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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

Past Week Featured by High Prices for Halibut — Rupert Marine Products Taking Dogfish—Hunting Parties Are Order of Day

Highest prices of the season were paid for halibut at Prince Rupert during the past week during which a total of 640,500 pounds —511,000 pounds American and 129,500 pounds Canadian — was landed, bringing total landings for the season to date up to 20,623,000 pounds—14,181,500 pounds American and 6,441,500 pounds Canadian—as compared with 20,397,950 pounds—14,840,350 pounds American and 5,557,600 pounds Canadian—at a similar date last year. The Mitkof, with a catch of 21,000 pounds, on Wednesday received 20.1c and 7c—the highest price that has been paid at Prince Rupert this year.

The high Canadian price of the week was 16.5c and 8c which the Selma received for 11,000 pounds. Low bids of the week were 14.5c and 6c for American fish and 14c and 6c for Canadian. Every boat that landed during the week made good money. General shortage of halibut along the coast was accountable for the high prices. Many expect that prices will continue at a good level from now until the end of the season on November 15.

The tentative purchase from the Skeena River Packing Co. of the big fish packer and cannery tender Red Boy will give the Rupert Marine Products Co. Ltd. a new flagship for its towboat fleet at Prince Rupert if the deal is finally completed.

The Red Boy is 80 ft. long and is powered with a 125 h.p. Frisco-Standard gas engine. Hold space is a feature of the vessel which has already been commissioned in packing dogfish from Skidegate Inlet on the Queen Charlotte Islands to the reduction plant at Tucks Inlet, a run which is a generally rough one in the winter months. The Red Boy, which is by far the largest vessel of the R.M.P. fleet, brought over seventy tons of dogfish on her first trip. Capt. Reg. Green has been given command of the Red Boy, his place on the M.T. 3 having been taken by Capt. Jim Morrison.

The Rupert Marine Products is building up the dog fishing industry at Skidegate Inlet and is hopeful of receiving therefrom material enough to keep its reduction plant running throughout the coming winter. W. W. Wright is in charge at Skidegate for the company.

Off to Vancouver

Harris McGinley, who has been working this part of the coast for the past several months as a book agent, having spent much of the time in Prince Rupert, left aboard his gasboat Nell on Wednesday for Vancouver.

Capt. O. P. ("Home Run") Smith arrived in port on Thursday afternoon from the Queen Charlotte Islands aboard his trolling boat Billy Boy. First at North Island, then at Naden Harbor and in Hecate Straits, O.P. spent all this season trolling around Graham Island, delivering catches to Prince Rupert and Inverness, and he reports that he has had a fairly successful year. Cohoes were abundant in the straits, he says, but westerly winds prevented any very continuous fishing there. He also did very well at Naden Harbor which field he had practically to himself for about three weeks.

O. P. may make one more trip to the Islands—either to Massett or Skidegate Inlet—before going for the winter to Vancouver as is his custom.

Jimmy Farquhar, quill pusher for Edward Lipsett (Prince Rupert) Ltd., has been at home on the sick list the last day or so, suffering from a severe cold.

George Bryant and party returned to port on Wednesday after a three-day hunting trip to Kitkatla Inlet. The party was successful in bagging two deer so thought themselves fairly successful for the first trip of the season.

Harry Menzies of the F. E. Hunt Ltd. staff returned to duty on Thursday after having been confined to his home for a week suffering from a severe attack of tonsilitis, due to his persistence in attending the fair in spite of weather conditions. Harry tried his best to buy that lot which was offered in connection with the sale of membership tickets but the lass from Norway beat him to it.

Engine Repairs

Jack Lindsay has had his power cruiser Irene L.'s engine overhauled this week at the Star Welding works. Explicit orders were given that the job must be finished by today as Jack does not intend to miss a single week-end this season. His party had marked success in opening the deer hunting season at the end of last week.

The American halibut schooner Majestic, Capt. Pete Peterson, well known at this port, went ashore on Lemesurier Island in Icy Straits at the first of this week. The vessel missed the rocky reef, however, and was virtually undamaged by the crash, piling up on the sand. The Majestic was soon refloated on the high tides and proceeded to Juneau for inspection.

Pete Sunderland of the Atlin Fisheries staff is in a quandary from which, by the look of things, he may not extricate himself without some patient waiting. Pete, it so happened, bought the lucky ticket in the Fair Board's recent drawing for a Second Avenue lot and, being of chivalrous nature, put same in the name of a young lady friend in Norway. That was all right but it so happened that the young lady was quite a way from being of age, and, therefore, she cannot take the property in her own name, sell it or do anything else until she has passed her twenty-first birthday. So Pete, though kind of heart, realizes that things might have been much better if he had used his own name and collected the cash to do with as he likes. The young lady will have to pass twenty-one before anything can be done about it. That is much better than not winning the lot at all, of course.

Alf. Frebourg has installed a radio set in his quarters over the Edward Lipsett (Prince Rupert) Ltd. establishment. Thus Alf hopes to pass away the dull winter days when business is slack and nights are long.

