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ROWNTREE'S MOTORING CHOCOLATE

Plain or Milk Chocolate with Almonds and Raisins

A WIDE APPEAL AS AN ADVERTISING MEDIUM

As an advertising medium the Prince Rupert Daily News has a wide appeal. Not only is it read by the people of Prince Rupert, many of whom look to it for mercantile guidance, but it reaches out to the country districts where its arrival is awaited with eagerness. The mining camps and the towns of the interior look to it for the first news of the outside world.

Prince Rupert people who wish to reach the surrounding districts find there is only one medium, that of the Daily News. It is better and cheaper than any other advertising medium and can be depended upon to bring results if anything can.

Past and Present

In the past when only about 1500 papers were being sold, advertisers in the Daily News claimed they got good results from outside points as well as in the city. During the present year the circulation has increased over a thousand, and the appeal to advertisers is consequently that much the wider.

Wisdom of Advertising to Keep Goods Moving

Very few merchants seem to realize the cumulative effect of advertising. Every new customer secured is worth a great deal and this new customer becomes an advertiser for others, if he is well treated. The newspaper not only brings customers direct but prepares the way for the spread of business by personal contact.

The advertising manager will be pleased to talk this matter over with prospective advertisers and show them the newspaper's mailing list.

THE DAILY NEWS

Prince Rupert - - - British Columbia

The great advertising medium for Northern and Central British Columbia.

TELLS ABOUT THE PILCHARD

Industry Flourishing on West Coast of Vancouver Island Says D. B. Finn

D. B. Finn, head of the local Fisheries Experimental Station, who recently returned from the west coast of Vancouver Island, gave an interesting address at the Rotary Club luncheon yesterday on the pilchard industry of the west coast. He explained that the pilchard resembled the herring and were found off Vancouver Island in vast numbers in the summer time. There were members of the Sardinia family and the young were packed as sardines. They were taken chiefly for the oil and meal which was secured.

In order to show the growth of the industry, Mr. Finn stated that in 1917 the output of fish oil was 44,000 gallons and in 1927 the total was 2,938,000 gallons. This was largely from pilchard stations.

The fish were caught in the inlets in purse seines. One haul of 180 tons is reported, the catch being loaded into barges and scows. It was found now that the fish were not coming into the inlets any more so the boats had to go outside for them in the rough waters of the Pacific.

The Process
Arriving at the plant the fish were put into storage bins and fed into a cooker, the cooking lasting about 20 minutes. From there they went to the press where the juice was pressed out, this being chiefly water and oil. The meal was put through a dryer from 150 to 100 feet long and this station was particularly interested in the drying process and it was thought some improvements could be made there. Last year most of the meal was shipped to Germany for food purposes but it was found to be indigestible and this year very little was going there. The fault was supposed to be in the drying.

The pilchard weighs about a quarter of a pound and as many as a million and a quarter were used at one reduction plant in a day. As there were 29 plants of varying sizes the total output was about fifteen million fish a day.

The life history of the pilchard was now being studied. It was thought that they were deep water spawners. They did not come to Vancouver Island to spawn. Sometimes mackerel were caught with the pilchards and herring also. Salteries were being established at some of the plants and pilchard were being canned.

Mr. Finn said there had been a scramble to invest in the pilchard reduction but he expected to see the industry make less profit and become stabilized.

INSTITUTE MEETING HELD AT TERRACE

TERRACE, Sept. 13.—The regular monthly meeting of the Terrace Women's Institute was held on Tuesday afternoon in the Terrace Theatre and was presided over by Mrs. Hall, president.

The resignation of Mrs. T. E. Brooks as vice-president was accepted and Mrs. J. McConnell was appointed to fill the vacancy.

Mrs. McConnell gave a report on the results obtained at the fair by the Boys' and Girls' clubs. These were very satisfactory. Mrs. McConnell reported much enthusiasm shown among the children and expected that by another year many more would wish to join.

Mrs. H. L. Smith gave a detailed report of the recent hospital fund meeting and reported that a successful canvass for X-ray funds was at present being carried on throughout the district.

A report was made on the activities of the institute during fair day and the treasurer was presented the turn over to the fair fund by funds resulting from the evening.

