THE DAILY NEWS.

PRINCE RUPERT - BRITISH COLUMBIA

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

· SUBSCRIPTION RATES	
City delivery, by mail or carrier, yearly period, paid in advance For lesser periods, paid in advance, per month By mail to all parts of Northern and Central British Columbia, paid in advance for yearly period By mail to all other parts of British Columbia, the British Empire and United States, paid in advance, per year	3.0
By mail to all other countries, per year	9.0
ADVERTISING RATES	
Transient display advertising, per inch, per insertion Classified advertising, per insertion, per word Local readers, per insertion, per line Legal notices, each insertion, per agate line	.0
Contract rates on application.	
Editor and Reporters' Telephone86	
Advertising and Circulation Telephone98	

Saturday, July 4, 1931

DISTINCTIVE FLAG

The Dominion Day celebration brought to attention once more the need of a more distinctive Canadian flag. The one now in use is inartistic and without meaning, so far as the western provinces are concerned. Also it is not officially recognized when used on such occasions as that which took place this week.

Various suggestions for designs have been made but the one that seems to meet with favor is the red ensign with the Union Jack in the corner and the maple leaf on the field. While the beaver would be more suitable, indicating industry and intelligence, the little animal is often mistaken for a pig, and we do not want to be known as the pig among nations. The maple tree is found throughout the length and breadth of the country, in some form or another; it is artistic and easily recognized. No other emblem has been suggested that meets with such general approval as it.. On Empire Day Cameron R. McIntosh of North Battle-

ford introduced a resolution in Parliament as follows: "That, in the opinion of this house, a special committee be appointed for the purpose of considering the advisability of adopting a Canadian flag, representing Canada as a whole, and in which the British flag shall occupy the position of honor, thus symbolizing the Dominion as an equality partner in the commonwealth of British nations."

Mr. Cameron made a speech in support of the motion but the House rose directly after the speech and no further opportunity has been given members to discuss it.

Some day when the House is not so much worried with unemployment and tariff matters, this question may receive consideration.

To Perform in Prince Rupert Thursday



Princess Slaviansky and her daughter Mara, conductor and soprano soloist, with famous Royal Russiaan Chorus,

Dry Cleaning & Pressing

Lower than Vancouver prices We call for and deliver

323 3rd Ave. W. Phone 663

Next Benson Studio

NATURAL PURE

Fresh Milk

Free from any preservative of treatment whatever. Milked and delivered daily from our own cows. Four successive years Government Grade A certificate Health and Sanitation. A trial solicited. Satisfaction guaranteed.

PRINCE RUPERT DAIRY Box 895

THELOAN

AND

THE NEWSPA'PERS

A Story of Intelligent Advertising

THE PREMIER SECURITY IN CANADA

DOMINION OF CANADA

1931 CONVERSION LOAN

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N MAY 11th Premier Bennett announced objective of \$250,000,000. On June 1st the Prime Minister announced that the Loan

· had been subscribed to the sum of \$639,816,500 — an over-subscription of two and one-half times.

Canadian business men are familiar with the loan. They knew that the Government had sufficient assurance of large blocks of bonds to guarantee the objective. They knew that the real success of the loan depended on an over-subscription from the free flow of bonds in private hands all over Canada, which would come forth at the call of the Nation.

But even the most optimistic were hardly prepared for such a successful flotation as the figure which the Prime Minister revealed to the country in his budget speech.

The Conversion Loan was not merely a success, it was a success in the largest and widest measure.

The degree of response with which the loan was met may be attributed to scores of factors, but one

of the very definite reasons for the smoothness and rapidity of the transaction, the readiness of the public, the lack of question, and the ease with which tens of thousands of small transfers were put through, lies in the application of the force of advertising in the daily newspapers of Canada.

The Government carried a series of clear-cut announcements in every daily newspaper throughout the Dominion. These in turn were

supplemented by the individual advertisements the Dominion Conversion Loan with an • of banks, bond dealers, and financial houses. The use of other media was inconsequential. Nearly all of the expenditure went into the form

> of advertising in Canadian daily newspapers.

Advertising made the work of the Conversion easy!

Advertising brought thousands and tens of thousands of small individual investors into the offices of banks, financial brokers and trust companies with their bonds.

What newspaper advertising accomplished in this particular instance it is accomplishing day by day for the whole fabric of commerce and industry in Canada.

In this Dominion there is no substitute for newspaper advertising.

The geographic extent of Canada, its span of provinces extending over the vast breadth of a continent, its scattered population, its trading areas with widely differing business conditions, all tend to make the Canadian daily newspaper the one

universal medium of information and advertising in this country.

This is why the newspapers of Canada occupy an outstanding position as the messengers of the Dominion's welfare and progress. This is why the successful national advertiser in Canada. without exception, looks upon the Dominion's skein of daily newspapers as his primary and indispensable medium.

Ask any recognized advertising agency.

The Dominion Government advertisement reproduced in miniature above, and those which followed it, were published in every daily newspaper in Canada, coincident with the announcement of the Dominion Conversion Loan, which had an objective of \$250,000,000, and secured \$639,816,500 within two weeks.

THE DAILY NEWSPAPERS OF CANADA

The Canadian Daily Newspapers Association, July, 1931