# ADVERTISING

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 orners, 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.

### News of the Mines

THE DAILY

AROUND PRINCE RUPERT

New Ore Showings Found on Topley Richfield-Glacier Gulch to Ship Soon-Duthie Giving Good Account of Itself

Two additional big showings of ore have been opened up in the Topley-Richfield mine on new work following a decision to test; out the ground on a wider area. In a parallel cross-cut run from a point between the raise on the north drift and the cross-cut be- was not a large attendance at the ways room for one more, you know -tween west and east veins three feet of splendid ore was disclosed annual meeting which was called Regina Leader. to further establish the importance of ore bodies in that section. for last night, the Prince Rupert With the transfer of drilling from the north to south veins under- Billiard League decided to deground work was similarly established and in the drift south from fer election of officers until a the main shaft four feet of ore has been opened up, this work con- week from tonight. It was de-

Move to Make Place for

Higher Official

Ensign and Mrs. Joyce have

at the order for them to move.

STOCK QUOTATIONS

Courtest of S I. Jounson Co., Ltd.,

The following quotations were

Argenta Rufus nil; 26.

B. C. Silver 1.35: nil.

Big Missouri, 501/2; 51.

Coast Corper nil; 40.00.

Cork Province 26; 261/2.

George Copper 5.50; 5.65.

Georgia River, nil; 461/2.

Cotton Felt 65; 70.

Dunwell 14; nil.

Glasiar 201/2; 25.

Golconda 81; 83.

Indian 5% & 6.

L. & L. 834; 91/2.

Mohawk 5%; 6%.

Premier 2.27; 2.30.

Ruth Hope 59; 60.

Silversmith 12; 14.

Slocan King 61/2; 8.

Woodbine 111/2; 12,

Dalhousie 1.90; nil.

Devenish 55; 60.

Fabyon 10; 101/2.

Home 2.55;; 2.60.

KILLES OF NANAIMO

Snowflake 57; 58.

Silver Crest 10; 101/2.

Topley Richfield 59; 61.

White Water 1.80; 2.00.

Lakeview 1 19; 198.

Lucky Jim 25 1/2 26.

Marmot Metals 91/2; 10.

Noticeal Silver 13%; 14.

Pend Oreille 13.60; 13.75.

Noranda 49.50: 49.60.

Marmot River Gold 10; 101/4.

Granview 661/2; 67.

Independence 14; 141/2.

Kootenav Florence 191/2; 20.

Duthie ril; 95.

Bayview 53/8; 53/4.

any day to be used in more ex- opment has so far been done but Canadian Legion. tensive work which will soon be at least one of them is considered been started from the face of the into as important a producer as long north drift tunnel to intersect, the Henderson vein. Smelter reon the present level ore that was urns of the property are said to M. McLachlan. disclosed at a vertical depth of be in the neighborhood of \$50,000 600 feet by No. 1 drill. As win- a month and expenses less than ter conditions arrive, the drills \$20,000. A diamond drill has will both go underground for test- been in operation to test the Hening of the big ore zone and it is derson vein and to do further expected a move will be made to exploration work on the other establish a much lower level. sions and improvements are being

Work has started on the devel- thie mine. opment of the Glacier Gulch group of mineral claims near Smithers www. under an option recently taken by Frank H. Taylor from the owners, Grover Loveless and Suart F. Campbell. The work is in charge of Charles Ingard and, as soon as camps and trails have been prosinking a shaft on ore opened up luring early work. The shaft! will be sunk just far enough to establish continuity of the ore fol- Ensign Joyce of the Salvation hundred feet down the hill to gain Rupert on or about October 7. sacked. Ore recovered in the and some higher official is excourse of the present work will pected to take charge. also be sacked and provision is being made for an early shipment.

Assays from the Glacier Gulch have run very high and it is said ing good work and deepest rehat the property can be made te more than pay for its own development.

Thomas E. Davey, M.E., is maping out a plan of operation for ne Babine Bonanza Mine which was recently acquired by the !exandria Gold Mines Ltd. of Coronto and it is planned to start bid and asked. development work about the end of this month. The deepest tunnel will be extended and raises made to connect the levels. When the mine is in shape to produce steady supply of mill feed, the nstallation of a mill will be undertaken, a plant of 100 to 200 ons daily capacity being projected, the decision in this regard to depend, however, upon the recommendation of the consulting enineer. As a result of the taking up of the Babine Bonanza, mining interest in the Babine field is rreatly increased. The Babine Bonanza is beyond the stage doubt and should soon become very important producer.

