Imported? NO! It's both older and better

TEN YEARS OLD

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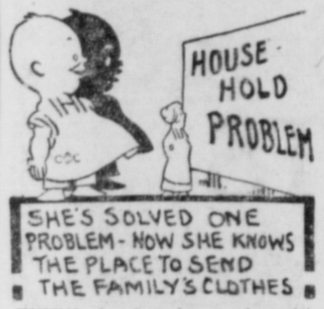
THE PIONEER LAUNDRY KIDS



WHEN she found out that this was the place to send the family's clothes she also discovered that we would make her a special rate for the family laundry. She told her friends about it and they told their friends about it and this is getting to be quite a family laundry.

Pioneer Laundry
Phone 118

YOU ARE INVITED
to see
Ladies' Coats
Hats
and
Dresses
at
The Louvre
316 Third Avenue
Next Royal Bank

Wood
DRY BIRCH, CEDAR AND JACK PINE
Single Load $3.50
Double Load $6.50
Large Sack ..... 50¢
6 BUNDLES DRY KINDLING, $1.00
Phone 580
HydeTransfer
AND COAL CO.
139 Second Avenue

English Made-to-Measure Suits and Pure Wool Cloths By Mail.
AGENTS WANTED to carry cloth patterns and take measures for English high-grade Tailoring House. Liberal commission. Cash trade. Splendid opening for storekeeper, agent carrying other lines or man with large circle of friends. Write, enclosing bank reference, to Dept. C., Commercial Advertising Service, North Parade, Manchester, England.

FRENCH TENNIS STAR TELLS OF SPORTS VALUE

Jean Borotra Handicapped by Cares of Business Yet Leads in Popular Game

(By John R. Tunis in "Rotarian")

Whenever you see in a magazine a highly colored picture of a lady in a sedan chair, or a lady walking along a promenade by the sea with a dog as big as a wheelbarrow on a leash, you know instinctively it's an advertisement for an automobile. And whenever you see a photograph of a figure in white jumping into the air to hit a tennis ball, you know by the same taken that it's a picture of Jean Borotra of France.

Jean Borotra is probably the most photographed man in sports today. First because of his leaping acrobatics, his unusual and picturesque attitudes upon the court, his tense and sinuous figure in full pursuit of the ball. Secondly because as a prominent member of France's Davis Cup team he has played in nearly every country in the civilized world. Naturally whenever he plays the photographers crowd about.

But this blonde, slender Frenchman is more than just merely another famous international athlete. At the age of twenty-eight he is internationally famous in business circles. Ever since the war he has represented an American corporation in Europe which manufactures gasoline pumps; on behalf of his company he travels the length and breadth of the eastern and western hemispheres. Nor is it an exaggeration to call Jean Borotra an "international" in business as well as in sport. Sitting at lunch one day last winter in his apartment on the Rue de Longchamps in Paris, I heard him talk—at a special telephone connection so made that he is able to conduct his business at meals—with a German, an Italian, a Czech, and an Englishman all in their native tongues. That same fire, energy, and dash that he has put into sport until he has raised French tennis to the front rank he has also given to business, with the result that today Jean Borotra is one of the leaders of the younger industrials of France.

A REAL AMATEUR

Something more is Jean Borotra. He is an amateur! He does not sell bonds, stocks, or insurance, write for the daily press, traffic in real estate or deal in any extraneous sidelines. In fact, he is one of the very few players of international sport who is actually handicapped by the cares of business. When he travels with the French team to play at matches in Denmark or Italy he counts on leaving Paris at the last possible minute by air to rejoin his comrades who departed by train the day before. He jumps out of the plane on the afternoon of the match and into his playing clothes; then, in addition, he sits up half the night transacting business wherever he happens to be, for the ramifications of his company are world wide. Last year before the final match at Forest Hills, when he played his teammate, Lacoste, for the championship of the United States, I was in his room in the Hotel Vanderbilt, in New York, shortly after midnight. Most of the tennis players had long since retired; not Jean Borotra. For hours he had been working and work still remained for him to do. In his hand, as I left, was a sheaf of telegrams; he was breaking engagements in Chicago, St. Louis, and Cincinnati because he was staying to play the next day.

"I should never have played in this tournment," he said, shaking his head ruefully. "I had appointments in St. Louis and Chicago that must be cancelled. I ought to be scolded—"

WORKED TO 2 A.M.

The night of the Davis Cup Challenge round at Germantown last year Borotra was working on documents and reports connected with his business until 2 a.m. At three he was called upon an important long distance call from San Francisco. He never told me this; he is much too good a sportsman; it is a fact nevertheless. Everyone knows of Jean Borotra as the inspiration and the mainspring of French sport. But few know of him in his vast and complicated business relations in almost every country in the world.

