THE DAILY NEWS

PRINCE RUPERT - BRITISH COLUMBIA

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H. F. PULLEN, Managing Editor.

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DAILY EDITION Thursday, July 23, 1925.

Ketchikan Breaks Loose Again.

The pronouncement in Seattle yesterday of Edward Morrissey, editor of the Ketchikan Chronicle, that a fight was to be launched against any reduction in the halibut tariff and that steps were to renewed with a view to preventing the marketing in the United States of any fish not landed at an American port makes it look as if the business men of Ketchikan, eager to have a monopoly of the halibut industry in all its phases, are about to stage another battle against Prince Rupert. This seems particularly disappointing to Prince Rupert at a time when better relations between Prince Rupert and Ketchikan have been so much in the limelight.

The Ketchikan people in the past have not been altogether successful in their efforts to prevent the landing of American halibut at this port and it is doubtful if these renewed efforts will be any more successful. The fishermen themselves will be heard from. It is well known that the fewer restrictions on the port of Prince Rupert there are the better it will be for them. The petition from Petersburg, Alaska, one of the most important fishing communities in Alaska, asking for a reduction in the tariff, is an indication of the feeling of the American fishermen. After all Ketchikan is not "the whole cheese" in Alaska and the opinion or statements of Mr. Morrissey are by no means those of the Alaskans as a whole or the American fishermen.

"Bringing Up Father" Conquers World.

The American comic strip is no longer American only. It has conquered the world. This is a wondrous tribute to George McManus, for his comic strip, "Bringing Up Father," now appearing simultaneously in many countries on all the continents, gets the credit for converting the world. The readers of more than 700 daily newspapers meet Jiggs and Maggie every week day—not to mention the Sunday papers in which they appear. They are the best known characters in fiction.

Mary Stewart Cutting, in an article on Mr. McManus, recently appearing in Everybody's Magazine says that "Bringing Up Father" has not only surpassed in public interest any other comic strip that ever has been produced, but more people in the world read it than read any other one thing. Every rolling pin that Maggie launches in George McManus's New York office hits its mark in practically all the far places of the world as well as in all the large and most of the small cities of the United States and Canada. The laughter it creates never ceases but reverberates continuously round and round the world year in and year out.—Juneau Empire.

Death Sentence Or Imprisonment.

There is a good deal to be said in support of the death sentence as against life imprisonment for murderers. If the courts decide that a man with criminal instincts is not safe to be at large, the question is: What good is it to himself or to society to keep him in jail for the rest of his days? Murder is altogether too common an occurrence in the world nowadays and the fear of losing one's own life if another's is deliberately taken seems to be the only effective deterrent. Until a more proper value is generally placed on human life, it would seem inconsistent for governments to take the step of abolishing capital punishment.

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The Quality Whisky of Canada-since 1859

1-25

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PASTORS AND NEWSPAPERS

Valuable Suggestions Made in Address Recently Delivered in Houston, Texas

Some interesting suggestions as to the relations of ministers and newspapers were given recently by Frank Leroy Blanchard of New York in addressing the Church Advertising Department of the convention of the Associated Advertising Clubs of the World at Houston, Texas. A good portion of this address is herewith reprinted in the hope that its suggestions may prove of value not only to the pastors of Prince Rupert but to many others in public positions who have frequent contact with the press

The pastor of a church in a prosperous city of the middle west complained to an elderly clerical friend from out of town, who was his guest, that the local newspapers seldom published anything about his church. Previous to the assumption of his present pastorate he had been for two years the rector of a church in his home town where he knew everybody and where the newspapers had been particularly generous in chronicling the news of his parish. His visitor knew this and he also knew that he was popular with his new parishioners. The lack of publicity of which he had complained was therefore not due to any defect in his ability as a preacher or pastor.

"I am afraid," began his visitor, "that you have not co-operated with the local newspaper men in the way you should. Perhaps that is the reason they have not paid more attention to your church. Co-operation implies mutual helpfulness. It takes two persons or groups of persons to practice co-operation. You wonder why the representatives of the newspapers are not more eager to print items about what is going on in your church. Tell me, frankly, have you personally done anything to indicate your desire to co-operate with them in their newsgathering efforts?"

"Well," replied the clergyman, "I always treat them courteously when they call to see me and give them the information they desire when I am free to do so."

Go to Papers

"But that is not enough," said his visitor. "If you wait for the reporters to come to you uninvited, you may wait a long time before one of them appears. Bees are no more industrious in gathering honey from thousands of flowers than reporters in searching for news. They will travel through storm and flood and endure all kinds of discomfort to get an important piece of news for the papers that employ them. To anyone who gives them aid in their eternal round of duty—for there is no end to the unquenchable thirst of the public for news—they are always grateful.

"Therefore, it is to your interest to make friends of the newspaper men and women by co-operating with them You will find them willing to meet you more than half way. Most of those with whom you will come in contact are college graduates and keen readers of human nature. Their work is hard and often not very remunerative. You are in a position to render them valuable assistance if you will make the effort."

