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THE DAILY NEWS.
PRINCE RUPERT - BRITISH COLUMBIA

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H. F. PULLEN - - - Managing-Editor

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DAILY EDITION

Wednesday, August 11, 1937.

LIFE INSURANCE ADVERTISING

The life insurance companies of Canada have for several years past banded themselves together and subscribed to a fund for letting the world know why the protection they offer is desirable and beneficial. They have shown by picture and display reading matter that women and children need protection which can be secured only by life insurance. It often means the keeping of homes intact, giving children an education, the elimination of fear and, in many cases, the accumulation of a sufficient sum to enable the insurer to start in business or to live in comfort during old age.

The money saved by means of life insurance is reinvested by the companies in such a way as to help keep the country prosperous.

The Prince Rupert Daily News was chosen to carry this advertising because it was a member of the audit bureau of circulations, which means that its circulation is audited each year by an independent outside auditor who reports to the advertisers. This is the only way of guaranteeing to the advertiser that the newspaper has the circulation it claims. The insurance companies see the value of this and have chosen only the audited newspapers to carry their advertising. They have to play safe in all their dealings, even in advertising.

The idea of telling the people of the country about insurance without reference to any particular company is one of the co-operative efforts which is growing throughout the country. Recently it was followed by the tobacco manufacturers and by the automotive industries. In every case it has proved of value.

WORKS PROGRESS

The United States Government recently issued a report on its works program which has been carried out under the Roosevelt administration. It shows that a tremendous lot of money has been expended in order to provide improvements and at the same time to give employment to the people of the country.

A peculiarity of this report is that it gives no information to an outsider as to where it was issued or to what country it refers. Only by reading the text can it be inferred that reference is made to the United States of America and not to Canada or to Great Britain or any other English speaking country. Evidently the compilers of the volume think that no other country in the world could possibly undertake such a stupendous task.

OPPOSING ABERHART

There is a strong sentiment developing in Alberta against Premier Aberhart and his policies. Just how strong the sentiment is cannot be gauged except through a general election. Possibly it may not be enough to bring about a change of leadership for Mr. Aberhart is an astute leader and he has kept his propaganda going continually throughout the province. If he can make the people of the province believe that his lack of success is due to the opposition of the big interests he may be again returned to power but, if they once realize the truth that Aberhart does not himself know what he is doing, there will be a tremendous turnover in that province. In the meantime there is no indication that Mr. Aberhart plans an appeal to the country.

'SPORT'

NEW EMPIRE CHAMPION MAY MEET LOUIS



Handsome Ben Foord, South African heavyweight boxer, smiles as he meets his fiancee just after whipping Jack Peterson in three rounds to take the heavyweight championship of the British Empire. Now cauliflower rumor hath it that Joe Louis, sensational American negro boxer, may go to England for a bout against Foord this winter

