



**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 ..... \$5.00  
For lesser periods, paid in advance, per week ..... .10  
By mail to all parts of British Columbia, the British Empire and United States, paid in advance, per year ..... 3.00  
By mail to all other countries, per year ..... 9.00

**ADVERTISING RATES**

Transient display advertising, per inch, per insertion ..... 1.40  
Classified advertising, per word, per insertion ..... .02  
Legal notices, each insertion, per agate line ..... .15  
Local readers, per insertion, per line ..... .25

Contract rates on application.  
Advertising and Circulation Telephone ..... 98  
Editor and Reporters' Telephone ..... 86  
Member of Audit Bureau of Circulations

DAILY EDITION Friday, Sept. 29, 1933

**ADVERTISING AND BUSINESS**

Edward A. Filene of Boston, addressing the advertising club of that city, in discussing the relation of advertising to the N. R. A. explained that advertising was not looked on by businessmen as an expense any more than gasoline in connection with making a car go can be looked upon as an expense. He says he knows of no better way for a business to keep going down and down and down than by trying to save on advertising.

**THE NEW DEAL**

After dealing with advertising Mr. Filene deals at length with President Roosevelt's new deal and compares it with socialism. He urges raising the masses by greater efficiency in distribution to thus abolish poverty. All that socialism promised was honest administration of production and distribution but he is doubtful as to how much honesty can be developed. If selfishness could be abolished people would not be human. Affairs would be administered either lazily or selfishly. Business was selfish but not lazy. If selfishness could be enlisted for the common good he felt it would be better than lazy or selfish bureaucrats.

Mr. Filene made a plea for co-ordination of business in the service of the people. He did not believe in reducing production but in increasing the purchasing power of the people along the lines of the N. R. A. It meant increasing the consuming power of the people to keep pace with production. All they asked was that the people be allowed to consume according to their ability to produce. They want the best there is and only the absence of buying power prevents them from getting it. He urges higher wages and fewer hours of work giving not only more purchasing power but more leisure. He concludes:

"We can no longer be blinded to the fact that we have entered a new phase of human history and that the habits and practices which served us well in infancy are not the habits and practices which can serve us well now."

**NEW DEAL FOR B.C.**

We have mentioned the new deal for the United States. Now let us apply this to Canada. What leader is there who can bring this about? We suggest that in the next few weeks a close study of the situation be made and that voters use their common sense in deciding what will be of most benefit today for British Columbia. The next legislature will not be asked to administer the affairs of the province for the next generation but for this.

**HOME INJURIES & SKIN TROUBLES**  
Quickly Healed by Zam-Buk Ointment

Zam-Buk Medicinal Soap 25c. cake.

**COAL! COAL!**

Our Famous Edson, Alberta and Bulkley Valley Coals are guaranteed to give satisfaction. Try a ton of No. 1 Bulkley Valley. We also sell Timothy Hay, Wheat Oats and Barley.

Prince Rupert Feed Co.  
58 - Phones - 558

**CITY Transfer**  
Phone 950

Hemlock and Spruce—per cord, delivered ..... \$6  
COAL FOR SALE  
Furniture and Piano Moving

**Qualifies For Rifle Team**



Gwne Lloyd, of Hazelton, in her second year of competitive shooting qualified for the place on the railway international small-bore rifle team, representing Canada against railway marksmen of the United States and Great Britain. Miss Lloyd ranked eleventh on the Canadian team of 20 shots. She is one of several girls, members of Canadian National small-bore rifle clubs who are taking a great interest in marksmanship and is one of the outstanding women rifle shots of Canada.—Canada National Railways photograph.

**RATES ARE BEING CUT**

Charges on One to Four Pound Express Parcels Considerably Reduced

MONTREAL, Sept. 29.—Reduced rates on express parcels weighing from one to four pounds will become effective on October 2, with the operation of new tariffs affecting all railway express companies in Canada; it is announced by the Express Traffic Association. Under the new tariff the charge for one to four pound parcels between points in Canada is considerably reduced with the charges varying according to the weight of parcel and distance over which it must be handled. The charges include pick-up and delivery service at all points where these facilities are maintained by the express companies.

**MARKETING IN RUPERT**

Interior Farmers Not Going Into Retail Business But Will Ship Through McMeekin

Delegates from Farmers' Institutes and Boards of Trades of Central British Columbia, meeting a few days ago in Smithers, decided not to go into the retail marketing of their products in Prince Rupert at the present time and, accordingly, declined with thanks the offer of a free market building made by City Commissioner W. J. Alder of Prince Rupert. It was decided, however, to put in a strong bid for the coast market by the appointment of Thomas McMeekin, commission agent in Prince Rupert, to represent the interior farmers in the disposal of their products.

**Today's Weather**

Prince Rupert—Overcast, moderate southeast wind; barometer, 29.97; temperature, 50; light swell.  
Dead Tree Point—Raining, light southerly wind; barometer, 29.83; temperature, 52; light swell.  
Langara Island—Part cloudy, light southwest wind; sea moderate.

for CORNS & WARTS  
Remove dry skin. Dab on Minard's 3 times daily. Let it dry on. After a while Corns and Warts lift right off

**MINARD'S "KING OF PAIN" LINIMENT**

**Signor Marconi At Chicago Fair**

Special Honors For Inventor of Wireless at Century of Progress Exposition

NEW YORK, Sept. 29.—Signor Guglielmo Marconi, inventor of the wireless, arrived here Thursday from Italy on his forty-fifth visit to America. He is on his way to the World's Fair at Chicago where special honors await him.

