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

SUBSCRIPTION RATES	
City delivery, by mail or carrier, yearly period, paid in advance For lesser periods, paid in advance, per week 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 By mail to all other countries, per year	3.00
Classified advertising, per insertion, per word Contract rates on application. Advertising and Circulation Telephone Member of Audit Bureau of Circulations	02

DAILY EDITION



Tuesday, April 19, 1932

MAKES PEOPLE CRITICAL

The rather difficult merchandising times have had the effect of making people rather critical of everything. Those who spend money want to be sure that they get value for the money they pay out.

The critical spirit enters into advertising more than anything else. Newspapers have to show their advertisers The Budget is Presented—Gibb Report Enormous Docua large circulation. Advertisers are all from Missouri and must be shown.

The circulation books of the Daily News are open to any advertisers for inspection at any time. The circulation leaving on their rounds so that they may see the papers expense and who knows how to find weak points in circulation records. He checks the number of papers issued till a few months ago, had been against the invoices of newsprint purchased. He examines minister of fisheries but is now oc- of trade amendment, patent act, the books and receipts and orders and makes tests which cupying the high position of minis- amendment to the excise act, juare infallible. This auditor is sent by the large manufacturers and the important newspapers of Canada and the United States in order to guarantee the purchasers of advertising against fraud.

In buying advertising it is paid circulation that really counts. The person who is not sufficiently interested in a publication to pay for it is not worth much to the advertiser. Yesterday the paid circulation of the Daily News in Prince Rupert was 1065, the remainder of the 2,025 being the average member, than that sed through in the exact time of mailed to out of town points or sold on the train. Those in- brought down by the Honorable, the nine minutes. terested in out of town circulation can see the lists. The circulation of the Daily News is no secret. Investigation is invited by any who are buying advertising.

BURDEN ON CITY

The shifting of the social service charges on to the city ed, in an endeavor to meet the ec- orable Dr. Murray MacLaren could will prove a very considerable tax burden. It means an added tax of three mills on the present land values of the ourselves in today and of course in- estimates passed through. The Mincity so it is easy for any taxpayer to figure out for himself what it means to him.

In the past these social services have been paid by the no changes were made in the tariff. regarding Bagley, who escaped from provincial administrations but the present provincial This, it is understood, is being left the Oakalla provincial jail and government is so financially involved that it has used every possible means of shifting the burden to other shoulders. Also doubtless there is the idea that if the people is the hope of every member at tion after serving six and a half more directly interested have to pay the bills they will be least, irrespective of party, that wears of his term. He was deported, more careful of expenditures along these lines.



THEN you are building, is the best time to make your home safe from the damage fire can do.

Order time-and-labour saving Gyproc Wallboard for all interior walls, ceilings and partitions.

When remodelling, extra space may be gained by dividing the attic and basement with Gyproc partitions.

You can paper it or panel it if you wish and it is an excellent base for Gyptex or Alabastine.

Gyproc may be easily identified by the name on the board and the Green stripe along the edge.

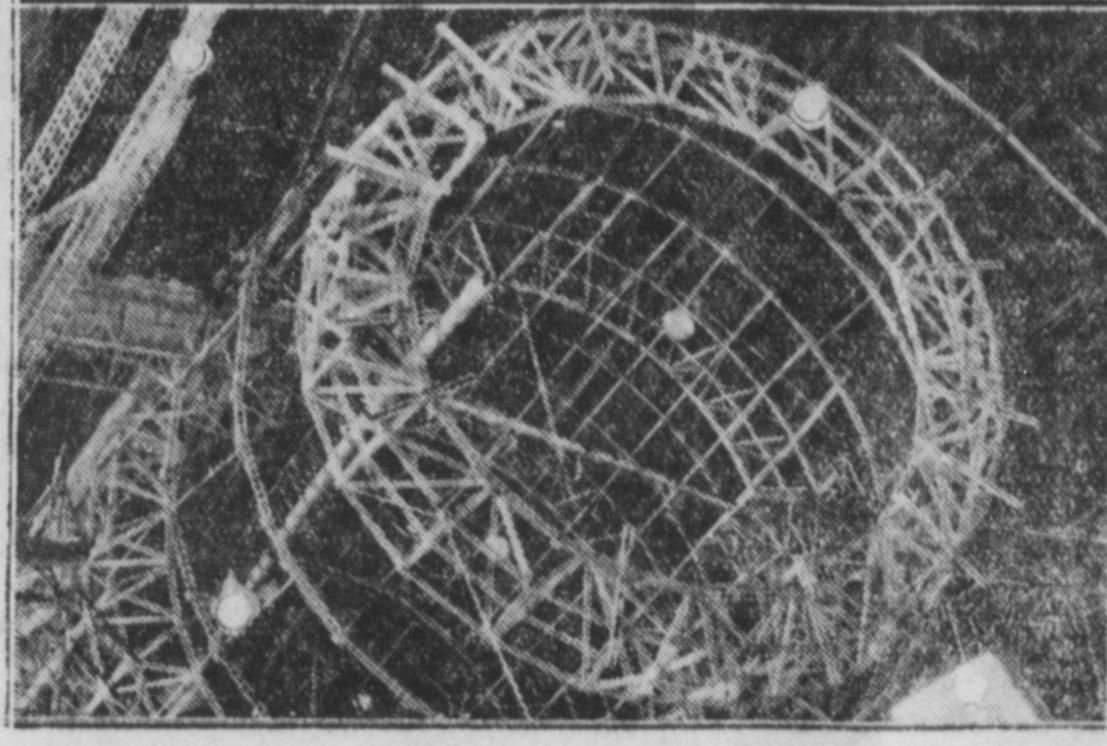
GYPSUM, LIME AND ALABASTINE, Canada, Limited Vancouver, B.C.

