CANADA NEEDS PUBLICITY IN OLD COUNTRY

SUFFERING FROM LACK OF IT SAYS CANADIAN WRITING FROM LONDON

Canada stands badly in need of more and better publicity in Great Britain, writes Horace T. Hunter in the Financial Post. While in London, I discussed this matter with one hundred or more prominent Canadians. Many of these are associated with Canadian companies and others have embarked on some enterprise in Great Britain. From almost every one of them I heard the same story. Canada is losing a great opportunity through lack of a comprehensive, forceful and intelligent publicity campaign.

Such a campaign would be of the greatest assistance in securing settlers, attracting capital, and developing markets in Great Britain for our agricultural and manufactured products.

The High Commissioner for Canada, Hon. P. C. Larkin, has done much since his appointment four years ago. He established "Canada House" on Trafalgar Square and thus brought our head office to the most prominent and most central location in London. He has taken a prominent place in the business and social life of England. This has brought him in contact with a number of big investors and he has persuaded many of them to come to Canada to investigate conditions at first hand. He collected over $130,000,000 due us from foreign countries. He was instrumental in having cattle embargo removed. He has acted as adviser to the Canadian Government on many matters of confidential nature which required the services of a man of large calibre, one who has been accustomed to handling big business questions. He has insisted that at all public functions Canada's representative should have the position of an ambassador and not that of the representative of a Crown Colony. All this has been of great value to Canada and it paves the way for a big forward policy of organized publicity in Great Britain which should be undertaken by the Canadian government at the earliest possible moment.

PUBLICITY MANAGER

We need a man in London as publicity manager for Canada. He should be a trained newspaper man with a good "nose for news." He should have a thorough knowledge of Canadian business conditions; in fact, such an experience as a man could get only by filling successfully some important executive position with a large and aggressive company. Such a man could widen the influence of our High Commissioner, Agents General for the Provinces, and Trade Commissioners.

Some publicity work is, of course, being carried on at the present time, but it is not on the scale our interests demand. We have not put the job in the hands of experienced specialists. The campaign of the Empire Marketing Board, details of which were given in a previous issue, will help to create a receptive attitude on the part of the people of Great Britain, but it will not do the specific work Canada requires.

IMMIGRANTS AND CAPITAL

We know we have wonderful opportunities for immigrants and the only reason they are not crowding to our shores in embarrassingly large numbers is because we have not convinced them of the great advantages we are prepared to share with them.

We need capital for the development of our natural resources and for turning raw material into finished products. We are rich in water power, minerals, timber, fisheries and fertile fields. We have a home market with large buying power and our large and growing export business indicates the possibilities for developing in many lines. Every known success beckons others to come and do likewise. Capital is consistently looking for profitable fields for investment, but it devolves on us to tell clearly and often what we have got and to create that feeling of interest and confidence which will bring to us the capital we require.

HAVE CAPITAL TO INVEST

In spite of her great losses, Great Britain still has a large amount of capital for investment. Heavy taxation at home makes particularly attractive, sound investments with a long pull. Shawinigan Water and Power, Price Brothers, St. Maurice Valley Corporation and other big companies have placed large blocks of their securities in Great Britain.

Judicious advertising of Canada, the steady development she is making, her great resources and stable form of government would enable investment bankers in Great Britain to build up a splendid clientele who would purchase Canadian securities and then keep adding to them.

We have not only opportunities for settlers and for the profitable investment of capital, but we are producing many things which can be sold readily abroad as their merit becomes known. Our northern climate has given to our fruits, such as apples, plums, peaches, a flavor which is at once the envy and despair of growers in other countries. Our tobacco has been supplementing that of Kentucky in the British market. Our No. 1 hard wheat makes the best flour in the world and millers in other countries are compelled to mix some of it with their own softer varieties to compete with us. We can make excellent cheese, bacon and butter, but much remains to be done to standardize the quality in these lines as well as in many others.

Our cheese won the first prize in the International Dairy Show in London in October. Our honey has been first in four consecutive years at the same show.

SAVE US FROM DEPRESSION

We have taken first place in the world in the production of newsprint, and can manufacture many silk and wood products to great advantage.

During the past five years our exports in these and other lines have saved us from a severe business depression, and with domestic business improving our further development of the export field should bring us unparalleled prosperity.

Unquestionably, we have something to advertise. It is merely a question of finding favorable markets and getting started at the job.

