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THE DAILY NEWS PRINCE RUPERT - BRITISH COLUMBIA

Published Every Afternoon, Except Sunday, by Prince Rupert Daily News, Limited, Third Avenue H. F. PULLEN - - - Managing-Editor

SURSCRIPTION RATES

SUBSCRIPTION RATES
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paid in advance for yearly period
For lesser period, paid in advance, per month
Transient advertising on front page, per inch 2.80
Legal notices, each insertion, per agate line
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Wednesday, Sept. 17, 1930

MUST HELP THEMSELVES

Everything comes to those who wait and rustle but those who simply wait are often disappointed. Just now central interior might be brought Prince Rupert is much in the public eye as a result of the to account. activities of the Power Corporation of Canada and this is Great water powers of the district the time to add our own efforts as they are worth twice came in for the attention of the they are bound to soon be better. as much when combined with those of the powerful finan- speaker. Today Prince Rupert had cial concern. What we do may not amount to much but financial concerns in Canada comsometimes it is that little effort that proves the turning ing in and developing a large the dip but the wave will soon turn Monday. point in our favor.

As a rule publicity efforts are spasmodic. People get tired, enthusiasm wanes, no results are seen and the ef- ket at the present time and that forts cease.

As an illustration of how difficult it is to estimate re-people had considered coolly and sults directly, let us take the Daily News classified adver- calmly before investing that money tising as an example. Sometimes a person inserts an ad- here. They must see a possible marvertisement, gets no results and forgets about it. Weeks ket for the power they propose to afterwards a telephone call comes from some one who has was that the Power Corporation suddenly realized that what was advertised was just what would see to it that industries were the person wanted. That often happens.

Take another instance: A member of the Daily News were developing. That ought to be staff sometimes advertises something which he wishes to some consolation for local people. sell. As there is no charge for the advertisement to mem- of Oriental shipping. Canada's great bers of the staff, he leaves it in the paper a long time. For two or three weeks there is no reply and he thinks adver- years lay in China and Japan. There tising that particular article useless. Then as if out of a had been astounding development clear sky come several replies and one results in business and merease in simpping to the being done. It was the persistent advertising that brought prospects were that it would be even

So with the city. One effort or two may not succeed but inevitable that Prince Rupert, closer it is the persistent efforts of every organization and many to the Orient and with better harcitizens that brings resuits. Just when we tire and feel like giving up, is often the time when results are obtained. couver could not possibly take care There is nothing so attractive as a live town with live citi- of it all. zens, well painted buildings, lighted shops and flashing signs. Add to this, courteous businessmen keen on serving their customers well and careful not to overcharge and pointed out, Prince Rupert had prosperity is assured.

These are the days when wish bones are at a discount but backbones are at a premium.

DETAIL DIFFICULT

In all lines of business the difficult matter is to attend land and the Panama Canal. It was to details. It is comparatively easy to do the big things but natural that ships should go to the the little things that really count are often neglected. That point where there were sufficient is why some people fail.

Prince Rupert people must have seen businesses gra- bound. Prince Rupert had not at dually fade away and finally disappear just because the present the commodities necessary owners did not attend to the details. In many cases they for mixed cargoes outbound or the tried to make good fellows of themselves and forgot to population and centres nearby for work hard.

Life is a matter of endless detail. Nature builds that senger traffic. It was natural that way and the sure foundation to success of any kind is to the travelers should go to the disattend carefully to the detail and do it every day.

Life is just a matter of one experience after an-

DEMAND

"Rupert Brand" -Kippers -

"THE DAINTIEST BREAKFAST FOOD." Smoked Daily by

Canadian Fish & Cold Storage Co., Ltd. PRINCE RUPERT, B.C.

CITY IN FORTUNATE POSITION went out of Prince Rupert to stores and we will all work up hill. That TODAY; POWER DEVEL-LOPMENT OMINOUS

(continued from page 1)

velop another Sullivan mine. The able mine and who knew but what of Prince Rupert?

ces of the central interior, the ers to use the home products. | comed Mr. Manson-back to the city ments. Such rumors are very unspeaker declared that the fertile valleys of the south such as the Okanagan were not comparable in size as the Bulkley and certainly

were no more fertile. Mr. Manson spoke of the tremendous resources of pulp timber. The time, it must be admitted, had not as yet arrived when it could be hoped to successfully develop the pulp and paper industry in the central interior in competition with the coast which had the advantage of water transportation both of logs to the mills and the products of the mills to the markets abroad. Temporarily there was an almost insuperable handicap as far as the interior was concerned. This condition would not last forever, though, for paper was coming into more and more uses and the timber of the coast would ultimately reach a most fortunate cities in British Copoint where it would be depleted or lumbia today. You have less real where strict conservation would be necessary. Within a comparatively short time, the pulp timber of the

the example of one of the strongest amount of electrical energy. There was comparatively little local marcapital had not come here without something larger in view. Those develop. The reasonable conclusion brought in to use the energy they

Another great possibility was that potential market of the next fifty vaster in the near future. It was bor than Vancouver, must share to a large extent in that business. Van-

Some Handicaps

At the same time, the speaker some handicaps which should not be overlooked. One of the most serious handicaps was that Vancouver had a great start on Prince Rupert. It was a city of 100,000 when Prince Rupert was born. It was a great port and had the advantage of the fertile Fraser Valley behind it as well as being closer to Seattle, Portvarieties of commodities to make full cargoes both inbound and outto receive these cargoes inbound. The same conditions applied to pastributing point which on this coast at present was Vancouver. It was like a large magnet and a little one. The large one drew in all the business. If ever Prince Rupert could get 25,000 people, it would not notice Vancouver's magnet and would

have little cause for further worry. Vancouver talked and thought only in terms of Vancouver and sometimes might not be very broadminded about it. It was necessary for Prince Rupert to fight for everything it got and, even then, it often did not get its share because in the south there was the population-

and the votes. "We do not want a spirit of jealousy or recrimination here," declared Mr. Manson. "It is no use for saying nasty things about Vancouver. It is better that you should just keep pulling and pulling, continue reasonable optimism, do the best you can to develop your resources, continually boost the advantages of the city and district and, if you feel inclined to speculate, put your money in the local rather than the outside venture and support the proposition that supports our own

locality." Delivering a message more particularly to the merchants, Mr. Manson wondered how much money

