### 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

SUBSCRIPTIO	N RATES
City delivery, by mail or carrier, yearly	
For lesser periods, paid in advance, p By mail to all parts of Northern an	
paid in advance for yearly period	
By mail to all other parts of British	Columbia, the British Em-
pire and United States, paid in adva	
By mail to all other countries, per year	Γ
ADVERTISIN	
Transient display advertising, per inc	n, per insertion
Classified advertising, per insertion, p	
Local readers, per insertion, per line Legal notices, each insertion, per agat	
Contract rates of	application.
Editor and Reporters' Teleph	one86
	Telephone98

DAILY EDITION



Member of Audit Bureau of Circulations

Tuesday, July 14, 1931

#### UNEMPLOYED POSITION

The action of the provincial government has placed the unemployed of the city in a difficult position. Only those who have been in the city less than three months are entitled to relief by the province and the city has no fund on which to draw. Anything it does in the way of relief is done without authority and with high tax payments due this month it is doubtful if local citizens would support a bylaw just now.

What is needed is work for the unemployed and this should be pressed upon the provincial and federal governments with all the force possible.

### LETTER FROM PEACE RIVER

We draw special attention today to the letter sent out by the Boards of Trade of the Peace River which is published in full in this paper today. It gives some good arguments why action should be taken at once to provide a western outlet for that part of the country. We expect to refer to this again and hope everyone will keep informed on the situation as viewed by the people of that important section of the country.

### HOOVER CAMPAIGN

The campaign to re-elect President Hoover has commenced officially although it really has been in progress some time. Also the opposition has been active for many months. From now on however, we may expect to find all political action in the United States based on the forthcoming election campaign. It will be one long play to the galleries with the election over a year hence as the climax.

#### APPEARANCE OF CITY

The rebuilding of the local sidewalks by the city has excited considerable remark. Visitors see in it a healthy sign and declare it indicates a live town. Some taxpayers fear that it means too heavy a drain on their purses while others are pleased beyond measure at the work being done. Some do not realize that the work is being paid for under the local improvement plan by the owners of the abutting property and that it is being carried out at their request or with their acquiescence. What is certain is that when it is completed the city will have a smarter appearance than it has ever had before.



(By Gee)

Horace A. Craig

MR. CRAIG, the vice-chairman of the Alberta Committee of the World's Grain Exhibition and Conference, is Deputy Minister of Agriculture for Alberta.

Born at North Gower, Ontario, in 1882, Mr. Craig received his education in the public and high schools of that Province; at the Ontario Agricultural College and the University of Toronto. In 1906 he was awarded a B.S.A. degree.

From 1906 to 1911 Mr. Craig was superintendent of fairs and institutes for the Province of Alberta, and from 1911 to 1915 superintendent of provincial farms. He was appointed to the position of Deputy Minister of Agriculture in 1915.



Mr. Craig is a member of the Canadian Society of Technical Agriculturists, as well as of numerous organizations interested in agricultural problems.

# THE LOAN

AND

## THE NEWSPA'PERS

A Story of Intelligent Advertising

CANADIAN GOVERNMENT BONDS

THE PREMIER SECURITY IN CANADA

DOMINION OF CANADA

1931 CONVERSION LOAN

The also administ to bedden of beach eligible by according to the same interest property and ten from privileges, for the life of state of

Compresson applications to the series of the puropolog are medical in a most of \$600,000,000. The Mishing of Fragment reservoirs, forwers, the right to interesson or decrease this amount at the allowanters.

thereprises still be received and receive intent by any transit to Consule of any Chantened Read and & computer Consultan Book Dender and Start Broken, Joses whop may be absoluted application

passes and aspire of the afficial proposes associating complete distribute the figure. Appli unique well not be unled as forms other than filter pointed by the Educy Polyage.

to autorigates that or the prospering well upon its 1.00 Mary 1991, and will allow up at highest than \$100, 400, 400, and of the state of Phonogram.

N MAY 11th Premier Bennett announced the Dominion Conversion Loan with an 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

ness 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 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

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