Great Britain has a population of nearly 50,000,000. Many of these have enormous permanent incomes from foreign investments and trade. We are selling to them over half a billion dollars' worth of goods. This, however, is only about 8 per cent of their total imports.

De we realize the vastness and immensity of this market? It is four to five times as great as our own. If we sold to Great Britain all our exportable surplus of apples they would only last them one week. They consume annually bacon, pork and other hog products to the value of about $325,000,000. Our exports in this line are less than 10 per cent of their requirements.

GRAND TRUNK

I believe the old Grand Trunk management, itself so culpable, was permitted to poison the sources of public information abroad to Canada's very great prejudice, while the case for Canada was permitted largely to go by default. As a result, the Dominion, which by its action preserved to the British investing public the bulk of its investment in Grand Trunk and Grand Trunk Pacific (which otherwise might have been lost) has never received the credit due its great financial sacrifice, and will probably always carry an undeserved stigma in that connection. This could have been largely avoided by earlier appreciation of the possibilities for harm of Grand Trunk propaganda.

A good press agent would have the ability to sense the implications involved in unfriendly references on the platform and in the press, and he would have the judgment, information and experience necessary to deal with them propmtly.

He could also spike the guns of those fakers, who mislead the British public by exaggerated statements, and load them up with certain mining stocks and other securities which never had a chance of success. Every misrepresentation of this kind makes it more difficult for reputable firms to sell good Canadian securities.

STAGE "NEWS" SITUATIONS

Newspapers in Great Britain will use more matter issued by the press agent of a large advertiser than would be the case in either Canada or the United States. I am not suggesting, however, that Canada's press agent should supply stereotyped matters to newspapers, but that he should stage situations which newspapers would be glad to cover, and that he should suggest timely articles which editors would feel were of real interest to their readers.

Australia and South Africa have done a great deal of clever work along these lines. They are both advertising in large space in the British press and this has stirred up an interest among their readers which has caused them to feature these two countries prominently in the news columns.

Mr. Bruce received at least three times as much publicity in Great Britain during the Imperial Conference as Mr. King. This was due to the practical nature of his addresses and to the excellent work of his economic advisers and press-agents.

A publicity manager must keep constantly in mind the people he wants to reach and the things he wishes to advertise to them.

He should utilize every agency which can be of assistance to us. A permanent exhibit in London of Canadian products should be part of the program. The use of the cinema showing Canadian products should go with the exhibit and should also be shown widely throughout Great Britain.

I am not attempting to work out a complete plan, but merely to give enough details to indicate the great service an able publicity manager with the necessary assistants could accomplish. Canada needs publicity in Great Britain and suffers from the limited publicity it now gets there.

BRINGING UP FATHER

By George McManus

GW AND Special

IMPORTED? NO! It's both older and better

Made in Canada 94 Years

NINE YEARS OLD

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

BILLIARD TOURNEY NOW NEARING CLOSE

James Hamilton Will Play Winner of Parr vs. Corbett in Final Tomorrow Night

The final in the gold medal billiard handicap which has been in progress for the past couple of weeks will be played tomorrow night. James Hamilton (plus 100) who defeated George McIlmoyle (minus 100 by 300 to 206, will play the winner of the semi-final tonight between H. Corbett (plus 100) and H. Parr (plus 125).

SPORT CHAT

Considerable controversy has appeared in the American press recently as to the large amount of money expended each year in that country for sport. Now one of the leaders in the sport world comes forward with the assertion that the American public spent only $50,000,000 last year for sporting goods whereas about $98,000,000 was expended for gum in the same period.

Only one world's champion has come through the boxing campaign this year without being dethroned. He is Fidel La Barba, the Los Angeles flyweight, who has successfully defended his title since he lifted the crown from Frankie Genaro's head in June 1925.

Among those who shattered records in 1926 is Babe Ruth who, during the World's series, was responsible for breaking nineteen records. Four home runs during the series,—three in one game,—was his record at bat, to say nothing of his dazzling fielding. The series also was notable for breaking all records for attendance and paid admissions, there being over $2,000,000 paid to witness the games of which the winning players each got over $5,000, while the losing players share was well over $3,000.

Ten Years Ago in Prince Rupert

On one fishing boat operating out of Prince Rupert each man has cleaned up $2,000 since September.

The investigation into the high cost of living has been postponed until Vancouver has been communicated with.

Mr. and Mrs. Fred Henning and family left for Telkwa this morning to reside, Mr. Henning having accepted the position of manager of the Broughton & McNeil store.