For Sale By

Albert & McCaffery, Ltd. - - Prince Rupert, B.C. M. F. Nourse - - - -Burns Lake, B.C. R. S. Sargent, Ltd. - - - - -Hazelton, B.C. The George Little Lumber Yard

Smithers. Hazelton and Terrace, B.C.

Sister Ship of Akron



The sistter ship of the Akron gets her sixth rib. The ZRS-5 or Macon, is well under way at the Ohio hangar and will be completed some time in 1933.

A Week's Doings at Parliament

By Tom Reid, M.P.

ment-Presentation to Sir Joseph Stamp

Wednesday, April 6

The galleries were literally jammed when the House op- come out of it. there must be giving of the world should prove equal to ours. manager is glad to have visitors call when the boys are ened after prayers on Wednesday and it is interesting to as well as taking. He never knew, a its scientific achievements. He was note the effect the budget has on many people. I was in- one-sided bargain to pan out well. presented, on behalf of the governthey take and check up the numbers. The circulation is troduced to two ladies who told me they had not missed audited by an expert who comes to Prince Rupert at great the hearing of a budget for some twenty-five years. All eyes were turned on the Honorable E. N. Rhodes who, up

Prime Minister.

ed immediately after Mr. Rhodes timates. sat down the adjournment of the debate until Monday next which Although the week had been one means he is the first to take up the of great activity, Friday was a very discussion and reply from the Lib- tame day, the day being occupied eral point of view, to the budget ad- with estimates in connection with

be included amongst those receiving the 10% cut. It will be rememmade exempt under the act as inand a great deal of discussion has position, and expressed by some of the government side, that judges and members of the naval and military forces should not be placed a class by themselves at this time. The heaviest attack, however, has been made against the judges. This discussion lasted until 6 o'clock Mr. Rhodes.

Thursday, April 7

connection with relief work had in that report. been sent to that province by wire After the estimates of the Min-

ter of finance. As one who has lis- venile delinquents act, Yukon tened to the Honorable the Prime quartz mining act, opium and nar-Minister bring down a budget and cotic drug amendment and an act compared the speech with that of in connection with debts due to the the Honorable E. N. Rhodes, I crown. To pay the civil service. Mr. would say that the one brought Rhodes brought in an interim supdown by Mr. Rhodes was more care- ply bill, asking for one-sixth of the fully prepared in every detail and total amount necessary for the was a more concise statement, or year. This estimate was for an at least easier of interpretation to amount of over \$33,000,000 and pas-

The rest of the day was taken up It is really wonderful what a in committee of supply, pensions mass of figures was produced and and national health still occupying given to the House in the short the greater part of the time. It is a space of one hour. Estimates have relief to any minister when his esbeen slashed, taxes have been rais- timates are finally passed and Hononomic conditions which we find not help smiling as the last of his troduced in a great endeavor to ister of Justice was next. It was balance the budget. One striking during this time that the Honorfact was noted and that was that able Mr. Guthrie made a statement until after the economic conference, whom the minister said is a someto which event practically the what notorious character. It apwhole world is looking forward. It pears he was released for deportasome good may accrue from this the minister said, but subsequently great event, not only in Canada came back to Canada by some way alone but for the rest of the world, or other. The House adjourned at The Honorable Mr. Ralston mov- 11 o'clock, still in the midst of es-

Friday, April 8

marine and fisheries. The long re-The rest of the day was taken up port of Sir Alexander Gibb, who in further discussions regarding came over from the Old Country the proposed reduction of 10% in and surveyed the principal ports of salaries. Mr. Gardiner, Leader of Canada at the request of the Prime the U.F.A. group, moved an amend- Minister, was laid on the table. It is ment, the effect of which would such a voluminous report and conmean that judges, army and naval tains so many maps and charts that forces and governor-generals would it is not the intention of the government to have copies of this report made, which means that any bered that these three groups are members interested in this report will have to go through the report troduced by the minister of finance for themselves and take their own extractions. This is the most excentred around these groups, it be- haustive report that has been laid ing felt by all members of the Op- in the House for some time and there is a feeling that many of the recommendations contained therein will be embodied in legislation, whether this year or next, however, is not quite certain. He makes one sweeping assertion, however, in that report, recommending that outside of Montreal and Vancouwhen the debate was adjourned by ver, most of the capital expenditure of harbor commissions should be written off. The ports should be nationalized, a central commission On Thursday the information was appointed in Ottawa to take the elicited from the Minister of Fin- place of local harbor commissioners, ance that a cheque to cover the each port to have its own manager Dominion's share of municipal ex- with an advisory board. These are penditure in British Columbia in some of the recommendations made

