

# 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.

## Waterfront Whiffs

Deer Hunting Parties are Order of Day—Albert & McCaffery May Purchase Big Bay Lumber Yard—Halibut Prices Fluctuate

There are many deer hunting parties going out these days but the prey are still high in the mountains and the hunters are meeting with but indifferent success on the whole. The weather, too, has been a bit too warm to be conducive to pleasant mountain climbing which seemingly must be engaged in if the deer are to be got. Only two deer were brought into the Yacht Club floats last week-end. One of these fell to the rifle of Harry Stiles near the Summit of Baldy Mountain at Jap Inlet and the job of bringing the game out was worth the venison.

This party, which made the trip with Pete Anderson in the cruiser "Zenobia" and also got eight grouse, included Jim Brady and George Roger. The other deer was taken at Refuge Bay by Charlie Starr who made the trip with Claude Kirkendall. Parties failing to get deer last week-end included Dave Stuart, Doc Orme and Bob Cameron who went to Kennedy Island on the "Tseekwa"; Doc Cade and Rupe Benson, who visited Tucks Inlet on the Edac, and Billy Fulton and son who also went to Tucks Inlet.

The most discussed hunting party of the week, however, was that which went out with Capt. Paul Armour on the "28" to Campana Island. There were seven in the party and the bag was fourteen deer, each member of the expedition having presumably limited himself to two deer.

Hunters report a large number of does on the hills now. The bucks, as usual sagacious, are apparently keeping themselves scarce.

Negotiations are in progress for the purchase by Albert & McCaffery of the retail lumber yard business and 100 feet of waterfront west of Cow Bay from the Big Bay Lumber Co. Stock taking was still proceeding on Thursday and the deal at that time was still reported incomplete. The Big Bay Co. has conducted the yard for many years.

One of the Pacific Coyle Navigation Co.'s tugs is due in port this week-end with two scows containing some 100 tons of Vancouver Island coal for Albert & McCaffery.

### Doing Good Work

The newly installed fog alarm at Lucy Island has been doing yeoman service in the heavy mists which have prevailed around here during the past week. The raucous drone is distinctly audible in the city. Mariners agree that the new fog horn is proving a great aid to navigation on this part of the coast.

The frozen fish export trade has not so far developed as appeared likely, although large regular shipments are effected in refrigerated railway cars right across the continent from Prince Rupert, says the annual report of P. D. Williams, president of the Vancouver Merchants' Exchange. The reason for the small movement in refrigerator steamers to overseas markets would appear to be the inability of B. C. to compete largely in the European market against the great volume of cheaper fresh fish available there.

Rev. W. B. Jennings left port Wednesday with the Anglican Mission boat Northern Cross and will be absent for the next fortnight conducting regular services at Alice Arm, Port Essington, Port Simpson and other points along the coast.

Five new cedar pole uprights were driven during the week by P. W. Anderson at the Prince Rupert Rowing & Yacht Club's gird.

The ancient sealing vessel Kelpie, sold recently by Bill Schellin to Mike Corzo, was raised Wednesday evening from the old ways of the McLan shipyard at Cow Bay where she sank several weeks ago and has been taken to Seal Cove where the vessel will be converted during the winter by its new owner into a two-man trolling boat.

The Ward Electric & Marine Supply Co. is adjusting the 16 h.p. Evenrude outboard engine

on a 15 foot speedboat named "Sacramento Maru" in which Major Edmund of Vancouver, who is coming here shortly from the south, will proceed to Kili-maat to look over some mining properties in which he is interested. Major Edmund, it will be remembered, participated last spring in a sensational race to the old Sacramento Ledge gold mine which he was successful in discovering. It is understood that he is contemplating mining further gold from the property.

Doug Frizzell has tied his speed boat up for the winter and the engine has been stored over the butcher shop. Doug Stork's "Spirit of Bronchitis," another speed boat which caused considerable commotion around the harbor this summer, is now at Ocean Falls, having been purchased by men there some time ago.

Frank Moore, popular figure along the waterfront for thirteen years during which time he has held the post of fuel inspector for the Canadian National Railways, has been transferred in a similar capacity to Vancouver and will leave for the south to take up his new duties in November. His many friends will regret to learn that he is leaving but will wish him the best of success wherever he may go. His successor here, it is understood, will come from the East.