Dutnie Mines Ltd. has been giving a good account of itself since it went on the stock market. A declaration of 21/2 per cent dividend was made in June and with-

First and Second Divisions are Bishop gravely. Planned for This Winter -Election of Officers Deferred

most full face of ore. Meantime, in sixty days a second dividend the organization of first and the drill is operating about 1,000 of 21/2 per cent was issued. If second division for competition feet south of the shaft and has the property is able to continue during the coming winter. The broken through the loose forma- with regular dividends at this rate first division will consist, it is tion. The drill is now going it will place the stock on a fifteen expected of three teams-Grand smoothly at a depth of 250 feet. A per cent basis. All production has Terminals, Grotto and a team to second diesel engine will soon be so far been taken from what is be formed by Joe Brown-while started at work to double the known as the Henderson vein but there may be five second division capacity of the plant and a new the property has three other teams-Grand Terminals, Grotto. compressor is expected , to arrive veins on which very little devel- Joe Brown's, Cold Storage and

Present at the meeting last inaugurated. Another tunnel has a have possibilities of developing night were: John Bulger, who presided; Jack May, Ben Self, W. H. Long, C. L. Youngman and M.

### FOR THE WOMEN three veins. Considerable extenmade in the equipment at the Du-

LONDON, Sept. 26.— Judging by the bidding at recent fur sales the most popular furs women will wear this year are mink, marmot, marten, red fox, cross fox, silver fox and Persian lamb. French buyers especially were eager for Persian lamb, which is expected vided, men will be put to work Ensign Joyce Has Orders .to to be the craze of Paris, rivaled only by silver fox. English buy ers sought sable, ermine, skunk,

opossum and hare. Furriers say the vogue for dye lowing which another cross-cut Army has received instructions ing furs to match coats and tunnel will be started about one to prepare to move from Prince dresses this winter, will be continued, especially in white fox and further depth. Considerable ore The army has decided to make ermine, which take the more delihas been taken out during the Prince Rupert district head- cate pastel shades. Rabbit dyes past two years and this will be quarters for British Columbia equally well, however, so that women of moderate means may follow the fashion as well as their more wealthy sisters.

# ing good work and deepest regret will be felt in Army circles CANCER FIGHT

INVESTIGATION GOING ON AT UNI-VERSITY OF PENSYLVANIA INTO CAUSE OF DISEASE

EVANSTON, Ill., Sept. -The puzzle of cancer, enigma of mankind of all time, is gradually being unravelled by science, announced Dr. Ellice McDonald. director of cancer research at the University of Penns !! vania and the Philadelphia General Hospital at a recent meeting of the American Chemical Society at Northwestern University.

Carefully chocsing his words, Dr. Mc-Donald said: First: That science, by making a concerted effort of chemist, biologist, bacteriologist, physicist, and medical practitioner, can now determine in advance a present susceptibility or 10. inclination to cancer.

Second: That marked benefit can be derived in suspected cases by increasing the calcium content of the blood through the administration of thyroid gland extract and other means. "In other words," said Dr. McDonald,

"a person who suspects that through INT inheritance he may be a likely subject for the disease of cancer in later life, WYMENT may now be forewarned, and treated for ABEL those deficiences in his blood which cosm are suspected as the cause of cancer." SANAGA

"Cancer," explained Dr. McDonald, "is a disease of the human cells and so is subject to the laws regarding these cells. It is a disease of cell reproduction or cell multiplication whereby the cell reproduces itself loosely and irresponsibly. The normal growth gradiother activities of the cell are depressed except that of multiplication. One cell, allowed to grow without check for ten years, it was pointed out, would develop into a mass larger than the whole universe!

"Nature, therefore, has developed controls, called inhibitors," said Dr. Ms Donald, "which check the growth of this development. But cancer breaks down these checks."

The Westholme Theatre is now looking better than it ever has since the interior has been redecorated. A new color scheme NANAIMO, Sept. 26 .- Thomas has been applied and the old the-Smith, 13 years of age, a resident stre now presents a finished and of Five Acres, Nanaimo, was in- most pleasing appearance. The stantly killed by a fall of rock in work has been done by Silthe Reserve Mine yesterday. verside Bros.

ALWAYS ROOM

At a public dinner a certain bishop was genially patronized by a million-"I never go to church," the million-

ire said. "Perhaps you've noticed that, "Yes, I have noticed it," said the

"No doubt you wonder why I never go to church, don't you?" the millionaire pursued. "Well, I'll tell you why, Bishop. There are so many hypocrites

"Oh, don't let that keep you away!" Owing to the fact that there cried the Bishop, smiling. "There is al-



### IS A BUSINESS HANDICAP

So difficult of self-detection is the odour from the one to two pints of moisture which, physicians say, the body sends through the pores daily, that the offender rarely knows that he offends.

So easy to be sure.

Simply use Lifebuoy, the superb Toilet Soap, for hands, face and bath. Lifebuoy's extra protection is free, because this pure toilet soap costs no more than the soap you are using now.



HEALTH SOAP Purifies and Protects



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# Cartage and Storage

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

Furniture Moving.

WHEN BUILDING STATES AND THE PROPERTY OF THE P

comunical HAD IT FIRST?

If it's a new idea in tire-building, and likely to be permanent, you'll generally find Dunlop had it first.

Other excellent buys trade-marked Dunlop: Automobile, Bicycle, Truck and Motor Bus Tires, Belting, Packing, Hose, Golf Balls, Tennis Balls, Flooring, etc.

DUNLOR

