

You can smile at a cold



if you take LEMON HART RUM

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

### SID WEBB TELLS OF EXPOSITION

Canada Not Represented at Big Event in London Recently, He Says

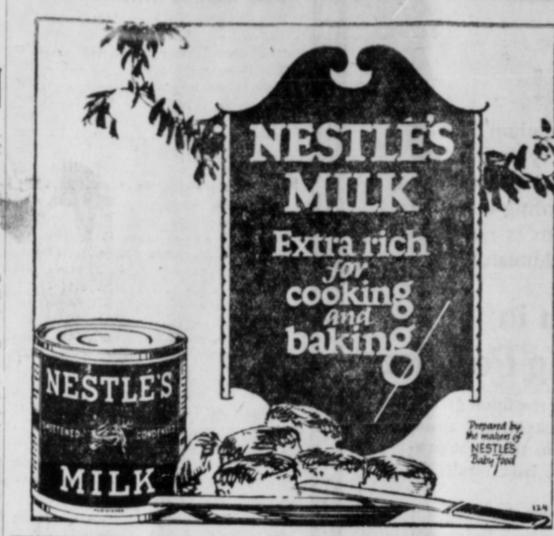
#### INTERESTING DISPLAY

(By Sid Webb)

"A truly wonderful exhibition" is only a poor way to describe the colossal show of "How Advertising is Done Today" which ran at the Olympia building here during the week of July 18 to 23. The writer was fortunate in being able to attend the exhibition during an entire half-day and then was only able to "quickly" see it all. To anyone vitally interested in the art of advertising—and today it is recognized as an art—the show was a wonder of ingenuity and to the average man and woman on the street it must have proved a marvel. It was astonishing to see the tremendous crowd of people, in all walks of life, who attended the exhibition and to witness their keen interest in display. The show undoubtedly amply demonstrated to the public that to properly advertise a good article was a sure road to commercial success.

#### CANADA OUT OF IT

One of the wonder displays of the entire show was the splendid exhibit of produce displayed by the Empire Marketing Board. The attendance of hundreds of people, at the time the writer viewed it and on other days, testified to its popularity and was a silent tribute to the keen interest taken by the British public at large in the produce of the Mother country, and more especially perhaps in that of the overseas Dominions. After walking around the exhibit for some considerable time, to be convinced that Canadian produce was conspicuous by its absence, the writer spoke to a Captain Graham, in charge of the exhibit, and asked if there was no produce on display from Canada. It seemed remarkable with the wonderful displays from Australia, New Zealand, Rhodesia, Ireland, etc., that the great Dominion of Canada was not represented. Capt. Graham assured



the writer that he had had at least fourteen or fifteen Canadians approach him that day on the same subject, and explained that while our Dominion had been invited to exhibit several times that the Canadian government had not seen fit to appropriate the necessary funds and, therefore, were not represented.

While no one wishes to dictate to governments it does seem a lost opportunity for Canada, if only from an immigration standpoint, to be conspicuous by her absence, when such an excellent opportunity is afforded to advertise her wonderful resources and produce to people who are specially interested in the Dominion.

Since the writer has been in England is really wonderful what a number of people one meets who have the interests of Canada at heart. That is to say people who have near relatives or friends residing in Canada, or who lost a loved one with the Canadian forces during the Great War. Canada, and things Canadian, has created a strong sentiment in the hearts of the Old Country people but that sentiment must be kept alive and to be represented as a Dominion along with the other great overseas possessions, at the many great exhibitions throughout the British Isles, is a sure way of accomplishing it. In writing these few well-meant lines the writer trusts that they may be read by someone in authority in Canada who will take the matter of this lost publicity opportunity up in the proper channels.

I don't know, but somehow one felt that their pride had been hurt to see Canada left out altogether in the beautiful Empire Marketing Board exhibit.

#### LAND ACT

NOTICE OF INTENTION TO APPLY TO LEASE LAND

In Range 4, Land Recording District of Prince Rupert, and situate at Bernard Cove, Princess Royal Island.