A local towboat left on Monday for the Morgan Logging Co.'s old camp at Surf Inlet to tow in 400,000 feet of logs, the first boom to be delivered to the Billmore Spruce Mills new sawmill along the railway track from town. Good progress is being made with the construction of the mill which is to be cutting lumber this fall. Concrete beds are now being put down for the machinery which will soon be in process of installation.

Chased By Wolves

J. H. Pillsbury and Ed. Gibbons, companions of Thor Johnson on a bird hunting expedition to Haines Flats about Mill Bay on the Naas River, this week, tell how the latter fell in with a pack of wolves which, after showing his skill as a sprinter, he was successful in eluding. It must have been an exciting trip for in addition to the Wolf episode, Thor is reported to have caught his pants in the flywheel and in the excitement that ensued, the boat got twenty miles out to sea when it should have been in the shelter of Somerville Island. Of course, Pills and Ed could not be expected to know anything about where they were going and, therefore, could not arise to the occasion. The party got a few geese, having been away from Saturday evening to Wednesday morning.

With a suggestion of improved weather conditions in prospect, the wily deer had better watch out for themselves this week end for local hunters are going to be out in full muster. A number of rather large expeditions are being planned and some game ought to be the result. The season was started with fair success last week-end in spite of unfavorable weather conditions.

The Anglican Mission boat Northern Cross, of which Rev. W. B. Jennings is skipper, is the latest vessel to take up headquarters at the floats of the Prince Rupert Rowing & Yachting Club. Shef Thomson, caretaker, reports space about all taken up at the club which will have to undertake extensions to its floats if it is to accommodate further boats. To aid Shef in his pumping duties, which have been getting rather heavy of late owing to the increased number of boats, the club executive is planning the installation of an electric pump.

Big Hunting Part

One of the largest hunting parties of the season will be that which embarks this afternoon at 5 o'clock aboard the Prince Rupert Salvage & Towing Co.'s power cruiser "28" for Campania Island, some 110 miles down the coast. Return to port is set for next Tuesday and, no doubt the deer will suffer in the meantime as far as the bag limit will permit. Members of the party will include Capt. Paul Armour, Dr. L. W. Kergin, Bob Blance, Milton Gonzales, M. L. Stepp and Jarvis McLeod.

The small diesel powered tug Prosperity of the Blue Band Navigation Co.'s fleet was in port from Vancouver at the first of the week, being enroute to the the Massett Canners at Old Massett to pick up three empty fish scows for delivery to Vancouver.

After having spent the past month on the West Coast of Vancouver Island engaged in pilchard packing, Prince Rupert Salvage & Towing Co.'s big power tug Salvage Princess, Capt. Frank Tyler, is back on the Queen Charlotte Islands and will be engaged for the next few weeks in packing dog salmon into South Bay cannery. This work completed, the Salvage Princess will return to her home port here for the winter.

The B. C. Packers speedboat B. C.P. No. 4 had to be towed in from Lowe Inlet this week for engine repairs. The vessel got away again like a cloud of dust on Thursday afternoon.

Kelpie Is Sold

The old sealing vessel Kelpie, a sort of a landmark on the Prince Rupert waterfront for several years ,has been sold by Capt. Bill Schelim to Michael Cocco of Seal Cove. The vessel, which recently fouled her moorings and sank while on an old ways at Cow Bay, will be immediately raised and the new owner will instal a new 24 h.p. Gardner engine as well as take the keel off and put on a new pilot in order to use the vessel as a two-man trolling boat next season. The Kelpie was brought to Prince Rupert from Victoria several years ago, having been sailed up the coast by Capt. Schelim. Two small gas engines now in the vessel, will be retained by the former owner. The deal was put throuh by Louis Amadio of the Ward Electric & Marine Supply staff.

Johnny Kilmain, Naas River Indian, fishing out of Claxton Cannery, has brought a new gill neat boat, which he recently built, to Prince Rupert for the installation of a 12-16 h.p. Acadia engine, purchased through the Ward Electric & Marine Supply house here.

A new 7 h.p. Easthope engine is being installed in the local trolling boat C. and T. to replace a 10 h.p. Yale. The latter motor has been sold to Mike Cocco who will instal it in his trolling boat Prince Halibut.

Sidney A. McQuillan, formerly of this city, and J. B. McArthur, who set out from Orillia, Ontario, the middle of July, intending to make the trip through the Panama Canal to Vancouver in a 34-foot hydroplae runabout finished their voyage at Belize, British Honduras, the last of August and shipped their boat from there to Vancouver by freight. Delay in getting the boat completed ran the daring pair into the tornado season in the West Indies and, after many thrilling experiences with storms in which their lives were more than once endangered it was decided that the wisest thing to do was to call the long voyage off. In any case, the little vessel had a thorough testing out and the voyageurs accomplished partly at least what they set out to do—to try out the seaworthy qualities of such a vessel. McQuillan and McArthur are now in Vancouver.

SOME POWER

Much Married Traveller (back from trip to America)—You could hardly credit the power of Niagara Falls. Do you know when we first saw them, my wife couldn't speak for a whole minute.



THE "LIVING BUDDHA" ON HIS THRONE IN THIBET: The Chief Llama, clad in yellow and carried upon the broad shoulders of his servants, declares the Tsam a religious ceremonial, which evolves about a long dance by worshippers.

Dr. Alexander

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

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