A very pleasant surprise party was given by the friends of Miss Criddle last evening in the Bayview Hotel.

The sum of $25 was realized yesterday at the tea given by Mrs. Du Vernet in aid of the Red Cross.

ALASKA S.S. CO. BUYS NEW VESSEL

Sister Ship of Yukon Will be Placed on Run Next Season

A new passenger liner, the Panama, sister ship to the steamer Yukon, has been purchased by the Alaska Steamship company for the Alaska route from Seattle.

Captain C. A. Glassock left Seattle recently for Panama to bring the new vessel to Seattle where she will be remodelled for the Alaska service. During his absence Captain Jock Livingston, well known navigator, formerly on the Jefferson and other Alaska Steamship Company steamers, has been transferred to the Yukon.

The addition of the Panama will give the Alaska Steamship Company three large ships for the westward run, the Alaska, Yukon and the new vessel. The Alameda and probably the Northwestern will be scheduled on the southeastern Alaska run.

The Panama, formerly the Havana, is a steel ship, operating between Panama and New York. She is 360 feet long, 5,638 gross tonnage, 3,476 net tonnage, 50 feet beam, 19.9 feet depth of hold 5,000 horsepower and carries a crew of 120 men. She was built in Philadelphia in 1898.

J. McRae and Roy Sweet were further remanded in the police court this morning for another eight days on charges of assault.

Being absolutely sure on the Subject of Quality

THE HIGH QUALITY OF

Baker's Breakfast Cocoa

is Not an Accident

It is the result of a judicious selection and blending of cocoa beans, of which there are more than thirty grades; of most careful roasting, a very delicate operation; and its further preparation by the best mechanical processes (no chemicals) which preserve the delicious natural flavor and aroma and attractive color of the beans.

WALTER BAKER & CO. Limited

Established 1780 DORCHESTER, MASS.

Canadian Mills at Montreal

Booklet of Choice Recipes sent free

DAILY NEWS CLASSIFIED ADS.

Wanted For Sale For Rent — Articles Lost and Found, &c

2c per word in advance. No Advertisement taken for less than 50c

WANTED

BID WANTED FOR CARPENTER WORK on five room dwelling. R. C. Hyde, No. 7, Waldron. 306

SITUATIONS WANTED

WOMAN WANTS WORK BY THE HOUR or day. Box 11, Daily News Office.

FOR SALE

FOR SALE. — FOUR ROOM HOUSE, fully modern, glass veranda, $2,500. Cash, $600. Balance $19 per month. Five room house with bath, Seventh Avenue, $1,200. Only $200 cash. Balance to arrange.
See our list of other properties for Sale.
THEO. COLLART LTD.
Westholme Theatre Block.

FOR SALE.—TO CLOSE OUT AN ESTATE, we are authorised to sell several lots, some corners, harbor view, and on sewer. Prices low and terms from $10.00 monthly. Enquire T. McClymont. tf

FOR SALE. — FOUR IRISH SETTER pups, three months old, (thoroughbred) $25.00 each to clear. Phone Green 285.

WHY NOT HAVE MUSIC? PIANOS and phonographs for rent. Walker's Music store. tf

FOR SALE. — FORD SEDAN; GOOD mechanical condition. $275. Terms. Phone 93. tf

FOR SALE.—Cadillac motor, with Bosch magneto and coil; suitable for boat. Phone 83. tf

FOR SALE.—PAIR OF BLUE FOXES. Apply O. H. Udd, Seaview Apartments. tf

FOR SALE.—SELF STARTER FORD Delivery, good condition. $250. Phone 83. tf

CLEAN WICKER BABY BUGGY FOR sale. Phone Blue 185. 304

FOR RENT

FOR RENT.—FIVE ROOM FLAT WITH toilet, bath, phone, pantry; furnished or unfurnished. Phone 774, daytime only. tf

FOR RENT.—THIRTY ROOM EQUIPPED hotel. Going concern. Write Box 342 Daily News Office. tf

FOR RENT. — WARM HOUSE WITH two bedrooms. Central. Apply 215 Fourth Avenue East.

FOR RENT. — SIX ROOMED HOUSE with bath. Apply 516 Fulton Street Phone Black 470. 306

FOR RENT. — FURNISHED SUITE Phone 18, Mussallem Grocery.

AUCTIONEER

AUCTIONEER BRINE MEETS THE PUBLIC all the way. Are my propositions fair? I buy for cash, sell on commission, or guarantee and valuate before sales. You get results. Phone 774.

