

THE DAILY NEWS
 PRINCE RUPERT - BRITISH COLUMBIA
 Published Every Afternoon, except Sunday, by Prince Rupert
 Daily News, Limited, Third Avenue.
 H. F. PULLEN - - - Managing Editor.

SUBSCRIPTION RATES
 City Delivery, by mail or carrier, yearly period, paid in advance - \$5.00
 For lesser period, paid in advance, per month 50
 By mail to all parts of Northern and Central British Columbia,
 paid in advance for yearly period \$3.00
 Or four months for \$1.00
 By mail to all other parts of British Columbia, the British
 Empire and United States, paid in advance per year . . . \$6.00
 By mail to all other countries, per year \$7.50
 Transient Display Advertising, per inch, per insertion . . . \$1.40
 Transient Advertising on Front Page, per inch \$2.80
 Local Readers, per insertion, per line25
 Classified Advertising, per insertion, per word 2
 Legal Notices, each insertion per agate line15

Contract Rates on Application
 Advertising and Circulation Telephone - 98
 Editor and Reporters Telephone - - - 86

DAILY EDITION Friday, September 28, 1928

KEEPING DOLLARS AT HOME

One of the greatest problems of all communities is not so much keeping the young men at home as keeping the dollars at home. If the dollars are there, the young men will stay. An immense lot of Prince Rupert people buy away from home. They prefer to spend their money elsewhere rather than in their own community where they can see the goods they purchase.

In this connection an interesting stunt was staged in an American town some months ago and illustrated in a most potent way what the dollar kept at home will do. A dollar was started out from a bank and spent by every business man in the business section of the town, each fellow buying a dollar's worth of the next fellow's wares. When the rounds had been made the dollar was back in the bank from which it started, on savings deposit, and the merchandise which the dollar bought, displayed in a show window, filled the window. In the same window was displayed a dollar's worth of goods bought of a mail order house.

MODERN ADVERTISING

Advertising in newspapers is growing by leaps and bounds. Every year more and still more money is being expended in this way. Speaking of this the manager of the New York Sun says:

"Advertising, in its various fields with newspaper advertising in the dominant role, plays an important part in the economic existence of the nation. Advertising, through the many commodities it offers, creates new thoughts, new desires; it changes our ideals and, alters our tastes. Even our habits and modes of life are transformed by advertising. Basically, advertising is education. It informs, it instructs and explains the nature and value of commodities. Advertising does this by the simple means of text and illustration.

"Advertising has probably accomplished more to raise the standard of living than any other thing. The average American has far more today than he ever had. Mass production, in which this country leads, is directly traceable to wide and persistent use of advertising. By increasing output it has been the direct means of employing a larger number of men. And with mass production has come a reduction in the cost of products, which means that both the manufacturer and consumer have benefited.

"Intelligent advertising will continue to grow in volume and in influence because it is based on sound principles which are deeply rooted in the best things of our national existence."

THAT BANK MERGER
(Toronto Globe)

As expected, the shareholders of both the Bank of Commerce and Standard Bank voted for amalgamation by an overwhelming majority. There is in these decisions nothing discouraging to those zealous for safeguarding the public interest. The shareholders act only in their own interest. The public must look to the dominion government for the protection of the public welfare. News from Ottawa now indicates that, far from automatic permission being given by the government, there is strong likelihood that the disappearance of yet another bank will be vetoed.

(Winnipeg Free Press)

A unanimous vote by the shareholders of the Standard Bank and of the Canadian Bank of Commerce in favor of the amalgamation of the two institutions is reported. There is nothing surprising about this. It is admitted that the merger would be a good thing for the two banks and in particular for the shareholders of the Standard Bank.

A vote by the customers of the two banks on the advisability of permitting the merger would show very different results. And it is, we submit, the customers rather than the shareholders who are entitled to first consideration by the government.

NEWTON MAY BE OUT FOR MAYOR

Friends Likely to Wait on Him to Ask Him to Again Become a Candidate

His "many friends" are understood to be "waiting" upon ex-Mayor S. M. Newton with the request that he again run for the mayoralty at the civic elections in January. It is understood that Mr. Newton will not need much encouragement to again enter the lists. Presumably, having no newspaper on his hands now, he would be in a position to devote all his time to city business. It was understood when Mr. Newton was reported to have sold his newspaper last summer just before the provincial election came on that he was to go East, but he got no further than Kitsumkalum Lake and came back about a month later. Now it is generally mentioned that he would again like to be mayor.

If Mr. Newton again runs, it will be the thirteenth time in the nineteen years the city has been incorporated that he has been a candidate for the chief magistracy. He has already been mayor eight years. He was defeated in 1913 by T. D. Pattullo and in 1918, 1919 and 1920 by Thomas McClymont. He was elected by acclamation in 1915 and 1927. He started his municipal career in 1911 when he was elected an alderman and said last year when he did not run that he was through with municipal affairs and desired to devote all his time to his newspaper. Now he no doubt would like to be mayor again. It is presumed that Mr. Newton will, if he runs, have as his opponent, Col. S. P. McMorde, D.S.O., the present mayor.