**Steamship Sailings**

For Vancouver—  
Sunday—ss. Pr. Rupert 10 p.m.  
Tuesday—Catala 1:30 p.m.  
Thurs.—ss. Pt. George 10 p.m.  
Friday—ss. Prin. Adelaide 10 p.m.  
Ss. Cardena midnight  
From Vancouver—  
Sunday—ss. Catala p.m.  
Wed.—ss. Pr. George 10 a.m.  
Friday—ss. Prin. Adelaide p.m.  
Ss. Cardena p.m.  
Satur.—ss. Pr. Rupert 10 a.m.  
For Stewart and Premier—  
Sunday—ss. Catala 8 p.m.  
Satur.—ss. Pr. Rupert 10 p.m.  
From Stewart and Premier—  
Sunday—ss. Pr. Rupert 8 p.m.  
Tuesday—ss. Catala 11:30 a.m.  
For Anyox and Alice Arm—  
Sunday—ss. Catala 8 p.m.  
Wednes.—ss. Pr. George 5 p.m.  
From Anyox and Alice Arm—  
Tuesday—ss. Catala 11:30 a.m.  
Thursday—ss. Pr. George 8 p.m.  
or Naas River and Port Simpson—  
Sunday—ss. Catala 8 p.m.  
from Naas River & Port Simpson  
Tuesday—ss. Catala 11:30 a.m.

**DON'T PUT UP WITH**

an UGLY SKIN  
Fruit-a-tives give new beauty

"I was run down and listless. I felt irritable all the time. My face was a sight, due to pimples and spots. I was ashamed to meet people. Fruit-a-tives removed just what I needed. In less than two months my skin cleared up, I got rid of severe constipation and felt full of pep."

Fruit-a-tives . . . all drug stores

**PRINTING**  
Office Supplies  
Rose, Cowan & Latta  
Phone 234

**Manure For Sale**  
\$1.00 a Load Delivered  
DOMINION DAIRY

Buy Quality

**Annette's Clock Sale**

Saturday, September 30

2 to 4 Only

Remember  
No Clock  
Specials Sold  
Before 2 or  
After 4 P.M.

- 3 Only Fur Trimmed Coats—  
Clock Sale Special ..... \$12.00
- 8 Only Fall Untrimmed Coats—  
Clock Sale Special ..... \$10.00
- 24 Only Dresses—Value to \$9.95  
Clock Sale Special ..... \$3.95
- Mesh Hose—Reg. value to 69c  
Clock Sale Special ..... 25c
- 12 Only New Fall Sweaters—  
Clock Sale Special ..... \$1.25
- 6 Only New Fall Skirts—  
Clock Sale Special ..... \$2.95

**Annette's Ladies' Wear Company Limited**

(The Store of the Better Dressed For Less)

At 10 o'clock last night the fire department was called to a chimney fire at the home of W. A. Pilgard, 140 Ninth Avenue West. No damage was done.

**RADIO SERVICE**

**RADIO SEASON**

Enjoy the full season with your set tuned to maximum efficiency. We can insure you of this by having your set gone over now, and adjusted to first class condition, as inefficient operation is a poor investment.

Battery sets modernized with the new economical two volt tubes.

**Superior Radio Service**

334 Second Avenue  
Phone Blue 320  
P. O. Box 132  
A. G. BARTLETT  
C. H. INSULANDER

**SALMON GOLD MINES LTD.**

**One Chance in a Lifetime**

Strikes are FOLLOWING IN RAPID SUCCESSION AT THE SALMON GOLD MINES. Stewart and Premier people are all excited over the latest find just announced. Samples are running very high in free gold and D. Campbell, superintendent of the Big Missouri, went over to see it and was much impressed.

In the first discovery of the Salmon Gold main zone general average values covering a length of 300 feet, width 10.56 feet, at present prices of gold is \$22.00 a ton, which means that for every foot of depth there is ore of a value of \$5,918.00. With the main ore body just uncovered at 200 feet lower elevation than the present workings, if the ore body continues with the same values, the ore will have a value of \$1,173,390.00. The vein at the 200 foot level has a width of 35 feet, well mineralized.

Vein No. 3 in eight open cuts gives an average value of \$17.10 for a length of 320 feet and a width of 5.37 feet.

Four more parallel veins have been discovered, making the total of veins 12.

Capitalization, 3,000,000 shares of 50c par value.  
Only 1,450,000 shares outstanding including this offering.  
Shares selling now at 20c each, prices will be advanced to probably 50c by the end of the month.

**COLLART & McCAFFERY LTD.**

Sole Agents Prince Rupert, B.C.

**Miss Nellie Lawrence**

Teacher of  
**VIOLIN and THEORY**

Phone 177  
315 Second Avenue West

**Developing and Printing**

Send Your Films Direct to  
**WRATHALL'S PHOTO FINISHING**  
Rapid Service Prince Rupert

Because it doesn't pay to advertise poor products,  
It does pay to buy those advertised