OF THE PARTY OF TH

in Vancouver, Calgary, Winnipeg, will be the time, I think, when you etc. He ventured to think that the will find outside capital coming volume of money that went out here for the establishment of indusmight approximate that which was tries and the developing of your re-

spent in local stores. A town could cources, and distribution and telegraphic not get along that way. He won- Bert Morgan, the president, in Premier had proven to be a remark- dered if the merchants were careful thanking Mr. Manson for his adthere might be another Premier far as possible in British Columbia counsel that the use of Canadian Rumors have been circulated in along the line of the C. N. R. east and Canada. He thought it was de- goods should always be encouraged. the past anl are now being circula-Speaking of agricultural resour- endeavor to educate their custom- speaker, James H. Thompson wel- not be rented for local entertain-

> to a close. "We may not have the son's optimism as to Prince Ru-time. same old great enthusiasm but just pert's prospects. The vote of thanks as cold as you know how, cast aside was seconded by R. E. Benson and all nonsense and optimism, and get carried with enthusiasm and apdown to cold common sense, and plause. who can say that Prince Rupert is not going to go? As a matter of fact, I think you are situated better to- affairs were taken up. day than you have ever been before. I simply cannot think that any big corporation with Sir Herbert Holt at its head is going to throw such a great sum of money into a community like this unless it intends to follow it up with more money for the development of industries.

Prince Rupert Fortunate

"Meantime, you are one of the want and less unemployment. Let me tell you that times in Vancouver are not nearly so good. You were fortunate in having had such splendid canning season. Halibut prices may not have been good but You have gone through this world depression better than possibly any

enough themselves. Did they buy as dress, concurred heartily in his Editor, Daily News:

Before adjourning, business matters pertaining to the association's

iss Edith Miller Gets Appointment At Special Meeting of Board Last Night

inted assistant librarian. She will rental to be fair and reasonable. ve only part time to the work.

There were 13 applicants in all space in your valuable columns, it a number were unable to do am. te work at a time convenient to he librarian and this barred them om being possible appointees. Miss Iller will take over her duties next

The Letter Box

RENTAL OF THEATRE

sirable that the merchants should In moving a vote of thanks to the ted that the Capitol theatre can-"As for Prince Rupert, I am not and to the dinner. His talk had been fair and quite erroneous for, with the least downhearted," declared much appreciated and he for one the exception of public hoidays, Mr. Manson in bringing his address (Mr. Thompson) shared Mr. Man- the theatre can be rented at any

It is also being said that I have asked \$500.00 per night as rental for the theatre. This statement, also is quite untrue and, as I know the people of this city are fair minded. I wish them to know exactly the rental which I have asked of all organizations wishing to rent the theatre.

As the receipts of the theatre vary on different nights of the week, the policy which I have followed, since becoming manager, is Werchants Have as follows:

If it is desired to rent the theatre for Monday, the rental will be the average of the four preceding Mondays. If for Tuesday, the At a special meeting of the Prince average of the four preceding upert Public Library Board last Tuesdays, and so on for the other ght Miss Edith Miller was ap- days of the week. I believe this

Thanking you. Mr. Editor, for zell as secretary to succeed William

Yours very truly,

S. P. McMORDIE. Manager,

Capitol Theatre, Prince Rupert.

comes to you in perfect condition All of its goodness is sealed tight in the clean wax wrapped packages. The days work goes much easier with WRIGLEY'S to sustain and refresh. > HANDY for J PACKS 5# A NICKEL

Douglas Frizzell Is Elected in Place of William Lambie, Resigned

The Prince Rupert Retail Merchants' Association, at its meeting last evening, elected Douglas Friz. Lambie, who has resigned the posi-

Various routine business pertaining to the welfare of the association was taken up and committees were formed to look after a number of functions.

LIBERATION

NE does not have to go back many years to reach the time when most of the water used in the house had to be carried from the spring or well, not always situated close to the house.

Even the introduction of the Today she is liberated from hand pump, which brought water to the kitchen, did not dispense with the backbreaking work of pumping and lifting heavy pails.

Woman's work on the farm, and indeed in the city, involved an enormous expenditure of strength and vitality. Among other tasks she was dependent on her own hands to do the family washing, a good deal of the milking, the filling and cleaning of lamps, ironing, taking care of the poultry (which meant also the poultry house), to say nothing of innumerable minor tasks, and at the same time had to rear, feed, clothe and otherwise provide for her children.

much of the drudgery of household tasks. The washing, ironing, lighting, cooking; and on the farm, milking, poultry work, dairy work, and the pumping of water, can now be done by electricity.

The electrical servant also relieves the man of the household from many tasks which he used to take as a matter of course.

The Northern Electric Company is pleased that in the manufacture of wires and cables, and in the distribution of many electrical household appliances, it has been able to assist in the liberation of woman from some of her work, that so frequently overtaxed her strength and endurance.

Northern Electric COMPANY LIMITED

A National Electrical Service



DO YOU KNOW,

That as a result of experimental work carried cies which had been enpractical, profitable and proved uses for electrical been developed, all of which are in everyday use?