Man in the Moon

Some people want a position and others a job; one is aristocratic and the other plebian; one is ornamental and the other useful.

Oh give me the Indian summer
 The summer without any rain;
 For an August with precipitation
 Just gives me the worst kind of pain.

Jake says he can't see why they make so much fuss about baseball teams playing for a pennant. But, Jake, old chap, there's a little something on the side in addition to the pennant. If you only had the salary check of a baseball player you'd forget Prince Rupert.

One of the things that won't get you anywhere is wishing you had backed a different baseball team.

Jake says he didn't back a different team—it was an indifferent one.

The other day I was out for dinner and got the surprise of my life. It was a dinner prepared without the use of a can opener.

Those baseball people should come to Prince Rupert if they want to see a world serious.

They tell me there is a presidential election in the States.

I put my money on Hoover
 The other chap planked it on Smith.

For whoever thinks Al a winner
 Is trusting I'm sure to a myth.

Ten Years Ago in Prince Rupert

September 28, 1918.
 The munitions board is investigating the possibilities of other northern timbers being used in place of spruce for airplane manufacture should the war be protracted and the present supply of spruce give out, stated Col. W. E. Edwards of the Imperial Munitions board, Ottawa, following a trip to the Queen Charlotte Islands.

It is expected that some one



LUMBERING
 1916 \$15,450,000
 1926-7 \$27,327,000
 Increase 1916-1926 138.7%

Our leading Industry

WHEN 38c. of every dollar paid in industrial wages and salaries in British Columbia comes from lumbering, her ten-year production increase of 138.7 per cent. is vitally important to everyone.

Thirty per cent. of our Province's entire industrial production of 251 million dollars in 1926 was contributed by lumbering and its allied industries. British Columbia now ranks third in the Dominion in industrial importance, and forest products dominate.

Involved in British Columbia's lumbering industry is capital of more than 100 million dollars . . . 20,000 people are employed . . . 330 mills operated.

Without question this gigantic business is destined to continue at the same pace.

Climate, soil and drainage have produced our vast forests of soft woods . . . the greatest in the world! One-third of the British Empire's entire timber supply is in British Columbia. Today, the demand for soft woods is four times that of hard woods . . . and with the last great stand of soft woods located in our Province, continued progress and prosperity are certain.

Great as our timber stands are, our government realizes the necessity of safeguarding the future of this vast industry and is devoting much time, study and thought to the question of scientific reforestation, fire prevention and conservation.

Lumbering brought 84 million dollars to British Columbia in 1926 (the value of the cut that year), an increase of 49 million dollars over 1916. Every year more than 30 million dollars worth of supplies are purchased to enable this great industry to carry on.

Foreign markets have been sought . . . and captured. Water borne export of lumber has enjoyed exceptional growth. Ships laden with 2,616,419,000 feet board measure left our ports during 1922-1926 . . . an increase over the period of 1912-1916 equal to 984%. The log scale jumped 111% during the same period!

This activity represents real money in constant circulation. It keeps thousands of men busy . . . influences every phase of commercial life . . . builds markets for our farm products . . . spells "BRITISH COLUMBIA" the world over!

Add to this the sash and door factories, and pulp and paper production, which alone jumped from \$15,450,000 in 1916 to \$27,327,000 in 1926, and you have an idea of the enormous importance and far reaching influence which this, our chief provincial enterprise, is bound to exercise on the welfare and earnings of each and every citizen.

Read these announcements and understand your province's progress . . . clip them out and send them to friends. If you desire extra copies of these announcements a note to this newspaper will bring them. Advertise your Province!

BRITISH COLUMBIA'S PROGRESS

hundred local people will leave tonight with the baseball team which will play a return game at Anyox. The steamer Prince Rupert is making a special trip for the occasion.

The police commission discussed the enforcement of the prohibition laws at its regular monthly meeting yesterday afternoon. Commissioner S. D. Macdonald criticised the way in which the Act was drawn up and Commissioner George Hill asserted that bootlegging was general in the city.


DESPATCH INCORRECT

VANCOUVER, Sept. 28. — On September 18 the Canadian Press carried a story to the effect that Gerald Hodgson, a Vancouver barrister, was a member of the firm of the Pacific Auto Top & Paint-

ing Co. After careful investigation the Canadian Press finds that Mr. Hodgson has never been connected in any official capacity with that company and regrets that Mr. Hodgson's name was erroneously used in this connection.

The Canadian Press is also reliably informed that William Newman was not a member of the firm.

LINDSAY'S
 Cartage and Storage
 Phone 68
 Cartage, Warehousing, and Distributing Team or Motor Service.
 Coal, Sand and Gravel.
 We Specialize in Piano and Furniture Moving.



QUICK QUAKER OATS

Cook's While You Boil an Egg

QUICK QUAKER OATS

If your paper does not arrive, telephone the office