"I am curious to know what I am to do" said the rector, smilingly to his friend. "I had supposed all along that the reporters would cover our church services as a routine duty."

"In a small town they might do that, but not in a city of this size with thirty churches," continued the visitor. "How can you win the good will and co-operation of the newspaper men? I will tell you.

It Pays Well

"I take it for granted that you advertise your Sunday services in the newspapers. Some churches do not, and miss an opportunity to attract larger congregations and increase their income. A Detroit church that had never advertised was induced to invest $2,000 in newspaper publicity. Much to the gratification of the church officials, the contributions that year were $10,000 greater than the year previous and many new members were added to its list. If advertising can be employed profitably in selling merchandise, it certainly can be employed profitably in bringing people to church on the Lord's day.

"When you send the copy for your weekly advertisement to the newspapers, send along with it to the city or Sunday editor a news item in which the principal feature of the morning and evening service is set forth. It may be that the subject of the sermon, because of its timeliness or unusual character, will arouse general interest. Perhaps you have invited a distinguished clergyman from out of town to preach in your church, or the choir is to render special music at the evening service. Although your advertisement contains this information, the busy editors do not always have time to prepare a news item from it, but will print the item if you furnish it.

Help the Reporter

"Don't ask a reporter to call upon you for this routine matter. Send it to him by mail or messenger and thus save his shoe leather and conserve his time. He will appreciate your courtesy, even if he says nothing about it.

"During the year you are called on many times to perform a marriage ceremony— sometimes in the church, but often at the home of the bride's parents, or at the parsonage. Unless requested not to do so, notify the newspapers of these events by telephone, giving the names of the bride and groom. Such information is always welcome, especially when the persons are socially prominent.

"Items about the deaths of members of your parish or notices of funerals have a certain news value. They may not always be considered of sufficient importance to print, but the fact that you were thoughtful enough to send them in makes an impression on the editorial mind.

"Again, in your contact with the public you sometimes hear news stories that have not appeared in print. If not of a confidential character, and when you they are of sufficient importance, you can give your friendly reporter or city editor a tip that he can follow up.

How To Do It

"You may think from what I have said that you are to be a reporter, in addition to your duties as a clergyman. In a sense that is true, but only to a degree. It is not necessary for you personally to attend to all the things I have mentioned. Your secretary, or a bright young man with ability to write news items and who goes to your church, can probably be found who will gladly act as your publicity representative.

"The reward for your assistance to the reporters in gathering religious and other kinds of news will be found in their helpfulness to you through the articles they will voluntarily print about your church and the work it is doing in the community."

The advice given by the elder clergyman to his friend, the young rector, was sound. It was founded on his own experience. What we learn through contact with the real problems of life is most valuable. If we can pass on this experience to those who can make good use of it, we are doing them a good turn for we can prevent them from making the same mistakes we ourselves have made, or help them to secure results they could not otherwise obtain.

Experience

For more than twenty years I was employed in newspaper work. I started as a reporter on The New York Tribune, where I remained nearly three years. Then I went with the New York News Bureau which furnished the Associated Press and the New York newspapers with local news. During this period I reported many sermons and church events. Among the clergymen with whom I came in contact were some of the foremost in the metropolis.

I found them human even if they wore priestly habiliments. Occasionally, here and there, one of them tried to impress me with his superiority and dignity. To his mind reporters were to be tolerated, but not encouraged. They could not be knocked down the front steps when they asked impertinent questions, but they could be frozen stiff by an icy stare. When accorded this kind of treatment, the reporters sometimes got even either by ignoring him in their articles whenever he attended a public function, or by making him appear ridiculous by calling attention to some peculiarity of his speech or person.

On the other hand, the reporters were always charitable in their treatment of a clergyman who was kind and helpful to them, but who had a frailty of some sort that his wardens or deacons might be horrified by if they saw mention of it in the newspapers.

Two Types of Ministers

I need not tell you which of these two types of ministers was the one who complained loudest about the way his church services were neglected by the newspapers. The more experienced of the reporters are experts in sizing up people. They can detect sham and hypocrisy, or virtue and sincerity, as quickly as any groups of persons I know. Bluff does not go very far with them. They may be misled once, but the person who tries to do it a second time is certain to rue it sooner or later.

On the other hand, the clergyman who is earnest and sincere, who is trying his best to help people to understand how much more real happiness they can get out of life by following the precepts of our Lord and Master, and emulating His example, will always command the respect and support of the newspapers.

Committee for Publicity

Perhaps some of you may say to yourselves that if you undertook to carry out all the suggestions I have made, you would not have much time to attend to your multifarious duties as the pastor of a live church. My advice to you is that you should not attempt to do all the publicity work connected with your church unless you have an aptitude for it.

Every parish should have a publicity committee to take care of its routine news. Appoint from the members of your church or congregation a newspaper editor or reporter as chairman. If there is none, select someone—man or woman—who has had some practice in writing for the press and who has a nose for news. Such a committee would work under your supervision and relieve you of much of the detail.