on Monday last. It is to be hoped ister of Marine had been passed, that the provincial government will estimates in connection with trade not now any longer delay the pay- and commerce were taken up. The ments of relief monies to the var- Minister of Marine came in for ious municipalities. Some bills were some criticism regarding the matter introduced and passed including an of raising the fee to two dollars for act respecting kerosene oil, boards radio licenses. It is evident from the

statements made by the minister that the government is receiving considerable revenue, in excess of what they are spending, in connection with radio and it was felt by many members that the increase from \$1 to \$2 was uncalled for, although, if all the money collected were to be put back for improvement of radio service no great objection would be taken to this, but objection would be taken if the intention of the government was for revenue purposes only.

An interesting event took place on Friday when a luncheon was given by the Honorable the Prime Minister at 1 o'clock, in honor of Sir Josiah Stamp. This was attended by practically all the members of the House of Commons, members of the Senate, and many other notable men. Sir Josiah Stamp is one of the most outstanding economists in the British Empire. It will; be remembered he paid a visit to Canada last year and gave his services without reward in connection with wheat and grain futures. His address was a masterpiece and one would have liked if it were possible to obtain a verbatim report of the gard to the Imperial Conference to of fluctuating psychology, indicat- was somewhat of a gainer by his ted out to the great gathering that, may be upset and pointed out as a in-law, which would unite him still in his opinion. if anything is to final warning that the moral fibre further with this great country of

CONDENSED

THAT ALL-TIRED-OUT FEELING SHOWS NEED OF SPRING TONIC

There is a definite medical reason for that Springtime "alltired-out feeling." The system is suffering from oxygen starvation; the blood has been thinned "I always take Dr. Williams' and devitalized by winter living Pink Pills in the Spring to build conditions, so that it isn't carry- me up for the hot weather. and easily fatigued at this season | ville Centre, N.S. condition.

Thousands have found the an- St. Odilon, Que. swer in Dr. Williams' Pink Pills. energizing oxygen throughout package.

Benefited Users Advise
Others to Restore Health
With Dr. Williams' Pink
Pills as They Have Done

the system, banishing the lassitude and fatigue.

Mrs. Elizabeth Clarke, Hastings, Ont., writes: 'I use Dr. Williams' Pink Pills in the Spring, when one naturally feels rundown after our long Winter our long Winter our long Winter our long. down after our long Winter, Last Spring I was feeling weak and easily tired. I took Pink Pills with the result that I have had splen-

ing the amount of oxygen re- cheerfully recommend these Pills quired by the body tissues. That's as the best of health-builders." why people are languid, listless. writes Mrs. L. Hupman, Summer-

of the year. They are in need of "I keep Dr. Williams' Pink Pills a reliable proven blood builder in the house all the time and which will quickly correct this take them every Spring as a tonic," write Miss Anna Murphy.

Try Dr. Williams' Pink Pills This proven remedy actually and experience for yourself the creates new red blood, and invi- new strength and vigour they gorates and purifies the blood will bring you. At your druggist's stream so that it again carries in the new glass container, 50c a

He said no one could control the ment, with a beautiful candelabra complex economic machine with its suitably engraved, as a lasting memany statements he made in con- psychological influence, such as mento from the Canadian people nection with the affairs of the Em- hypnosis of fear on the one side and for the work he performed on bepire and with economic questions the mad rush to get rich overnight half of this country last year. It is generally. His final note was in re- on the other. These were instances interesting to note, he said that he be held here this summer. He poin- ing how the delicate mechanism visit to this country of a daughter-

Advertise in the Daily News.



Sweetened Condensed Milk has the Blue Label

Unsweetened Evaporated Milk has the White Label

Largest Producers and Sellers of Condensed and Evaporated Milk

> REAM in Every Drop. Nestlé's sweetened condensed milk deliciously sweetens and creams tea, coffee and cocoa. The evaporated is unsweetened and adds a uniform richness to all milk dishes not requiring sugar.

It's NESTLÉ'S

EVAPORATED (Tall and Baby Size)

SPENDING TO SAVE.. THROUGH

Auverusing

Not many of us, these days, are troubled with so much money that we cannot spend it. But we are interested in spending the money we have, to get the most out of it.

One way—and not a new way, either—is to make a budget. Put down, week by week, the money that comes in. Put down beside it, week by week, the money that goes out. So much for food, so much for clothing, so much for rent. So much for giving, and for luxuries.

Where Advertising Helps

It won't always be easy, of course, to stay within the budget. That's where advertising helps you. Advertisements in this newspaper tell you how much rugs, butter, breakfast foods, dishes, homes, automobiles will cost, before you go shopping! They point out ways to save money. They show you how to cut a little here, a little there. And each day, they tell about new inventions, new products, new ways of doing things, that help make this life of ours very much worth living!