Following the business meeting Mrs. G. H. Barker read an interesting paper on Education and Better Schools, after which tea was served by Mrs. H. L. Frank and Mrs. George Hipp, hostesses for the month.

TEA AND SOCIAL ARE SUCCESSFUL

Catholic Women Entertained Yesterday Afternoon and Last Evening Under Mrs. Besner's Convener

The Catholic Women's League held a successful tea and sale yesterday afternoon in the school hall, a social following last night being also well patronized. Mrs. Olier Besner was convener for both events, being assisted by Mrs. J. J. Gillis.

The following ladies were in charge at the tea:
Home cooking—Mrs. Wilfried Gratton and Mrs. J. Arthur Smith.

Tea room—Mrs. B. Curtin and Mrs. W. H. Kinkade, pouring, and Mrs. J. C. Brady, Mrs. J. Lorne McLaren, Mrs. William Brass, Mrs. Sidney Batchelor and Mrs. Louis Amadio, serving.
Cashier—Mrs. George Holmes.

During the afternoon Miss Ruth Hilchey sang vocal solos, accompanied by Mrs. H. C. Fraser. Miss Ermy Zarelli and Miss Mary O'Brien gave piano selections.

Cards and dancing were enjoyed at the social in the evening. Prize winners at cards were:
Bridge—Men's first, Pat Voyer; men's consolation, Harold Ponder; ladies' first, Mrs. G. E. Gullick; ladies' consolation, Mrs. A. Astori.

Whist—Men's first, Mrs. L. Larsen; men's second, Miss N. DeMarco; ladies' first, Mrs. D. D. McDonald; ladies' consolation, Mrs. E. E. Yager.

The attendance prize was won by Mrs. Norton and Mrs. J. C. Brady was the winner of a tray cloth, holding ticket 8.

Music was supplied for the dancing by Al. Smail's orchestra, P. J. McCormick was master of ceremonies and Miss E. Roberge presided at the door. Refreshments were served at midnight under the direction of Mrs. Carroll.

FIRST PROSECUTIONS UNDER NEW CITY BYLAW

Five Persons to Go With Warning This Morning—One Man Fined \$5 Under M.V.A.

First prosecutions under the recently enacted city parking by-law were made in city police court this morning before Magistrate McClymont, and, it being the first appearance of all those who were charged, Homer Clay, Frank Davies, Walter Longwill, Carl Halverson and Fred Cameron were each let off with a warning.

A second charge against Clay allowing the motor of his car to run while the machine was unattended, which is in contravention of the Motor Vehicle Act, resulted in a fine of \$5.

HALIBUT PRICES ARE LOWER AT EXCHANGE

High American Bid of Day Was 16.3c and 7c While Top Canadian Price Was 14.8c and 8c.

There was a drop in prices at the Fish Exchange this morning when a total of 102,500 pounds of halibut was sold—three American vessels disposing of 58,500 lbs at 15.9c and 7c and 16.3c and 7c while two Canadian boats received 14c and 6c and 14.8c and 8c for 44,000 pounds.

American
McKinley, 48,000 pounds, Booth Fisheries, 15.9c and 7c.
Mars, 3,500 pounds, Canadian Fish and Cold Storage Co., 15.9c and 7c.

Canadian
Cape Beale, 29,000 pounds, Canadian Fish and Cold Storage Co., 14c and 6c.
Prosperity A., 15,000 pounds, Royal Fish Co., 14.8c and 8c.

LABOR MEMBER OF PARLIAMENT IS NOW AN ENGLISH BARONET

ETWALL, England, Sept. 21.—Sir Oswald Mosley, 54, died today. The heir to the baronetcy is Oswald Ewald Mosley, Labor M. P. for Smithwick who married Lady Cynthia Curzon, second daughter of the late Marquis Curzon.

Why MALKIN'S BEST BAKING POWDER is better than ordinary brands



Mrs. J. V. B., Fraser Street, Vancouver, says—"I have been in Vancouver twenty-nine years and have tried all its Baking Powders and have found none to compare for QUALITY and PURITY WITH MALKIN'S BEST BAKING POWDER."
(Original letter on file)

LABOR COUNCIL ON TEXT BOOKS

Urges that Government Print Them or Supply Them at Cost to Pupils

Number of Matters Before Meeting Last Night. S. D. Macdonald in Chair.

