

*"More Bread and Better Bread"*

# PURITY FLOUR

*Makes Your Baking Skill Better Still*

BRACKMAN-KER MILLING CO. LTD. DISTRIBUTORS FOR B.C.

**THE DAILY NEWS**  
 PRINCE RUPERT - BRITISH COLUMBIA

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 H. F. PULLEN - Managing Editor.

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**LOCAL ADVERTISERS**

The Daily News carries a good deal of advertising and most of the men who use space in this paper are men who deliver the goods. The things they advertise are as stated.

The man who fails to deliver the goods as advertised is due for a business collapse for people soon find him out.

Usually we buy from people because we believe the goods they sell are good value. Once we lose faith in the merchant we do not care to go to his store again. We give him absent treatment and all his efforts to attract the public by advertising are abortive.

The man who advertises is usually the man who is ready to stand behind the goods he handles. He believes in the quick turnover and keeps the goods fresh on the shelves. If he fails to advertise, look out for the stale sugar, the old fashioned suits, the last year's dress goods. In order to move the goods rapidly advertising is necessary.

Children should remember it is not right to smoke or lie until they are grown up.

**HONEST STATEMENT OF FACT**

The best advertisement is an honest statement of fact. It means telling the customer what you have so that he may take advantage of the offer. It is very difficult to move the goods if the customer is not told about them.

The two people who should not advertise are those who have nothing attractive to offer and those who live in a place where the people have no money with which to buy. If a merchant is ready and willing to stand behind his goods he should tell the public about them and the prices at which they can be purchased. This can best be done through the columns of the daily newspaper.

Dempsey was beaten by a better man but most people are brought low by high living.

**SIGN OF PROGRESS**

Advertising is a sign of progress. All merchants believe in it. Some feature the display in their windows which is one of the best forms of advertising. But window display is not enough. Many people do not go window shopping. They prefer to scan the newspapers in the evening and decide what they want.

There was a time when the advertiser was looked upon as more or less of a charlatan. The advertisement was a trap to catch the unwary. Today it is just the opposite. The person whose display does not appear in the newspapers is usually ranked as of little repute. Usually the best dentist, the best grocer, the best furnishing store, the best butcher, the best coal merchant, is he who lets the public know exactly what he has to sell and possibly tells them why they should use his service.

The average merchant cannot afford to do as does the insurance company. He cannot afford to seek out his customer and sell directly. It is too expensive a way of selling. He has to adopt some other method.

At one time dodgers were issued, but the man who uses a dodger today is looked upon as one who fears to place his prices alongside those of his competitor. Also he usually fails to reach his objective.

The difficulty with most of us is that we let time pass us instead of keeping up with it.

**WHY PEOPLE BUY NEWSPAPERS**

While the average person buys a newspaper to find the news of the day, there are a great many who buy the Daily News chiefly to read the advertisements. It is the first thing they look for when they open it.

It is argued that a great many do not read advertisements. The man who lives at a boarding house does not usually read the grocery advertisements because he is not interested. The man who keeps house and more particularly the wife of that man is the one who looks them over carefully.

Some women read editorials and to those we would suggest that before they make up their next order for grocery they look over the grocery advertisements in this paper and see if they are getting value for the money they are spending.

**TELLS ABOUT DUNWELL MINE**

Expert Writes in Vancouver Paper Explaining Why the Slump

E. A. Haggan, the mining expert and writer, writes about the slump in Dunwell in the Vancouver Province as follows:

The market vagaries of Dunwell shares require explanation. Three years ago Dunwell was a market leader with its shares selling up to around \$6. The directors made a few issues of stock at \$1 a share. The market naturally dropped to the same level. When further funds were required to finance the mill, another issue of stock was made at 30 cents, so that the market is at present a little below the valuation placed on the stock by the directors. There is every reason to believe the mine to be a valuable property. Three of the leading mining companies in Canada and an English company were of that opinion, for they offered to take it over, finance it, and place it in production. Had either of them done so the mine would probably today have been on a dividend basis, but the deal with any one of them involved turning over control. To this the directors were opposed, for the reason that they wished to demonstrate that a mine could be financed, developed and put into production by British Columbia people.

**WEAK POINT IN DUNWELL**

The weak point with Dunwell has been the failure to develop more than sufficient tonnage of ore to carry the mill over its first year of operation. The management has never claimed a greater reserve, although the science of mining engineering demands that before a mine is equipped with a mill it should have sufficient reserve to enable it to earn a profit to liquidate the entire cost and provide a reasonable return to shareholders by way of dividends.

The management claimed the average value of the ore to be around \$25 a ton; and it was expected the cost of production would not be more than \$15 a ton. Although the initial capacity of the mill was 100 tons a day, it is now capable of handling about 150 tons a day.