Capt. Paul Armour, manager of the Prince Rupert Salvage & Towing Co., and party including Mrs. Armour and Lorne Peck left at 1 o'clock Thursday afternoon in the power cruiser "28" for Vancouver. It is understood that the "28" formerly the forestry boat Leila R. and well known in these waters for many years, having come into the possession of the Prince Rupert Salvage & Towing Co. when hat concern bought out the Prince Rupert Boat House interest last spring, may not return to Prince Rupert. Capt and Mrs. Armour expect to be back in about ten days' time.

Soon after Rupert Marine Products Ltd. took over the big fish packer Red Boy recently, a cylinder head blew off the engine and the vessel will be tied up for several weeks until the necessary parts can be obtained from the south. It is possible as a result that the vessel may revert to her former owners, the Skeena River Packing Co.

The cannery tender Klemtu Cannery arrived in port this week and has been placed under the care of Capt. R. Gammon for the winter. Capt. Gammon will supervise the annual overhaul of the vessel.

To Carry On Research Scientists of the International Fisheries Commission, it is learned, will this year continue their researches, including the tagging of fish, on the halibut grounds such as were carried on during the past two winters. Whether or not the big American schooner Dorotiy, Capt. Ole Hvatum used last year for the work, will again be employed has not yet been learned.

There was much fluctuation in halibut prices at Prince Rupert during the past week. During the early part of the week highest bids of the season were offered but yesterday there was a bad slump and several boats refused to accept the prices offered. During the past fortnight, the large preponderance of the halibut has been from American vessels and many Canadian vessels are now due. Prices next week, it is ex-

pected, will not be up to the general high level prevailing during the two weeks just past.

During the week (Saturday to Friday inclusive), a total of 811,500 pounds of halibut was landed at Prince Rupert consisting of 693,500 pounds American and 118,000 pounds Canadian. The total for the season up to yesterday stood at 21,434,500 pounds, made up of 14,875,000 pounds American and 6,449,500 pounds of Canadian. Last year's total at a similar date was 20,905,550 pounds consisting of 15,167,850 pounds American and 5,737,700 pounds Canadian.

The highest price of the week for American halibut was 20.5c and 8c paid the Onah for 8,500 pounds while the top Canadian bid was 18.7c and 8c which the Mayflower received for 4,500 pounds. Low prices were 11.5c and 6c for both American and Canadian halibut.

### Broke Connecting Rod

Having suffered a broken connecting rod while proceeding to the grounds, the local halibut boat Emblem I, Capt. Haakon Lund, was towed back to port by the American schooner Zenith and arrived at 1 o'clock yesterday morning. The Emblem, it is expected, will be able to get out again early next week.

### NEW MINISTER IS EXPECTED IN CITY

Hon. William Atkinson Due Here Following Trip Through Central Interior District

Hon. William Atkinson, minister of agriculture, will be the first member of the new Tolmie provincial administration to visit Prince Rupert, it is expected. Mr. Atkinson, who made the trip over the Pacific Great Eastern Railway with the cabinet recently, left the party at Prince George, according to announcement made at Victoria, in order to travel westward to Prince Rupert and make a detailed examination of the territory tributary to the line of the Canadian National railways, inspecting its agricultural progress and land settlement.

At Vanderhoof Mr. Atkinson was to examine the position of the creamery which the government took over in 1925 after a co-operative organization became financially involved with its butter-making operations. Local Conservatives say they have not been advised that Mr. Atkinson is coming.

### MAINE FISHERMEN ARE TAKING CRABS

Formerly Threw Them Away But Now Make Money at Cent Apiece.

SOUTH FREEPORT, Me., Sept. 29. — Maine fishermen have in the past twelve years developed a lucrative industry from what has been considered a total waste. Back in 1916 lobster fishermen threw back into the ocean all the crabs taken from their lobster pots. Today they receive a cent each for all the crabs they can deliver to the many factories which have sprung up along the coast. Although this price appears small, many of the fishermen receive from thirty to forty

dollars a week for the crabs they find in their lobster pots. Some fishermen have found it profitable to fish for crabs alone.