At last night's monthly meeting of the Prince Rupert Trades & Labor Council a strong resolution was passed protesting against the present system of school text books—first, on the grounds that the use of some of them are too frequently changed, and second, because of the excessive cost of same. The feeling was expressed that the books should at least be printed by the provincial printing department and the suggestion was also made as an alternative, that the books be purchased by the schools and sold to the pupils at cost. The resolution of the local council will be submitted to other Trades & Labor councils in the province as well as Parent-Teachers' Associations with a view to receiving their endorsement. Under present conditions, it was said, the high cost of text books practically prevented the children of some workers from taking higher education.

A report was received from the Labor Day celebration committee on the recent celebration which was one of the most successful, from every standpoint, the council ever held. A neat balance has been left over for the treasury.

The council decided to purchase twenty-five copies, for distribution among delegates, of a pamphlet entitled "Family Allowances," a treatise on economic matters, by Leon Lebel, F.J.

A communication was received from J. D. McNiven, deputy minister of labor, in answer to a complaint that had been made the matter of conditions at the Premier Mine.

There was a large attendance of delegates at the meeting which was presided over by S. D. Macdonald, the president.

Meeting went on record protesting the holding of positions by married women when single women are looking for employment.

SUCCESSFUL WHIST DRIVE AND DANCE BY ORANGE LODGES

Ladies' Orange Benevolent Association and Loyal Orange Lodge opened their social season last night in the Metropole Hall with a very successful whist drive and dance which was largely attended.

There were twenty-two tables of whist and prize-winners were as follows: Ladies' first, Mrs. Wright Davies; ladies' second, Miss Doris Webster; men's first, W. F. Cameron; men's second, Fred Boulter. The \$5 gold piece offered for the lucky admission ticket was not claimed, the winning number being 276.

After cards, refreshments were served and dancing followed, music being by Dave Eastman's orchestra with Mrs. J. S. Black at the piano. Vic Houston was master of ceremonies for cards and J. A. Teng, for the dance. H. Mahaffey presided at the door and the committee in charge consisted of Mrs. John Murray, convener, Mrs. Mahaffey, Mrs. R. Anderson, and Mrs. C. Brewerton.

WILL FIGHT EXTRADITION

So Says Lawyer Defending Young Northcott at Vancouver

VANCOUVER, Sept. 21.—That Gordon Stuart Northcott had declared the charges of murder to be all lies and would fight extradition to the bitter end and had retained him as counsel, was the announcement made today by Frank Lyons, Vancouver barrister.

Lyons said that Northcott had told him "The first of these lies will be exploded when Winnifred is produced today."

Winnifred was taken to mean Mrs. Winnifred Clark, sister of Northcott, who was located in Calgary today.

SEARCHING FOR GODFREY

OTTAWA, Sept. 21.—Possibility of other planes being sent for the Godfrey party missing in the Peace River country since Sunday is indicated by officials of the department of National Defense.

Capt. T. Mercer of the R.C.A.F. has been despatched from the Ladder Lake air base in Northern Saskatchewan via Fort McMurray and Chippewyan to follow the scheduled route of Godfrey's plane. A motorboat may be sent along the Peace River to search the inlets. Increasing anxiety is being felt by the department officials.

Ling the Tailor

Phone 649

Clothes Cleaning Price List

like this is worth keeping in mind!

Ladies' or Gentlemen's Suits	steam pressed	75c
Overcoats		75c
Trousers		35c
Skirts		35c
Boys' Suits		50c
SUITS, Dry Cleaned and steam pressed		\$2.00
Overcoats		\$2.00
Trousers		75c
Skirts		75c
Boys' Suits		\$1.00

Also Ladies' Fancy work at reasonable rates.

We call for and deliver to all parts of the city.

Our Special Low Price on

New Suits

Made-to-measure still Continues

LINDSAY'S Cartage and Storage

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Cartage, Warehousing, and Distributing Team or Motor Service. Coal Sand and Gravel We Specialize in Piano and Furniture Moving.

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