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 PRINCE RUPERT - BRITISH COLUMBIA

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SELLING RELIGION

"What is the hardest thing on earth to sell?" inquires a writer in "Marketing," a journal of advertising. He answers himself and says: "I don't think I shall be contradicted if I say religion." That may seem rather startling but another statement of this same advertising man is: "I want to assert, with all possible reverence, that religion today is being successfully sold."

It is very difficult for an organization, especially a church organization to carry on successfully without adopting modern methods, and one of these is newspaper advertising. Religion can be brought before the people in such a manner as to make it appeal to them but the appeal must be carried to the people through advertising if it is to be effective.

GOVERNMENT CONTROL OF RADIO

Members of the Advertising Club of Montreal recently listened to an interesting address by Dr. Augustin Frigon, member of the Royal Commission on Radio broadcasting. His talk dealt with government ownership of radio broadcasting in Canada. He stated that a careful survey of public ownership of radio broadcasting in foreign countries had been made. This showed that in those countries where government ownership did not exist, especially in France, Spain and Holland, the majority of the people were complaining against the commercial atmosphere that enveloped the broadcasting of programs by private companies.

"In those countries where government ownership of radio broadcasting exists, there have been a greater number of radio receiving sets sold ever since private ownership was done away with," stated the speaker. "Another important feature is that in England advertising propaganda does not exist, which encourages the public to listen to programs broadcast without being reminded that it is through the courtesy of a certain company that the program was made possible."

"The only advertising done by German stations consists of 15 minutes a day, during which advertising matter, paid for at so much a minute, is read into the microphone. During that period nothing else but advertising is broadcast. The rates are so high that very few care to take advantage of the opportunity given the advertising people by the broadcast authorities. It is the intention of the German broadcasting authorities to withdraw even that little amount of publicity," Dr. Frigon stated.

Another point brought out by the speaker in favor of public ownership of radio broadcasting in Canada was that this was the only means by which to curb American propaganda from coming into this country through the medium of the radio.

Red Rock Rye
 Canadian Whisky
 Reputed 25¢
 finest quality

Sold at all Government Liquor Stores

This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia.

NORTHERN B. C. NEWS

BOARD BUSY AT TERRACE

Activity Reflected in Quarterly Report of Board of Trade Secretary

TERRACE, April 11:—"The quarter just concluded will long be remembered as an outstanding one in the history of this board," said the quarterly report of H. Halliwell, secretary of the Terrace Board of Trade. "We had the honor and pleasure of a visit from the delegates to the winter convention of the Associated Boards of Trade of Central British Columbia, and many of our members spent a most interesting and educational time in their company. The reception and entertainment committees acting jointly received and entertained the visitors so finely that without exception before leaving everyone of them expressed personal appreciation of all that had been done for their comfort and entertainment during their visit. A large number of subjects of great importance to the whole of this part of the province were dealt with at the convention, and there is little doubt that results will be seen to be of considerable advantage to the district. This board put forward seven resolutions, all, with one exception, being endorsed by the convention, and it is worthy of note that the one which failed to secure endorsement has since been put into effect by the federal government, viz., the opening of Lakelse Lake and River to trout fishing from May 1 instead of May 23, annually."

"The board has replied to a number of questionnaires from the Canadian Chamber of Commerce on matters of national importance, has acted in conjunction with the hospital board in the effort to secure the services of another doctor. Appearances would seem to indicate that the vacancy will soon be filled. The attention of the authorities has been drawn to several matters of importance in the way of public comfort and cleanliness. For instance, the condition of a camp in the district was drawn to the attention of the provincial board of health and the matter has been officially inspected and reported upon."

Pheasant Breeding

"The question of seeking a supply of pheasants or their eggs to encourage the breeding of pheasants in the local wilds has been taken up and it is expected that supplies will reach the appointed trustees in the early future."

"During the month of February the mining committee secured the services of Dr. J. T. Mandy, district mining engineer at Prince Rupert, and a most interesting and instructive lecture was given by that gentleman to a considerable number of hearers. We hope to make this an annual feature."

"The question of a herd law for the village has been before the council on two occasions, and on both occasions the council has referred the matter to the local commissioners for action."

"The civic affairs committee submitted a number of suggestions for the improvement of the village, all except one being endorsed and referred to the local commissioners."

"A sample of the new Reward wheat has been received from E. A. Blow, of Winnipeg, to be tried out on land north of Kalum Lake."

"The council has asked for the provision of a telephone in the police station, and a proposal to urge the provision of a municipal hall has been referred to this meeting for discussion."

"Regret was expressed that the Honorary President J. K. Gordon was not able to be present, as he is undergoing medical treatment in Seattle. It is hoped he will speedily be restored to health and be seen back in Terrace soon."

SMITHERS

The Chamber of Commerce and village commissioners have decided to co-operate in the establishment of a landing field for airplanes at a suitable point convenient to the town. The cost of clearing and grading the ground which has been chosen will be light.

The unsatisfactory condition of the town's fire fighting facilities was discussed at the last meeting of the village commissioners. A proposal has been made to bonus householders who instal such equipment.

PRINCE GEORGE

Walter Nehring, local white hope put Pierre Rivers, big district logger, out after two minutes of fighting on the main event of a boxing card here last Saturday night.

More settlement of the lands surrounding Prince George is in progress now than at any time in the past. Every train arriving here from the East brings one or more intending settlers and, before the summer is over, the stream of prospective settlers will probably become even stronger.

The city council has decided to reduce the electric light rate here from 16c. to 14c. for the first forty kilowatts above which the rate shall be 10c. The power rate is being set at 5c. per kilowatt hour.

The Prince George Amateur Athletic Association has elected officers for the year as follows: honorary president, Mayor A. M. Paterson; president, Alex Wimbles; first vice-president, W. L. Hornsby; second vice-president, James Douglas; secretary, Alfred Holmwood; treasurer, P. D. Carr; executive, Irving Wilson, A. B. Taft, V. Chapman, J. C. Pidgeon, William Monroe and Edward Ople.

STEWART

A successful hard times dance was held on Friday night in aid of the Stewart General Hospital.

All last week lectures were conducted here by George E. Winkler, assisted by Dr. Joseph T. Mandy, resident mining engineer, under the auspices of the Department of Mines. There was a full house at each of the many meetings, Stewart being very appreciative of the lectures.

SLATE PENCILS

You may think modern life is hard on the nerves, but do you remember when school children did their school lessons on old-fashioned slates?—Toronto Globe.

At Meal Times

OVALTINE
 TONIC FOOD BEVERAGE
 BUILDS UP BRAIN, NERVE AND BODY

At all good stores in 50c, 75c, \$1.25 and special family-size \$4.50 tins; also served hot or cold at soda fountains.

KEEP HENNESSY BRANDY HANDY

BOTTLED AT COGNAC, FRANCE

This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia.

They Pay You

ADVERTISEMENTS pay you to read them. They pay you in time. From the advertisements in this newspaper you can learn where to get what you want, instead of searching around. You can know the merits of each article offered for sale.

They pay you in money. Advertisements help you to get full value for your dollars. Goods which are consistently advertised are of consistently high quality for their prices.

They pay you in satisfaction. Manufacturers and merchants will not undertake an advertising campaign until they are sure their product is right. It would be ruinous to advertise an unworthy product, for that would simply call added attention to its deficiencies.

They pay you in information. Advertisements tell of new products, of new designs, new materials, better workmanship. Well-informed people always read the advertisements to keep posted.

Reading the advertisements is an investment that pays big returns.

Daily News Want Ads. Bring Quick Returns