Some of the factories send their own boats around to collect from the fishermen. Other fishermen bring their catches to the factories. Each factory employs a force of girls and women to extract the crab meat from the shells. They are paid according to the number of pounds of crabmeat they prepare.

Dealers in crabmeat declare they are unable to fill the orders they receive for this product.



### The Woman Driver

I like to drive with Champion Spark Plugs because I know I'll not be annoyed with engine trouble due to faulty spark plugs.

Champion is the better spark plug because it has an exclusive sili-manite insulator specially treated to withstand the much higher temperatures of the modern high-compression engine. Also a new patented solid copper gasket-seal that remains absolutely gas-tight under high compression. Special analysis electrodes which assure a fixed spark-gap under all driving conditions.



Beginning October 4th and every Thursday thereafter the Champion Sparkers will broadcast over the Blue Network of the National Broadcasting Company from 8:30 to 9:00 p. m. Eastern Standard Time.

### CHAMPION Spark Plugs

Windsor, Ontario  
A CANADIAN-MADE PRODUCT

### 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

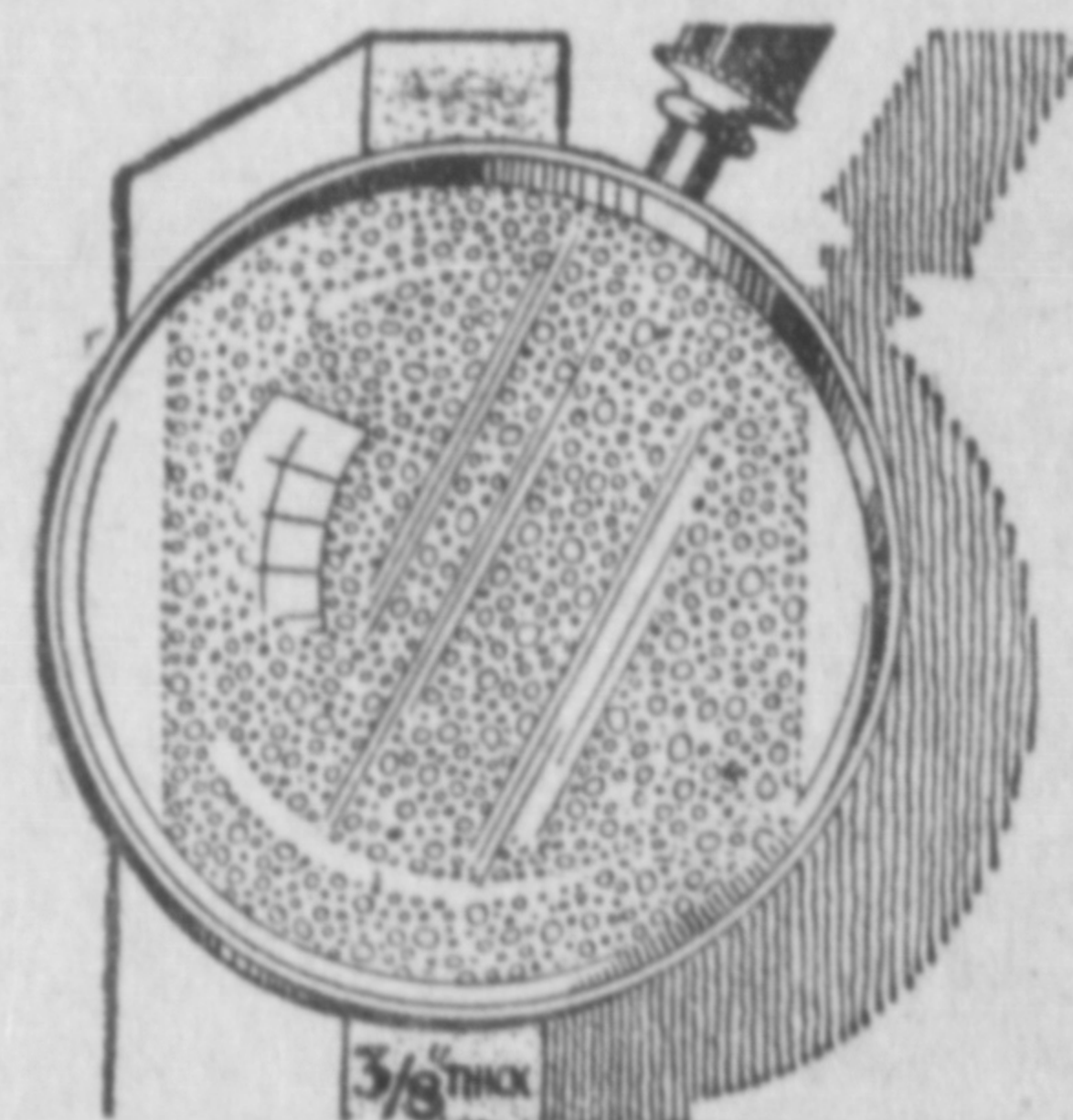
Also Ladies' Fancy work at reasonable rates.