FURNITURE AND RANGES

SPECIAL CASH DISCOUNT FOR THIS week on all Furniture, Linoleum and Linoleum Rugs, Carpets, Bed springs and mattresses, Blankets and Chesterfield suites. A. MacKenzie, Furniture. Phone 775.

RESTAURANTS

GOOD EATS CAFE
Mrs. Unger, Proprietress
Third Avenue, Next G. W. V. A.
Good Home Cooked Meals.
Phone Black 700

CHIROPRACTIC

DR. R. E. EYOLFSON
CHIROPRACTOR
623 Third Avenue.
Office visits - $1.00
House calls - $2.00
For appointment
Phone Office Blue 85
Residence Black 252

BOARD

BOARD. — THE INLANDER, 835 Second Avenue. Phone 137.

DERMATOLOGY

FACIAL BLEMISHES REMOVED
by the latest scientific method
PERMANENCY GUARANTEED.
No need for disfiguring hairs or other blemishes any more.
Phone Black 625

CHEVROLET

ANOTHER BIG REDUCTION IN CHEVROLET COMMERCIAL CAR PRICES

1-1½ Ton Utility Express Chassis	$ 825.00
½ Ton Light Delivery Chassis	$ 630.00
Touring and Roadster	$ 815.00
Sport Roadster	$ 880.00
Coach and Coupe	$1020.00
Sedan	$1135.00
Landau	$1185.00

USED CARS ON HAND

1 Ford Light Delivery, open body	$ 75.00
1 Ford Light Delivery, panel body	$150.00
1 Ford Light Delivery, starter equipment	$250.00
1 Ford Tudor Sedan, starter equipment	$300.00
1 Oldsmobile 5-passenger Touring, 1922	$600.00

Terms can be arranged on both new and used cars to suit the purchaser.

KAIEN GARAGE
Dealers in
Cadillac, McLaughlin, Oakland, Pontiac
Oldsmobile and Chevrolet Cars.
Phone 52

TAXI

Phone 67 Taxi
(Call George, Paul or Gust)
Six and Seven Passenger Studebakers at your disposal any time.
ROSS BROS. POOL ROOM
Meeker Block.
(Across from Empress Hotel)

TIMBER SALE X8607

Sealed Tenders will be received by the District Forester not later than noon on the 10th day of January, 1927, for the purchase of Licence X8607, Burke Channel, Restoration Bay, C.R. 3, to cut 1,000,000 feet board measure of Spruce, Cedar and Hemlock sawlogs.
Two (2) years will be allowed for removal of timber.
Further particulars of the Chief Forester, Victoria, or the District Forester, Prince Rupert, B.C.

TIMBER SALE X8371

Sealed Tenders will be received by the District Forester not later than noon on the 31st day of December, 1926, for the purchase of Licens X8371, Yakoun Bay, Massett Inlet, Q.C.I., to cut 460,000 feet board measure of Spruce, Cedar and Hemlock sawlogs.
One (1) year will be allowed for removal of timber.
Further particulars of the Chief Forester, Victoria, or the District Forester, Prince Rupert, B.C.

TIMBER SALE X5793.

Sealed Tenders will be received by the District Forester not later than noon on the 3rd day of January, 1927, for the purchase of Licence X5793, covering two areas in Goat Harbor, C.R. 4, to cut 752,000 feet board measure of Spruce, Hemlock, Cedar and Balsam sawlogs.
One (1) year will be allowed for removal of timber.
Further particulars of the Chief Forester, Victoria, or the District Forester, Prince Rupert, B.C.

PULP TIMBER SALE X8440.

Sealed Tenders marked, "Tender on X8440," will be received by the Honourable, the Minister of Lands, at Victoria, B.C., up to twelve o'clock noon on the 4th day of January, 1927, for the purchase of Pulp Licence X8440, to cut timber situated on Graham Island, Queen Charlotte Islands District. Thirty years will be allowed for the removal of the timber.
All tenders must comply with Section 19 of the "Forest Act."
The highest or any tender not necessarily accepted.
Further particulars may be had from the Chief Forester, Victoria, B.C.