TAKE NOTICE that the Millard Packing Company Limited of Vancouver, B.C., occupation Salmon Cannery, intends to apply for a lease of the following described lands:—

Commencing at a post planted alongside post marked N.W. L2573; thence southerly along high water mark 20 chains, more or less, to a post marked S.W. L2573; thence west to low water mark; thence northerly along low water mark 20 chains, more or less, to a point west of the point of commencement; thence east 50 links, more or less, to point of commencement, and containing one-quarter acre, more or less.

MILLARD PACKING COMPANY LIMITED, Applicant.

Dated June 16, 1927.

#### LAND ACT

NOTICE OF INTENTION TO APPLY TO LEASE LAND

In Queen Charlotte Island Land Recording District of Prince Rupert, and situate at the head of the south arm of De La Beche Inlet, Moresby Island.

TAKE NOTICE that British Columbia Fishing & Packing Co. Ltd., of Vancouver, B.C., occupation Packers, intends to apply for a lease of the following described lands:—

Commencing at a post planted at the head of the south arm of De La Beche Inlet, Moresby Island; thence south 5 chains, thence east 20 chains; thence north 5 chains, more or less, to high water mark; thence west along high water mark to point of commencement, and containing 10 acres, more or less.

BRITISH COLUMBIA FISHING & PACKING CO. LTD., Applicant.

Dated June 10, 1927.

#### LAND ACT

NOTICE OF INTENTION TO APPLY TO LEASE LAND

In Prince Rupert Land Recording District of Coast District, Range 4, and situate on and being all of Bonilla Island except that portion occupied by Indian Reserve Number 18.

TAKE NOTICE that I, Ole C. Austad, of Prince Rupert, B.C., occupation rancher, intends to apply for a lease of the following described lands:—

Commencing at a post planted at the southeasterly point of Bonilla Island; thence northerly, westerly, southerly and easterly following the original Certificate of Title to the point of commencement, excepting therefrom that portion of the island occupied by Indian Reserve No. 18, and containing one thousand acres, more or less.

OLE C. AUSTAD, Applicant.

Dated July 15, 1927.

#### NOTICE

IN THE MATTER of an application for the issue of a Provisional Certificate of Title for Lot one (1) of Lot three hundred and sixty (360), Range five (5), Coast District, Map 970.

Satisfactory proof of the loss of the Certificate of Title covering the above land having been produced to me, it is my intention to issue, after the expiration of one month from the first publication hereof, a Provisional Certificate of Title to the above land, in the name of ALICE CLAPPE, the original Certificate of Title is dated the 29th November, 1912, and is numbered 2605 I.

Land Registry Office, Prince Rupert, B.C. July 15, 1927.

H. F. McLEOD, Registrar of Titles.

#### SEALED TENDERS

Sealed Tenders marked "Steel Pipe" will be received by the undersigned up to 12 o'clock noon of Monday, August 15th, 1927, for supplying and delivering approximately six thousand (6,000) feet of 18-inch steel pipe 3-16 to 1-2 inch thick.

Instructions to bidders and Specifications can be obtained at the Office of the City Engineer, City Hall, Prince Rupert, B.C.

The lowest or any tender not necessarily accepted.

D. J. MATHESON, Purchasing Agent.

### THE PIONEER LAUNDRY KIDS



LOW PRICES THAT YOU CAN AFFORD—BRING US YOUR TRADE AS OUR REWARD

THE high character of our work and our low prices have combined to bring us our business reward. Folks know that our work is first class and that we are thoroughly dependable.

Pioneer Laundry Phone 118

For Ladysmith-Wellington COAL Phone 580

Hyde Transfer And Coal Co. 139 Second Avenue

REDUCTION in Prices 15 per cent off for two weeks only. Come in and inspect our stock.

M. T. LEE LADIES' & GENTLEMEN'S TAILOR Third Avenue P.O. Box 977

MILK -- PRICE Reduced to 12 pints for \$1.00 7 quarts for \$1.00 12 pints for \$1.00

Cash price tickets. McBride Street store now closed.

Valentin Dairy Office and Dairy - 11th St. Telephone 657.