I stress this to show that Jean Borotra is not a one-sided specialist devoted merely to the playing of games, a man who spends his life upon the courts. Rather is he a hard working and capable industrialist, who, by the force of his personality, has created for himself the same position in the world of business that he occupies in the world of sport. He sees nations and many nations, too, across the net; he also meets them across the conference table in business. Those who only know him superficially, who only see him impetuous and ardent in a close five-set match, will call him the Bounding Basque. But Jean Borotra is far more than that; this eager, smiling Frenchman is a man with a purposeful brain. And because of his connection with sport; because of his connection with a large international corporation he gets to know the peoples of various countries as perhaps few persons in Europe do. He greets them formally in serious and important deals in the morning; he greets them informally at play upon the courts in the afternoon. Not one country, but a score of different countries. Therefore what he told me recently about sport and its effect upon international relations is more important than the biased and often insincere words of hundreds of politicians the world over, given out to the press for a desired effect. Because Jean Borotra's words were unstudied and simple. Besides being the views of a man who does not spend his life thinking, but doing.

BRINGS NATIONS TOGETHER

"There are two ways, I believe, of bringing nations together," he said. "One is by sport, the other by business. Let me show you what I mean:

"I had just returned from the war, where I was in military service at the front. I found conditions changed. The world was distrustful. Nations were afraid, uncertain; we did not like the Germans and the Germans did not like us. Well, shortly after demobolization I became attached to the company for which I now work. In a few months I was sent to Dusseldorf, across the Rhine, on business for them. I shall never forget my first visit to Germany

"For I a Frenchman was going into the enemy's land. I was shaking hands with men I had been shooting but a few years before. To my surprise I found that they received me courteously, treated me cordially, did business with me, and, without exception, kept their business word. I soon began to see they were not bad fellows. And as the years have rolled on and I have come to know them better I have made many friends there. I grew to like them and perhaps they liked me, their traditional enemy. Today I visit Dusseldorf every week and it is something I look forward to. All this would have been impossible had we not been brought together in a business way."

"Then you believe, Monsieur Borotra," I asked, "that business has a better and more lasting effect upon international relations than sport?"

KNOW AND UNDERSTAND

"International relations can be improved in two ways," he replied. "First by exchange of personalities and ideas through business, and, second, by intercourse and understanding through meetings in sport. There is a third way, which we have been trying through the centuries, and which hasn't gotten us so very far. That is through the medium of our politicians. But really there is only one way: that is in getting to know and understand other peoples. And the best way you can get to know a man and what he is like is upon the golf links or the tennis courts. This, I believe, is the more important and the more effective way.

(continued tomorrow

SIMONDS SAWS
Their teeth are of a toughness which makes them hold their keen cutting edge under every usage.
SIMONDS CANADA SAW CO. LTD.
MONTREAL
VANCOUVER, ST. JOHN, N.B.
TORONTO

WATER NOTICE.

DIVERSION AND USE

TAKE NOTICE that E. Rousseau, whose address is 410 Seymour Street, Vancouver, B.C., will apply for a licence to take and use 1 cubic foot of water out of unnamed stream which flows southerly and drains into Port Stephens Bay, about one mile east of Bluff Point. The water will be diverted from the stream at a point about 600 feet from the mouth and will be used for commercial purposes upon the lands described as Lot 2750, Range 4, Coast District. This notice was posted on the 26th day of July, 1927. A copy of this notice and an application pursuant thereto and to the "Water Act" will be filed in the office of the Water Recorder at Prince Rupert, B.C. Objections to the application may be filed with the said Water Recorder or with the Comptroller of Water Rights, Parliament Buildings, Victoria, B.C., within thirty days after the first appearance of this notice in a local newspaper. The date of the first publication of this notice is August 20, 1927.

EUGENE ROUSSEAU,
Applicant.

LAND ACT.

NOTICE OF INTENTION TO APPLY TO LEASE LAND

In Queen Charlotte Islands Land Recording District of Prince Rupert, and situate at Jedway Harbor, Moresby Island, Q.C.I.

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

Commencing at a post planted at the northeast corner of Lot 88, Q.C.I.; thence northwesterly and along high water mark 18 chains, more or less, to a point N. 56 37' E. from the N.E. corner Lot 140; thence north 56 37' E. 1-5 chains, more or less, to low water mark; thence southeasterly along low water mark to a point N. 56 37' E. from the location post; thence 2.2 chains, more or less, to the point of commencement, and containing 5 acres, more or less.

MILLERD PACKING COMPANY, LIMITED,
Applicant.

Dated September 7, 1927.

