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 LU ZEUUSS COUNCES AVEUV ZEEM

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

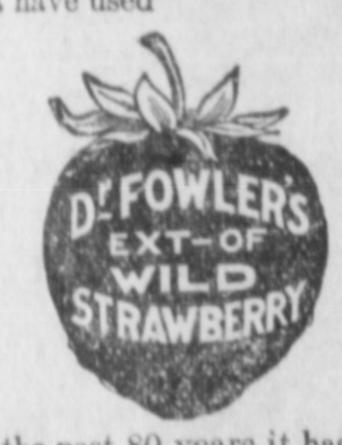
British Columbia Prince Rupert - -

The great advertising medium for Northern and Central British Columbia.

with Zam-Buk

SUMMER COMPLAINT CAUSES MANY DEATHS

AMONG INFANTS Thousands of mothers throughout Canada have used



the past 80 years it has been on doubt saved by its timely use. Price, 50c. a bottle at all druggists or dealers; put up only by The T. Milburn Co., Limited, Toronto, Ont.

Advertise in The News.

WEEK AT THEATRE

Monday and Tuesday "Phantom Flyer" "Crooks Can't Win." Collegians Fox News.

Wednesday and Thursday Reginald Denny in "On * Your Toes." Oswald the Rabbit.

Friday and Saturday of the Road." Hodge Podge.

Comedy.

Comedy.

"The End of the Road" Comes at End of Week and is for Adults Only

The week end film at the Westput out by the Canadian social and hygiene council entitled "The End of the Road." The purpose the division yesterday. of the picture is to warn people against hidden evil of which a good many know nothing.

The Winnipeg Free Press, speaking of this picture, says: Lakes is in full force, practically "The film presents the facts shockingly but seriously. It suc- inces being routed via Port Ar ceeds in what it sets out to do. The motion picture—made as a berta, the source of approximate moral bracer for girls is a parade ly all wheat consigned to th of those terrible diseases all too Prince Rupert elevator, threshin often consequent on immorality. was later, but it has been gener Richard Bennet, grim, laconic, al for some days to lead to the honest straightforward is in the picture for no cheap reason. It is his earnest zeal that makes the film legitimate and educative."

Only those over 16 years of age will be admitted.

"PHANTOM FLYER" IS AN EXCITING PICTURE

Find, if you can, a more thrill- Canadian grain. ing place to stage a fight than on the wing of an airplane thousands of feet in the air!

This is just one of the many hair-raising, breath-taking scenes in "The Phantom Flyer," Universals great melodramatic air film which opens tonight at the Westholme theatre with Al Wilson. filmdom's most daring stunt and moved from a flying start to whirlwind finish and through in numerable breath-taking inci dents..

"CROOKS CAN'T WIN" IS

crook and honest man goes on. passed over. Can't Win' is the thundering, a contributing factor in the stabthis picture, unfolding in flam- uring the year. Crews on the his terrific, breath-taking, significant love drama. This is one of the double header pictures shown tonight.

REGINALD DENNY IN "ON YOUR TOES"

Reginald Denny, the brilliant with clearance of grain-carriers omedian, known to screen fans or all corners of the world. throughout the world for highly entertaining and amusing pictures, gives a performance n "On Your Toes" that beats his former work in such efforts as "Fast and F rious," Skinner's the Town." It is one of his roles

that will long be remembered. Denny, as the good-natured prize-fighter who was made over bined with the revelation that he from a dancing teacher, is de- is the son of "Young Evans," a lightful always, and the story champion of other days, helps injects him into all manner of him to win. strange and embarrassing situations. The complications that in-

seen for some time, Induced to become

Preparations Made By Canadian National for Busier Season Than Ever

EMPLOYMENT INCREASES

Great activity prevails along the mountain division of the Can-4 adian National Railways in pre-+ paration for what is confidently Educational Picture "End & expected to be a grain movement through the port of Prince Rupert equal to the combined shipments of the previous two years, and the public has but a very vague idea of the tremendous detail work necessitated by this seasonal activity in railway circles, says the Interior News.

At Prince George large new locomotives are being assembled to handle the wheat over the heavier grades west from that divisional point, and the smaller engines are being moved west to Smithers and Pacific for the final run to the elevator. Crews are also being organized, and among the railway employees acholme is an educational picture tivity is based on the expectation that wheat would be moving this week, two cars going over

For some time threshing has been under way in Saskatchewai and Manitoba and the big rusi of wheat to the head of the Great all grain from these two provthur and Fort William. In Albelief that Alberta's big con ibution to the half-billion-bush I wheat crop of the western pro inces will start to world markets this week. On top of the huge 1928 crop in Western Can ada comes reports of the failure of Russia's wheat crop, and the decrease in exports from that country will result in an eager and profitable market for the

Much Work Done

All during the past summer big program of work has been carried out along the railway west of Prince George, all avail able equipment being utilized in the task of improving the road bed in preparation for increased traffic this fall. On the Frase: trick aviator, playing the role of sub-division new ballast has been the heroic air act. This picture put on a stretch of forty miles; i the Smithers district this wor has been carried out on a tota! distance of twenty-five miles, an on the Skeena sub-division nev ballast has been spread for fif teen miles. A few weak spots on the division have received at-STRUGGLE FOR MASTERY tention for this heavy traffic and by the time the wheat commences its westward movement Over all the world the gigantic the roadbed will be in the best struggle for mastery between condition since the first train

Will civilization go down in a These operations have meant welter and orgy of dishonesty- the employment of many men r will society triumph? "Crooks during the summer and have beer world-acclaimed reply to that lized conditions experienced question! Crooks can't win-and throughout the entire district nor blistering, roaring action the various sections have heen inmighty trip-hammer force of creased and will remain at their onesty police administration, full strength for the greater part should be seen by all! Don't miss of the wheat movement period. At everal points new stations will thrown open by operators to assist in directing the grain trains, and all along the route of hipment scores of extra helpers ill be added to transportation staffs right through to the varous operations in the Prince upert elevator that ends only

y gives up his feminine pursuit f managing a dancing school. He is always too chicken-hearted to knock out his opponent even though he can easily do so. When Dress Suit," and "I'll Show You he fights for the heavyweight championship of the world, his manager and sweetheart conspire make him angry and this, com-

olve Denny provide more side- It was 3.30 Sunday morning besplitting laughter than we have fore the passenger train, due here at 3.30 Saturday afternoon from prize the east, arrived. A slide near fighter by the girl he loves, Den- Kwinitza caused the delay.



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