On the official estimates of the management the company should now be earning a profit of about \$1500 a day. On these figures the company should be earning \$500,000 a year, or 50 per cent. on its authorized capital. But it isn't, and why?

**ORE IS COMPLEX**

The ore is complex. It carries values in gold, silver, copper, lead and zinc. The concentrates are shipped to Great Britain for treatment on a basis which is a little more favorable than Trail smelter rates. Not all values are paid for; and for those metals for which value is received the return is much less than the original estimate by the management. For instance, the company gets only about a cent per pound for its zinc, while the market price for the refined metal is over 6 cents per lb.—only 16 per cent of the assay value—while prices of the metal have shown a serious drop since the first estimates were prepared.

There are several veins on the property, and they vary as to their metal contents. Shipments have been mainly from the Dunwell vein, which has been developed to a depth of about 950 feet. The Sunbeam and Ben All veins are stated to be important. The latter is the richest, and it is now being opened up for mining to supply the mill with a view to producing a concentrate of higher value and ensuring more favorable returns from the ore-purchasing company.

The management states the mill is now producing thirty tons of concentrates per day, consisting of ten tons of lead and twenty tons of zinc concentrates; and that the recovery is 90 per cent. of all values. The production for July was stated to have a net value of about \$40,000, after deduction of freight and smelter charges. On this basis the company would be doing well, provided it is able to keep its developments ahead of new requirements and that values stand up to anything like the estimates.

**McIVOR GOES TO WINNIPEG**

Western Sales Manager for Pool Becomes General Sales Manager

VANCOUVER, Sept. 29.—Shake-up in the executive organization of the Central Selling Agency handling all the wheat of the Alberta, Saskatchewan and Manitoba Wheat Pools has put George McIvor, formerly western sales manager, into the chair of general sales manager.

D. L. Smith, who had held that position, has been delegated to take charge of an office the Central Selling Agency is opening in London, England.

O. Z. Buchanan, who has been in charge of the Vancouver office of the pool, will be western sales manager, with office in Calgary. He will be succeeded by James Gibson of the pool's Calgary office.

Mr. McIvor will move to Winnipeg. Donald McIntyre, assistant sales manager at Winnipeg, has been appointed eastern sales manager. W. C. Follitt, assistant sales manager, has been appointed coarse grains sales manager.

James Gibson, the new Vancouver manager, was born at Kenora, Ontario, and started in the grain business in

Winnipeg. He served overseas with the 16th Scottish and subsequently settled in Calgary to take employment with a leading grain firm there. He joined the Pool staff in 1925.

**STILL YOUNG MAN**

The duty of the Vancouver manager, as performed by Mr. Buchanan, has been to have responsibility for the forwarding grain, arranging ocean bills of lading, paying railway freight, keeping the sales agency posted on the freight market, and speeding the movement of grain into the Vancouver terminals.

Mr. McIvor, who undertakes the great responsibility of selling the immense volume of grain annually handled by the Pool, was born in Portage la Prairie and entered the grain business in 1912 with the McLaughlin Grain Co. of Winnipeg. He was appointed manager of the firm's Lethbridge office and then entered the employ of the Willard Cumming Grain Company. More recently he was with the James Richardson Grain Company as manager of the Calgary office. Still a young man he has made rapid strides in the grain business.

**Ten Years Ago in Prince Rupert**

SEPTEMBER 29, 1917.  
 Word has been received in the city of the sudden death at Hazelton this morning of H. H. McVettie, postmaster at that point, who was one of the most widely known men in Northern British Columbia.

Saloons in Prince Rupert as well as all parts of British Columbia, will cease doing business tonight for the new Prohibition Act comes into force on September 1. An active sale of liquor today is reported to be going on and stocks are said to be almost depleted.

Cadet Hugh B. Scott of this city, now training in the Royal Flying Corps, writes to his brother, J. W. Scott, describing his first flight at Camp Mohawk, Ontario.

**Man in the Moon**

USE horse sense and you evolve a stable government.

SOME people are stupid; others never speak and are said to be wise.

THERE is joy in the automotive

world. A car is to be built that can be driven from the back seat.

BABE Ruth is expected to make a home run every game; Mayor Newton is always expected to talk about some "aspect," and the Daily News is expected to lead in everything beneficial to the city.

IT'S difficult for a rich man to enter heaven because there is no heaven kept for the man who likes spending money for his own pleasure.

THE little heaven I should like to go to would be where just a few of the best of us could foregather and have a chat around the fireside.

THERE'll be no heaven for a reformer because the people who will live there will not need reforming so he will be out of business.

NOBODY gets much nourishment from heaving the rag.