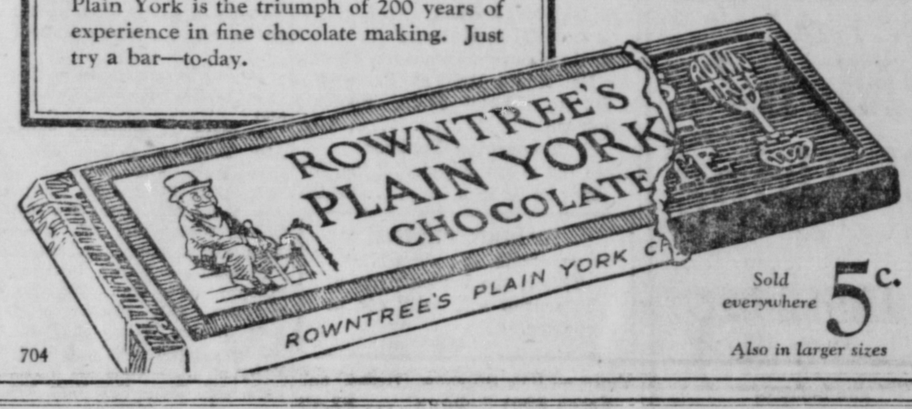
Certainly, she can have another!

My dear it is plain that
I'll have to explain
Over and over and over again

Plain York's really great
It's the best chocolate
With flavour and quality splendid for Jane.

Mothers and fathers who have tried Plain York chocolate realize at once how pure it is, how wholesome.

Not too bitter, not too sweet, but with all the deliciousness of pure plain chocolate, Plain York is the triumph of 200 years of experience in fine chocolate making. Just try a bar—to-day.



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"Rupert Brand"
Kippers
"THE DAINTIEST BREAKFAST FOOD."
Smoked Daily by
Canadian Fish & Cold Storage Co., Ltd.
Prince Rupert, B.C.

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 p.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.
AGENCY ALL OCEAN STEAMSHIP LINES.
Use Canadian National Express for Money Orders, Foreign Cheques, etc., also for your next shipment.
CITY TICKET OFFICE, 528 THIRD AVE., PRINCE RUPERT. Phone 260

WASH DAY REQUIREMENTS
Wash Boilers ..... $2.75 to $4.75
Clothes Lines ..... 50¢ to $2.00
Galvanized Tubs ..... $2.75 to $4.75
Laundry Dippers ..... 25¢ to 45¢
Clothes Wringers ..... $8.00 to $10.00
Galvanized Pails ..... 40¢ to $1.00
EASY VACUUM ELECTRIC WASHING MACHINES
$140.00 to $180.00
Thompson Hardware Co., Ltd.

It's MEAT and DRINK to you

A teaspoonful of "OXO" Cordial to a cup of boiling water proves a friend indeed.

The rich, meaty deliciousness of "OXO" gives the nourishment and stimulation which the body craves when weary or fatigued. That is why doctors, nurses and dietitians recommend "OXO"—they know that it contains the concentrated goodness of fresh, lean beef.

At all grocers—in 16 and 20 oz. bottles and convenient 6 oz. flasks.

OXO CORDIAL

OXO LIMITED, 350 St. Antoine St., Montreal

LIBRARY PAY SYSTEM BOOKS NOT YET HERE

Board Held Routine Meeting Last Night and Received Report of Librarian

It was reported by the librarian at the meeting of the Library Board last night that the books for the pay section of the library had not yet arrived and it would probably be two or possibly three weeks before it was initiated.

The librarian reported 3,372 books borrowed during the month of which 2420 volumes were fiction, 590 juvenile, and 362 non-fiction. The library was open 20 days, the average number of books loaned each day being 168.5.

During the month 41 new cards were issued to borrowers, 20 being cancelled.

Books received during the month numbered 52, of which 25 were by gift and 27 by purchase. Fifteen volumes were discarded as no longer useful. There are now on the shelves approximately six thousand volumes.

G. V. Wilkinson presided at the meeting, Ald. M. M. Stephens was secretary and there were also present James Black, H. F. Pullen and the librarian.

DELEGATES LEAVE FOR WINNIPEG MEETING

Mayor Newton off Today and J. C. Brady, M.P., Tomorrow

Mayor S. M. Newton left on this morning's train for Winnipeg to attend the national Conservative convention opening next Tuesday. During his absence, the mayor will also attend the convention of the Union of B.C. Municipalities in Nanaimo and the meeting of the Western Canada Unity and Development League in Victoria. He expects to return to the city in about three weeks' time.

J. C. Brady, M.P., will leave on tomorrow morning's train to attend the Conservative convention in Winnipeg as official representative of the city and district.

J. L. Nygaard, well known Bella Coola rancher, after having spent a couple of days in the city, sails tonight on the Prince George for Ocean Falls enroute home.

Advertise in "The Daily News"