MAIL SCHEDULE

OUT-GOING

For the East—
Mondays, Wednesdays and Saturdays, closes 10.30 a.m.
To Vancouver—
Tuesdays 4.15 p.m.
Fridays 8.15 a.m.
Saturdays [illegible] a.m.
C.P.R. Dec. 17 p.m.
First class mail is also despatched to Vancouver on Mondays, Wednesdays and Saturday by C.N.R. trains.
To Anyox, Alice Arm, Stewart and Premier—
Sundays 7 p.m.
Wednesdays 9.15 p.m.
To Pt. Simpson and Naas River points—
Sundays 7 p.m.
To Alaska Points—
Dec. 13, 20 noon
To Queen Charlottes—
Dec. 4, 18 7 p.m.

IN-COMING

From the East—
Tuesdays, Thursday and Sundays, due at 3.30 p.m.
From Vancouver—
Sundays p.m.
Wednesdays 10.30 a.m.
Fridays a.m.
C.P.R. Dec. 13, 29 noon
From Anyox, Alice Arm, Stewart and Premier—
Tuesdays a.m.
Fridays 6 a.m.
From Pt. Simpson and Naas Riv. Points—
Tuesdays a.m.
From Alaska Points—
Dec. 17 p.m.
From Queen Charlottes—
Dec. 16, 30.

BOX COLLECTIONS

	A.M.	P.M.
Graham & Atlin Aves.	9.00	[illegible]
1st Ave. & 8th St.	9.05	[illegible]
6th Ave. & Fulton St.	9.10	[illegible]
8th Ave. & Thompson	9.15	[illegible]
11th & Sherbrooke Aves.	9.20	[illegible]
11th Ave. & Conrad St.	9.25	[illegible]
6th Ave. & Hays Cove	9.30	[illegible]
6th & Hays Cove Circle	9.35	[illegible]
8th Ave. & Cotton St.	9.40	[illegible]
5th Ave. & McBride St.	9.45	[illegible]
Prov. Govt. Bldgs.	9.50	[illegible]
Prov. Gov. Wharf	9.55	[illegible]
G.T.P. Wharf	10.00	[illegible]
G.T.P. Station	—	[illegible]
2nd Ave. & 2nd St.	10.10	[illegible]
3rd Ave. & Fulton St.	10.15	[illegible]
3rd Ave. & 6th St.	10.20	[illegible]

Sunday collection same as P.M. week days only.

STEAMSHIP MOVEMENTS

For Vancouver—
Tuesday—ss. Cardena 5 p.m.
Friday—ss. Prince Rupert 9 a.m.
Saturday—ss. Catala 9 a.m.
Saturday—ss. Princess Beatrice 11 a.m.
Dec. 17—ss. Princess Mary p.m.
From Vancouver—
Sunday—ss. Cardena 4 p.m.
Wednesday—ss. Pr. Rupert 10.30 a.m.
Friday—ss. Catala a.m.
Saturday—ss. Princess Beatrice a.m.
Dec. 13—ss. Princess Mary noon
Dec. 27—ss. Princess Mary a.m.
For Port Simpson and Naas River—
Sunday—ss. Cardena 8 p.m.
From Port Simpson and Naas River—
Tuesday—ss. Cardena a.m.
For Stewart, Anyox and Alice Arm—
Sunday—ss. Cardena 8 p.m.
Wednesday—ss. Prince Rupert 10 p.m.
From Stewart, Anyox and Alice Arm—
Tuesday—ss. Cardena a.m.
Friday—ss. Prince Rupert 6 a.m.
For Queen Charlottes—
Dec. 18—ss. Prince Charles 8 p.m.
From Queen Charlottes—
Dec. 16—ss. Prince Charles a.m.
Dec. 29—ss. Prince Charles a.m.
For Alaska—
Dec. 13—ss. Princess Mary noon
Dec. 29—ss. Princess Mary noon
From Alaska—
Dec. 17—ss. Princess Mary p.m.

LAND ACT.

Notice of Intention to Apply to Lease Land

In Prince Rupert Land Recording District, and situate at Jedway Harbor, Queen Charlotte Islands.

TAKE NOTICE that Somerville Cannery Company, Ltd., Vancouver, B.C., occupation Fish Packers, intends to apply for a lease of the following described lands:—

Commencing at a post planted at the southeast corner of the Togo Mineral Claim, following the easterly boundary in a northerly direction 18 chains; thence northeasterly 11 chains to high water mark; thence southeasterly along the high water mark 18 chains; thence southwesterly 1½ chains, more or less, to point of commencement, and containing 17 acres, more or less.

SOMERVILLE CANNERY COMPANY, LTD., Applicant.
Per F. D. Mathers

Dated September 9th, 1926.