HERE is something I ran across recently. It is about the way the little angels' talk nowadays and is taken from one of the down east papers:

"It was a wonderful wedding. The girl was as sweet as any girl who ever lived, but modern. As she walked up the aisle on her father's arm, her lips lightly tilted at the corners in a happy smile, she was a picture of modest beauty. Her filmy wedding gown and gossamer veil floated around her fair blonde head like a halo. She was as nearly an angel as girls get to be in this world. At the altar as she passed from her father, the man she had always loved, to the man to whom she would devote the rest of her life, her dainty slipper touched a potted lily resting on the floor and turned it over. Smiling again, she turned to the dear old pastor waiting at the chancel, and said: 'That was a hell of a place to put a lily.'"

**LAND ACT NOTICE OF INTENTION TO APPLY TO LEASE LAND**

In Prince Rupert Land Recording District of Prince Rupert, and situate on Princess Royal Island at East Side Cove from Butedale Cannery.

TAKE NOTICE that I, Jacob Koski, of Butedale, B.C., occupation a fisherman, intends to apply for a lease of the following described lands:

Commencing at a post planted about 500 yards northeast of Butedale Cannery Wharf; thence east 5 chains; thence south 2 chains; thence west 5 chains; thence north 2 chains to point of commencement and containing one acre, more or less. JACOB KOSKI, Applicant.

Dated August 27, 1927.

**We have brought tailored-to-measure clothes within reach of all!**



IT'S no longer necessary to pay a high price for good, stylish tailored-to-measure clothes.

The great buying power of Tip Top Tailors and the fact that they specialize on ONE PRICE makes it possible to offer you clothes tailored to your individual measure at even less than you'd pay for a ready-made.

You have your choice now—at one standard price—of rich tweed and cheviot suitings, handsome worsteds, fast dye blue serges and superb British overcoatings. Come in and see them.

ONE PRICE TO MEASURE

**Tip Top 27 Clothes**

P. CRAVETTO Agent

208 4th Street Prince Rupert

**CANADIAN NATIONAL**

The Largest Railway System in America

**STEAMSHIP AND TRAIN SERVICE**

SAILINGS from PRINCE RUPERT for VANCOUVER, VICTORIA, SEATTLE, and intermediate points, each THURSDAY and SUNDAY, 11:00 p.m. For ANYOX and KETCHIKAN—Each WEDNESDAY, 4:00 p.m. For STEWART—Each SATURDAY, 10:00 a.m. For NORTH AND SOUTH QUEEN CHARLOTTE ISLANDS, fortnightly.

PASSENGER TRAINS LEAVE PRINCE RUPERT DAILY EXCEPT SUNDAY at 11:30 a.m. for PRINCE GEORGE, EDMONTON, WINNIPEG, all points Eastern Canada, United States. JASPER PARK LODGE OPEN MAY 21 TO SEPTEMBER 30. SEE CANADA IN CANADA'S JUBILEE YEAR—1907-1917.

AGENCY ALL OCEAN STEAMSHIP LINES. Use Canadian National Express for Money Orders, Foreign Cheques, etc., also for your next shipment. CITY TICKET OFFICE, 328 THIRD AVE., PRINCE RUPERT. Phone 208

**Canadian Pacific Railway B. C. Coast Services**

**Sailings from Prince Rupert**

To Ketchikan, Wrangell, Juneau and Skagway—September 6, 17, 26. To Vancouver, Victoria and Seattle—September 11, 21, 30.

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.

**UNION STEAMSHIPS LIMITED**

Sailings from Prince Rupert. For VANCOUVER, VICTORIA, Swanson Bay, Alert Bay, etc., Tuesday, 9 p.m. For VANCOUVER, VICTORIA, Butedale, Alert Bay, etc., Saturday 9 a.m. For PORT SIMPSON, ALICE ARM, ANYOX, STEWART, Wales Island, Sunday, 8 p.m. For Neas River Points and Port Simpson, Friday p.m. 123 2nd Avenue. R. M. SMITH, Agent, Prince Rupert, B.C. Through tickets sold to Victoria and Seattle at a reduced rate and baggage checked through to destination.

**Thompson Hardware Co., Ltd.**

255 Third Avenue Prince Rupert

- ALUMINUM WARE WEATHER STRIP
- GALVANIZED TUBS BUILDERS' HARDWARE
- LAMPS AND LANTERNS STOVE PIPE AND ELBOWS
- HEATERS AND RANGES CROSS CUT SAWS & AXES

**A new Gruen Cartouche in solid gold—\$40!**

Here is truly remarkable watch value! A dainty wristlet, newly created by Gruen, with an adjusted movement cased in 14kt. solid white gold—at half the price you'd expect to pay for such a watch.

As a gift or a watch for your personal use, no more satisfactory watch purchase could possibly be made at this price. See these remarkable timepieces at our store—today!

**JOHN BULGER LTD. Jewellers**  
 The Store with the Clock.