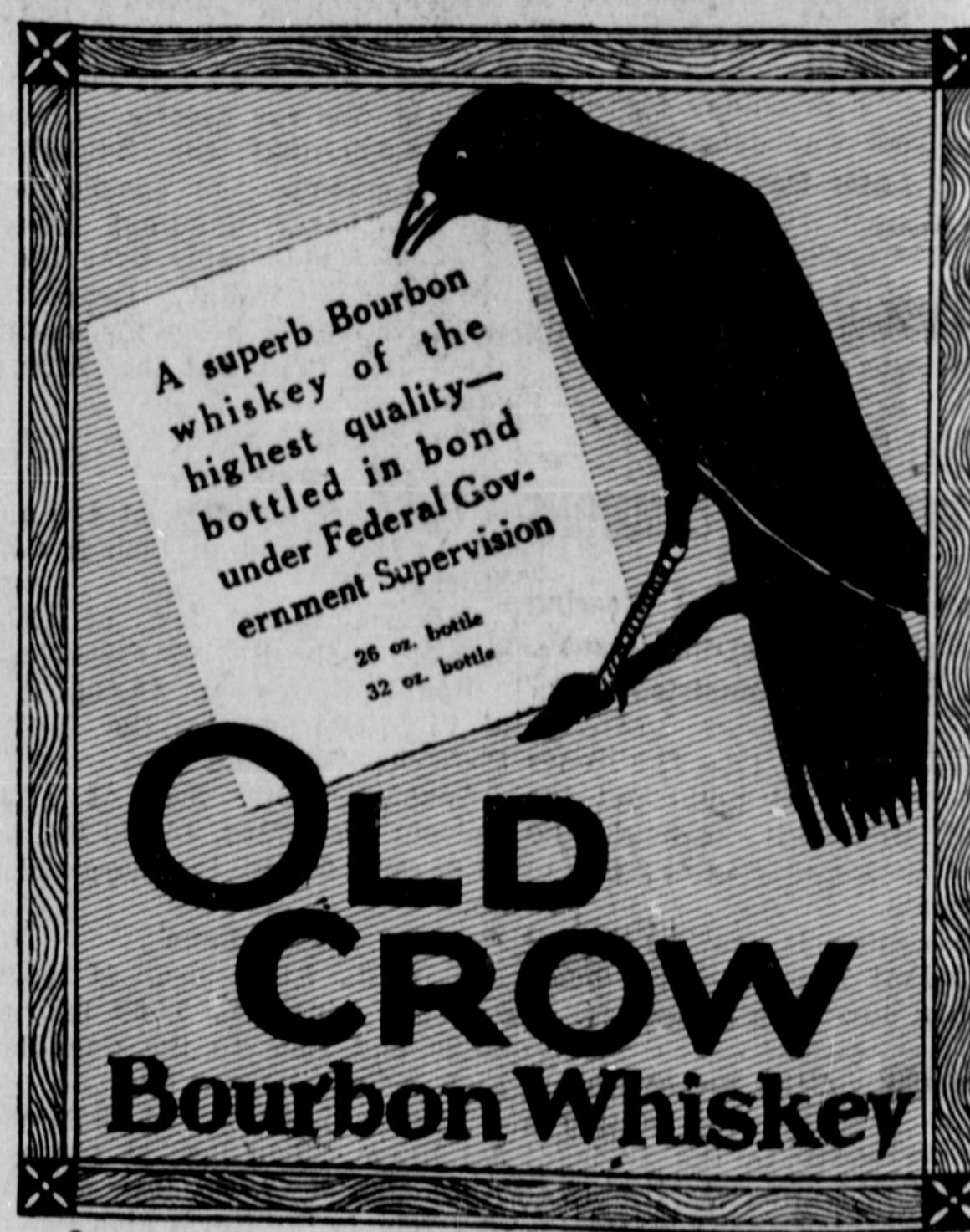
Prince Rupert DRYDOCK

## SHIPYARD

Operating G. T. P. 20,000 Ton Floating Dry Dock Engineers, Machinists, Bollermakers, Blacksmiths, Pattern makers, Founders, Woodworkers, Etc.

ELECTRIC AND ACETYLENE WELDING.

Our plant is equipped to handle all kinds of MARINE AND COMMERCIAL WORK. PHONES 43 and 385.



This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia.