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 line	.25
Classified Advertising, per insertion, per word	.2
Legal Notices, each insertion per agate line	.15

Contract Rates on Application

Advertising and Circulation Telephone - 98

Editor and Reporters Telephone - - - 86

Member of Audit Bureau of Circulations

DAILY EDITION Monday, Nov. 26, 1928

PLEA FOR MARINE LIFE STUDY

In an address to the Rotary Club last week, Canon Rushbrook made a strong plea for the study of marine life by the young people of this city. He described in glowing terms some of the beautiful and curious things to be seen along the shores, and urged an attempt be made to interest more people in these things.

While this is perhaps not the time of year for such studies, we are glad to pass on the message. There is a sad lack of information in regard to such things here and any movement to create more interest has our warm support.

POWER OF PERSONALITY

Victoria chose Premier Tolmie at a time when the country was at war and they wanted a man who was not in politics. They continued to support him when he left the Union group and swung in with the Conservatives and probably would have continued to support him almost as long as he wished to represent the city.

Now Dr. Tolmie has chosen another sphere of activity and Victoria has to choose between a man who is not in any respects outstanding as a Conservative candidate and the former Liberal premier whom it turned down in the provincial elections. We suggest that they will probably choose Dr. MacLean because he is the better man. Although a staunch supporter of the Liberal party, Dr. MacLean is a very Conservative Liberal. He is the type of man that appeals to the people of Victoria. He will be elected on his personality.

RE-BIRTH OF CHINA

China is being re-born. That country has been through all the throes and the new infant is fast gaining strength and liveliness. The country is attracting attention everywhere and if only the government can remain stable we shall see wonderful things in that country within the next few years.

China has wonderful potentialities. Her people needed only this re-birth to give them the impetus to throw off the lethargy of ages and bring them in line with modern development.

Canada will do well to keep in close touch with the Chinese revival. China is one of our neighbors, almost as close as Japan, and there will be immense possibilities for trade with that country. Prince Rupert being the nearest Canadian port should be particularly interested in the change which is coming about.

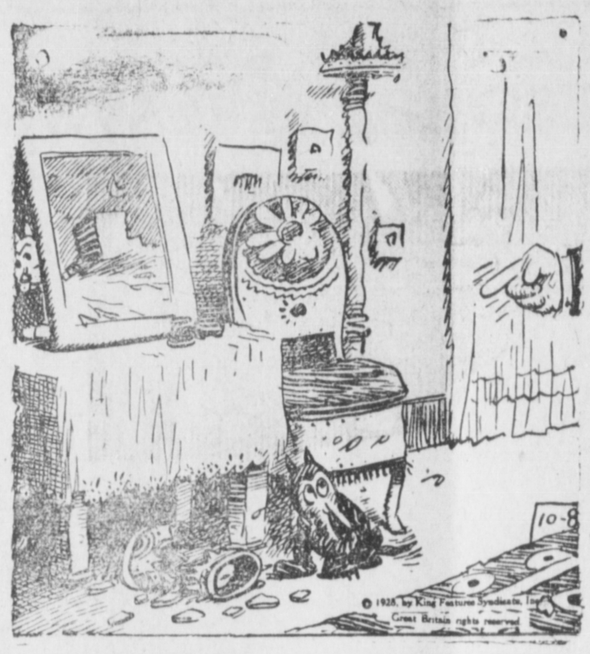
LOOKING TO PACIFIC

In an address before the Vancouver Canadian Club recently Premier Brownlee of Alberta made this significant statement: "Today the face of Alberta is turned westward instead of eastward. Prior to 1923 Alberta looked down the narrow strip of rails that led to Fort William and other eastern centres. Today Alberta is looking to the Pacific, and the hope of the people is in the development of the Pacific, and there almost entirely."

This remark was not a bit of diplomatic and neighborly flattery for British Columbia consumption. The two western provinces have much in common. Alberta is now shipping most of its export wheat westward because of favorable freight rates, and will continue to do so. This will establish broader trading connections between the two provinces, for, although the prairie province will build up its own industries, its imports will grow with population and it will go to its natural trading market outside. It is true that the great stretch of mountains is a dividing line, but it is also a cementing link, for the two popular resorts, Banff and Jasper Park, are in Alberta, and visitors to these places generally think their outing incomplete without a trip to the coast.

Another link in the chain of association, and one to which Premier Brownlee referred, will be the inevitable Pacific outlet for the Peace River country. At present Alberta regards this district as its own, because it is reached through Edmonton and the greater part of the surveyed area is within Alberta. The time, the premier said, is nearer at hand than most people realize when an outlet for the Peace River district will be one of the outstanding questions of western Canada life. This will bring Alberta and the coast province closer together still.

EMBARRASSIN G MOMENTS



DEMAND

"Rupert Brand"

Kippers

"THE DAINTIEST BREAKFAST FOOD."

Smoked Daily by

Canadian Fish & Cold Storage Co., Ltd.

Prince Rupert, B.C.

Telephone the office if your paper does not arrive

Fashion Fancies

Something Natty for Travelling

A Smart Frock That Serves Two Purposes

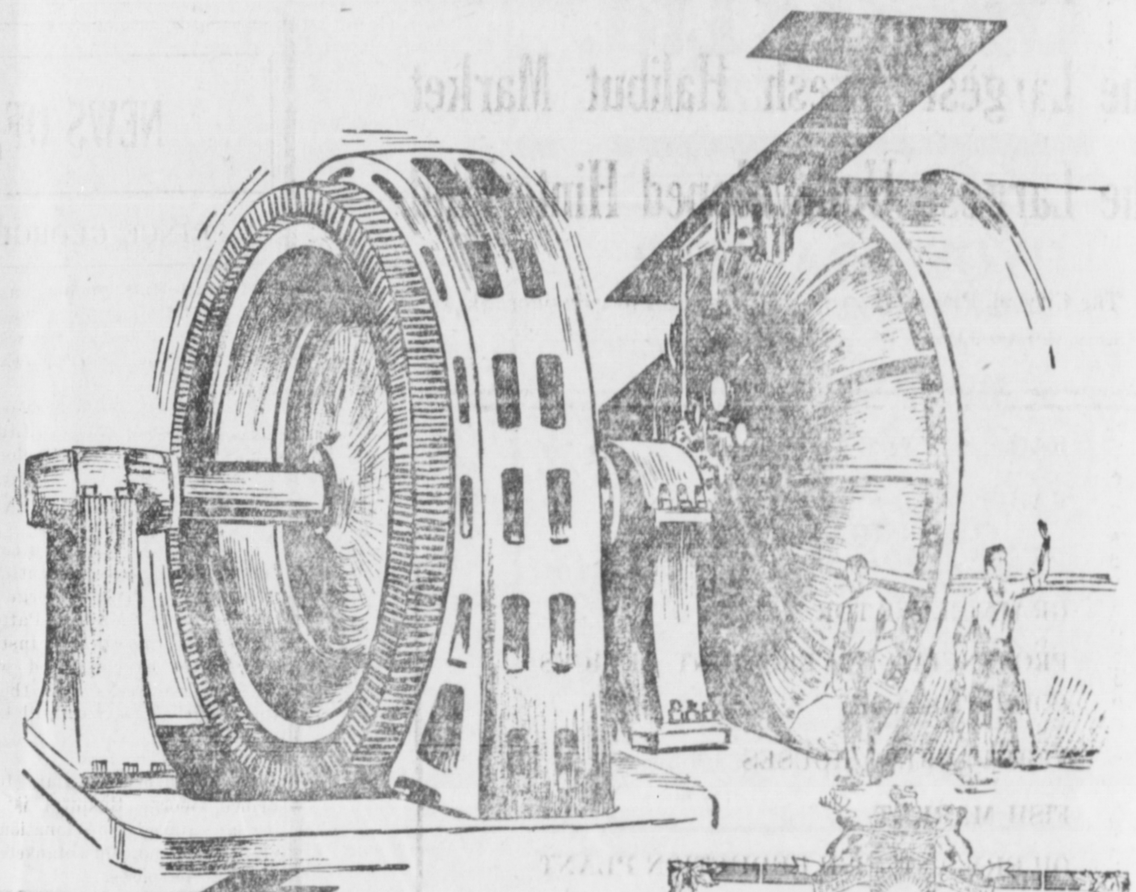
Those women who often have to keep their evening engagements in office clothes have quite a problem. A frock that is suitable for business and at the same time attractive enough for that informal dinner date, is hard to find.

But here is an answer to the problem. Simply made, the frock illustrated above is one of soft green crepe. Chinese squares, embroidered in gold, give the needed relief.

PRODUCTION OF GRAPHITE

Canadian graphite is marketed as refined flake, the product of concentration of disseminated ore. No lump crystalline graphite (plumbago), is produced in Canada. The mines and mills are situated in the Perth, Bancroft and Calabogie districts in Ontario, and in the Buckingham, Guenette, and St. Remi districts in Quebec.

The largest deposit of diatomite in the Dominion at present known, is in the vicinity of Quesnel in central British Columbia, where material of pure grade occurs in beds 40 feet thick that extend over a large area.



POWER DEVELOPMENT
1916 [illegible]
1926-7 [illegible] 480,562 H.P.
Capital Invested in Manufacturing
1916 [illegible]
1926-7 [illegible] 19,000,000

POWER Builds Industries!

BRITISH Columbia's Power resources are the envy of the world. With Power, the riches of the world can be won; with Power, ores can be mined . . . smelted; transportation problems solved; manufacturing industries developed, and with them population . . . pay-rolls. Power is British Columbia's strongest bid for more industries . . . more people.

Of the millions of horsepower available in our province, but half a million are now harnessed to turn the wheels of industry. The great hydro-electric development at Bridge River will ultimately generate more than 600,000 horsepower, while the output at Bonnington Falls and other points is being steadily increased. The Campbell and Chilko Rivers, on the mainland, and the Nimpkish on Vancouver Island, are capable of tremendous power development for the conversion of our forest and mineral resources into fabulous wealth.

Two of British Columbia's Electric Power systems are among the greatest in Canada, each generating more than 400,000,000 kilowatt hours in 1927. This represents an increase in the last ten years of 98% . . . truly a remarkable achievement!

Foreign authorities speak of this record as a measure of the great vitality of British Columbia.

Today we rank third in power and industrial development among Canadian provinces. We have made greater progress per capita than any!

It is the policy of British Columbia to foster the development of the hydro-electric powers for the benefit of the public. They are allotted to private enterprises on condition that they will be developed within a certain time, so that no exploitation of public assets may take place.

Millions of dollars are now earmarked for Power development in our province. Dams are being built, turbines installed . . . transmission lines erected to care for the imminent industrial development.

Thousands of dollars are being expended weekly on materials and wages; thousands are feeling the immediate benefits of this enterprise.

Side by side with our power development, Industrial Expansion has kept pace. Today 87% of Canada's external trade is handled by British Columbia. During the past decade, our basic industries have increased 101.3%. Our total payroll, including all classes, is estimated at 210 million dollars. Today, our Lumbering, Mining and Fishing industries employ 72,517 people, paying them 175 million dollars in wages . . . distributing an average wage ranking among the highest in Canada.

These 175 millions in wages are a great contribution to our annual internal trade in the province. They have given our industrial workers a buying power ranking second in the Dominion and have largely been responsible for our ever increasing prosperity, as evidenced by the fact that the number of automobiles registered in the province last year was 76,187 as compared with 8,596 in 1916.

British Columbia's steady and varied industrial development has changed the conception in Eastern Canada and the United States of our province. No longer are we entirely dependent on the East for our manufactured products. British Columbia is increasingly furnishing her own needs. She now ranks third in the whole Dominion as a manufacturing province.

Our phenomenal Power and Industrial growth has focused the attention of the great industrialists and investors on our province. Today, British Columbia in the eyes of the world, stands for Power, Progress and Plenty. May our efforts of the next ten years stabilize and increase our Prosperity!

[*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

B.C.N. 223