Dr. A'alexander Smith Block Phone 575 DENTIST

self-explanatory in its title. It is a board composed of eminent men, regardless of political creed, who concern themselves with the better marketing of the Empire's produce. That is the work of the board in a "nut-shell" and while it has only been in existence a short while, the work they have already accomplished has had wonderful results and undoubtedly the board will be a permanent factor in the business of exploiting the "wares" of the colonies in the world's markets.

#### THE EXHIBITION

It would be difficult to tell in detail of the many wonders on view at the Advertising Exhibition. First and foremost the advertising men, that is the advertising agencies and the big daily newspapers, have taken up pretty well the lion's share of the ground floor space, and it is hard to imagine that the stands were only erected for one week for really they have such a solid and permanent appearance. The entire plan of the stands etc. was carried out by Joseph Emberton, A.R.I.B.A., an eminent architect, who evidently adopted the plan of "symmetry" and this has given the entire interior a delightful appearance. In fact it was a very harmonious and artistic layout.

Among the many things on view were making of half-tone and line blocks (or as we call them "cuts"); movies showing the production of a big daily newspaper put on by the Daily Telegraph; the production of type and casting, including a linotype machine in operation, etc., by the Daily Mail; the interior of a gymnasium aboard ship by the Cunard Company; a full-sized model bungalow entirely furnished with the latest labor-saving devices and furniture; a very wonderful exhibit by the British railways displaying a large section of railway track with models of all the rolling stock; model of street-cars displaying the different forms of advertising thereon; an entire street of shop windows displaying the window-dressing art; and posters, many of which are familiar in Canada, are elegantly displayed and numbered around the entire building.

A public contest for the judging of the shop windows and posters was put on by the Advertising Association and this created a great deal of interest. One had to judge on a special card the first twelve best, both in the shop window and poster display, no mean accomplishment.

#### PALACE OF BEAUTY

The great attraction at the exhibition was the Palace of Beauty in which was depicted, by living models, the many familiar advertisements. This feature was carried out in a very splendid manner and had many theatrical productions outdone for originality and splendor. Each advertisement was displayed by a living model in a stage effect of its own. The choosing of the models was a wonder, and one could hardly believe that the scene was real. The types of feminine beauty suited the advertisements they represented to the letter. For instance there was the Kodak Girl in her familiar black striped summer dress with her Kodak camera on her knee, exactly as the advertisement portrays her. "Miss Kodak" was sure a delight to the eye and had a smile for most people but I am not sure whether she smiled particularly at the writer or at an old gentleman behind. It is hard to tell in a crowd. Black Cat cigarettes was portrayed by a very winsome looking young lady with auburn hair dressed in an old fashioned Victorian gown with drooping bonnet, and naturally smoking the inevitable Black Cat. It would have been interesting to know just how many cigarettes the young lady smoked in a day.

A young lady advertising Celanese (artificial silk) underwear was, of course, a winner. But she was not a winner from the fact that it was artificial silk she represented but by the character displayed in her face. Naturally the ladies attending remarked upon the elegance of this particular but mere

had nothing to say. It was quite a task to view the Palace of Beauty and the queue extended pretty well the entire length of the building.

#### ADVERTISING AGENCIES

It must be said that the Advertising Agencies were the backbone of the show and had some really excellent stands from which they demonstrated to the public how advertising was created.

The Advertising Agencies in Great Britain play a very prominent part in the advertising world, as they do in Canada, acting as they do between the manufacturer and retailer of an article, the newspaper or periodical actually printing and distributing the advertising, and thence to the consumer. The majority of the big advertising successes of today in this country have emanated from the brains of the Advertising agency. The writing and planning of advertisements and an advertising campaign is no longer a matter of guess work but must be based on facts and it is the duty of the advertising agent to get the facts first, as in the case of the good reporter.

At Olympia the leading advertising agencies of the country were very ably represented and took pleasure in demonstrating to the enquirer how advertising campaigns ever undertaken by British advertising men was on view from its inception to its finality.

#### NEWSPAPER MUSEUM

A very interesting display at the show was the Newspaper Museum which had on view original copies of old English newspapers dating as far back as 1672. It was very interesting to contrast them—some only the size of an ordinary letter sheet—with the wonderful newspaper productions of modern times.