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

Our Special Low Price on

### New Suits

Made-to-measure still Continues



### Millions of Insulating Air Cells!

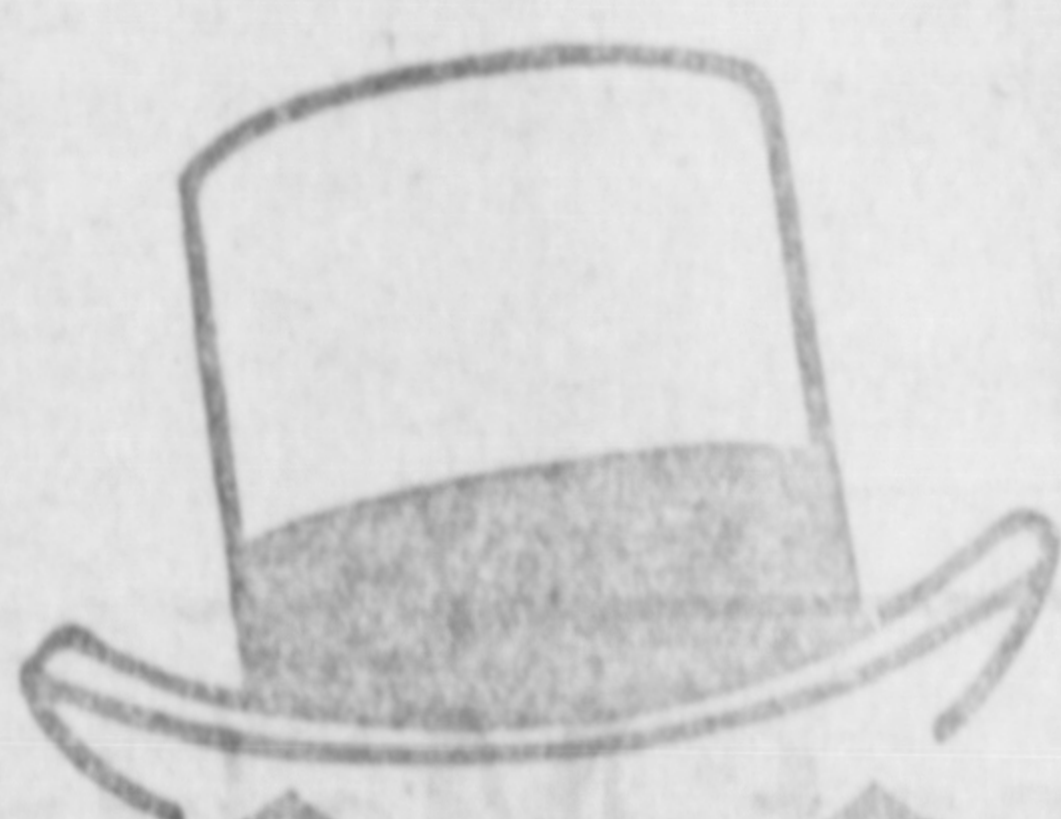
CANADA GYPSUM AND ALABASTINE LIMITED, VANCOUVER, B.C.  
Successors to British Columbia Gypsum Company, Limited

### "EMPIRE"

## GYPROC

Fireproof Wallboard

For Sale By  
Albert & McCaffery, Ltd. Prince Rupert, B.C.



Try MOTORING at once—Plain or Milk, you'll like it.

## ROWNTREE'S MOTORING CHOCOLATE

Plain or Milk Chocolate with Almonds and Raisins