Give Editor Abstract

When you are to deliver a sermon on a topic of unusual interest, either because of its timeliness or the importance of the occasion, prepare an abstract which you can furnish the newspapers beforehand. It might first be advisable to find out how much of the address the editors would like to have. Sometimes their judgment may not coincide with you as to the news value, or because of the pressure upon their columns they may not be able to give it as much space as they ordinarily might. If, however, you know how much of your manuscript they want, you can often save yourself or your secretary considerable time and effort.

One of the objects to be gained by furnishing the newspapers an abstract or a copy of your manuscript in advance is that you are certain what the newspapers print will be accurately quoted. I have known of instances when this has not been done, when reporters have made clergymen say things they did not say, much to their discomfort.

You should also remember that the amount of space devoted to your church, and incidentally to you, depends on your ability as a preacher. If your sermons are dull, platitudinous, and lacking in vital interest, how can you expect the newspapers to report them? Editors are always desirous of securing for their columns material that people want to read. They will not print any part of a commonplace sermon, unless for a special reason. Say something worth while, something that indicates thought and study, and it will attract their attention and literally compel publication.

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Look for the Gold Seal on the goods you buy.

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ART-RUGS

LAND ACT.

Notice of Intention to Apply to Lease Land

In Land Recording District of Prince Rupert, and situate at Ferguson Bay, Massett Inlet, Q.C. Islands, B.C.

Take Notice that Gosse-Millerd, Limited, of Vancouver, B.C., occupation Salmon Canners, intends to apply for a lease of the following described lands:

Commencing at a post planted approximately 20 chains east from northwest corner Lot 1571; thence south 3 chains; thence west 10 chains; thence south 2 chains; thence west 10 chains to west boundary of Lot 1571; thence south 8 chains; thence west 10 chains; thence north 20 chains; thence east 2 chains, more or less, to beach; thence following meandering of shore line to point of commencement, and containing 22 acres, more or less.

GOSSE-MILLERD, LTD.
Applicant.
Per Wm. G. Mitchell,
Agent
Dated June 26th, 1925.

LAND ACT

Notice of Intention to Apply to Lease Land

In Queen Charlotte Land Recording District of Prince Rupert, and situate about two miles in a northerly direction from Rooney Point, Massett Inlet, Graham Island, British Columbia.

Take Notice that Langara Fishing & Packing Company Limited, of Massett, B.C., occupation Packers, intends to apply for a lease of the following described lands:—

Commencing at a post planted two miles in a northerly direction from Rooney Point, Massett Inlet, Graham Island, British Columbia; thence easterly five chains, more or less, to low water mark; thence northerly along low water mark one hundred and sixty chains; thence westerly five chains; thence southerly one hundred and sixty chains, more or less, to point of commencement, and containing eighty acres, more or less.

LANGARA FISHING & PACKING PACKING CO. LTD.
Applicant.
Per E. H. Simpson, Agent.
Dated June 13th, 1925.

LAND ACT

Notice of Intention to Apply to Lease Land

In Queen Charlotte Land Recording District of Prince Rupert, and situate at Rooney Point, Graham Island, British Columbia.

Take Notice that Langara Fishing & Packing Company Limited, of Massett, B.C., occupation Packers, intends to apply for a lease of the following described lands:—

Commencing at a post planted at Rooney Point, Graham Island, British Columbia; thence northerly five chains, more or less, to low water mark; thence westerly along low water mark one hundred and sixty chains; thence southerly five chains; thence easterly one hundred and sixty chains, more or less, to point of commencement, and containing eighty acres, more or less.

LANGARA FISHING & PACKING PACKING CO. LTD.
Applicant.
Per E. H. Simpson, Agent.
Dated June 12th, 1925.

LAND ACT.

CASSIAR LAND DISTRICT

District of Cassiar, Sukine Division.

TAKE NOTICE that I, Walter Julian (Returned Soldier), of Telegraph Creek, B.C., occupation Miner, intends to apply for permission to purchase the following described lands:—

Commencing at a post planted about one mile east of McLeods Slough near the Sukine River and about 32 miles southwest of Telegraph Creek; thence north 80 chains; thence east 40 chains; thence south 80 chains; thence west 40 chains to point of commencement and containing 320 acres, more or less.

WALTER IULIAN,
Applicant.

April 10th, 1925.

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FiveRoses Flour

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Nutritious, Wholesome and Keeps Well

Agents—

John L. Christie

One cannot burn the candle at both ends

You wouldn't light a candle at both ends and expect it to last very long. And you can't attend your many duties as wife and mother, then pile on washday labor, and expect to keep yourself fresh and vigorous. Why not let us take care of washday toil and trouble? One of our many services will fit exactly both your needs and your purse. And you can "keep the home fires burning" without burning the candle at both ends.

Canadian Steam Laundry

Phone 8.

Wood! Wood!

Now is your chance

DRY CEDAR

Full load $6.00
Half load $3.00
Large sacks 50c

DRY BIRCH

Per load $6.50

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