### COW BAY FLOATS ARE NOT ON PROGRAM OF CONSTRUCTION JUST NOW

At the regular semi-monthly meeting of the city council last evening a communication was read from the department of Public Works at Ottawa advising that no work would be done on the floats at Cow Bay.

The communication was from J. C. Elliott, deputy minister, and stated that while an item to cover the cost of float landings had been duly noted for consideration in the supplementary estimates at last session, the government was unable to see its way to grant the application for funds for this purpose. Therefore as no funds are available no action is being taken by the department in the matter of placing floats there at this time.

### Man in the Moon

ONE of the expressions that do not mean anything is "drop in any time."

JAKE says he usually finds if he drops in he has to quickly drop out again.

TO some people I know, heaven would be a place where the fish were big and numerous and fought like hades.

YES, I am a visiting tourist With only a nickle to spend, I stopped a few hours in Rupert And my way down town did wend. I made a call at a fur shop And looked through the curios all, And then hugged tightly my nickle And did not spend it at all.

PEOPLE who give others a piece of their mind are those who have none to spare.

THERE'S a reason for everything except for painting a house pink.

THEY say the moon affects the mind And that's the reason why— You should never go out on a moonlight night; Let her go with some other guy.

Advertise in The Daily News

## BRITISH COLUMBIA

The Mineral Province of Western Canada

To the end of December, 1926.

Has produced Minerals as follows: Placer Gold, \$78,018,548; Lode Gold, \$126,972,315; Silver, \$80,787,003; Lead, \$106,976,442; Copper, \$209,967,068; Zinc, \$50,512,557; Coal and Coke, \$284,599,133; Structural Materials and Miscellaneous Minerals, \$50,175,407; making its mineral production to the end of 1926 show an

AGGREGATE VALUE OF \$988,108,470.

PRODUCTION FOR YEAR ENDING DECEMBER, 1926, \$67,188,842

The Mining Laws of this Province are more liberal and the fees lower than those of any other Province in the Dominion, or any colony in the British Empire.

Mineral locations are granted to discoverers for nominal fees. Absolute Titles are obtained by developing such properties, the security of which is guaranteed by Crown grants.

Full information, together with Mining Reports and Maps, may be obtained gratis by addressing—

THE HONORABLE THE MINISTER OF MINES, VICTORIA, BRITISH COLUMBIA.

N.B.—Practically all British Columbia Mineral Properties upon which development work has been done are described in some one of the Annual Reports of the Minister of Mines. Those considering mining investments should refer to such reports. They are available without charge on application to the Department of Mines, Victoria, B.C. Reports of the Geological Survey of Canada, Winch Building, Vancouver, are recommended as valuable sources of information.

Reports covering of the Six Mineral Survey Districts are published separately, and are available on application.

## DENTIST

Dr. J. R. Gosse

Helgerson Block

X-RAY SERVICE

Phone 686

9 a.m. to 6 p.m. Evening Appointments

### Canadian National Steamships Co. Limited

Prince Rupert

DRYDOCK

AND

SHIPYARD

Operating G.T.P. 20,000 Ton Floating Dry Dock

Engineers, Machinists, Boilermakers, 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

### Canadian Pacific Railway

B. C. Coast Services

Sailings from Prince Rupert

To Ketchikan, Wrangell, Juneau and Skagway — August 1, 5, 8, 15, 19, 26, 29.

To Vancouver, Victoria and Seattle—August 3, 6, 10, 13, 20, 24, 31.

PRINCESS BEATRICE. For Butedale, East Bella Bella, Ocean Falls, Namu, Alert Bay, Campbell River, and Vancouver every Saturday, 11 a.m.

Agency for all Steamship Lines. Full information from—

W. C. ORCHARD, General Agent, Corner of 4th Street and 3rd Avenue, Prince Rupert, B.C.

"TRY A NIP TONIGHT"

Grant's BEST PROCURABLE Scotch Whisky.

BOTTLED & GUARANTEED BY William Grant & Sons Ltd. PRODUCE OF SCOTLAND



The Original Label—look for it at the Vendor's and insist on GRANT'S "BEST PROCURABLE"

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BOVRIL Makes Delicious Sandwiches Very Nourishing Too