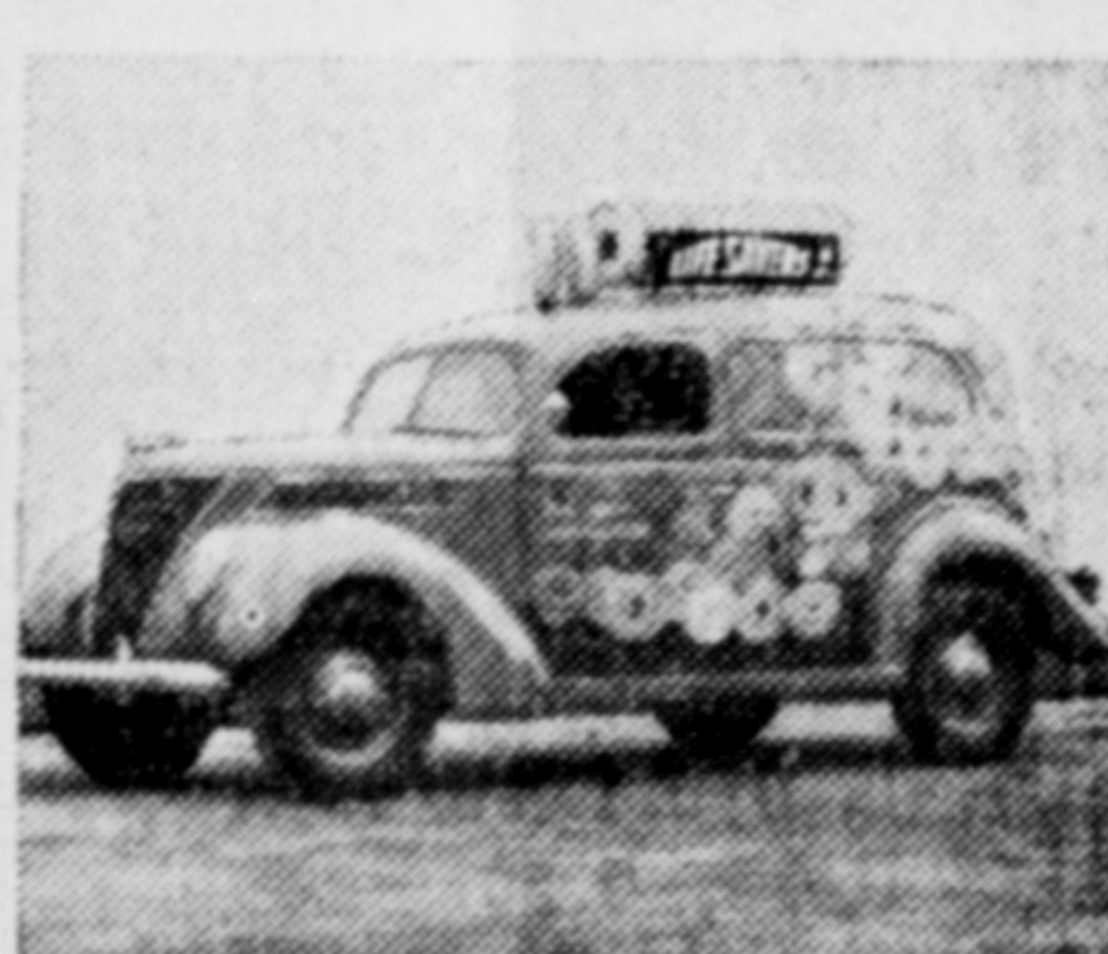
TO MOUNT BIG GAME

Prominent Pittsburg Industrialists and Capitalists in Prince Rupert Today

Enroute to Alaska where they will spend until late September in search of big game specimens, Richard K. Mellon and John M. Lazear, prominent Pittsburg in-

dustrialists and naturalists, arrived in the city on the Prince Rupert today from Vancouver enroute to Ketchikan. They are accompanied by their wives. Mr. Mellon is president of the Aluminum Co. of America and is, incidentally, a nephew of Andrew W. Mellon, former Secretary of the Treasury. Mr. Lazear is president of the Boiler Tube Co. of America. Also with the party is Stephen Link jr. of the Scientific Institute of Boston and a specialist in the mounting of animals

Large FLEET OWNERS find Firestone TIRES MOST ECONOMICAL



Life Savers and Coca-Cola Companies are two of the many big fleet owners which standardize on Firestones.



Large fleet owners who analyze tire costs to the fraction of a cent prefer Firestone Tires for their cost-cutting, carefree performance. You, too, will find them the safest, longest-wearing and most economical for your car.

With all their features for safe, long mileage, Firestone Tires do not cost one cent more than ordinary tires. See the nearest Firestone Dealer and replace worn tires today.



Firestone HIGH SPEED TIRES

TOURNAMENT AT TERRACE

Tennis Club in Interior Town Would Entertain Local Players

TERRACE, August 11.—The Terrace Tennis Club is trying to arrange a tournament with the Canadian National Recreation Association Tennis Club of Prince Rupert. The idea is that the Prince Rupert players may pay a visit here on August 27 and remain a couple of days. It is proposed to begin the affair with a dance in one of the halls at Terrace on the evening of their arrival and then play tennis on the following Saturday and perhaps on the Sunday. The new court at Terrace is a great improvement on the old one with more pace and a much better position.

Individual Bowls Competitions Are In Progress Now

In the first round of the city lawn bowling doubles championships, George Wilkinson and Dave Borland defeated James Irvine and Percy Tinker Monday night while Bob James and George Hill won over H. T. Cross and Harry Birch. Angus Macdonald is now in the final of the singles tournament and will meet the winner of Dave Borland vs. George Hill.

BASEBALL SCORES

National League
Pittsburg, 6; Chicago, 5.
Boston, 6; New York, 1.
Brooklyn, 7; Philadelphia, 5.
Cincinnati, 2; St. Louis, 3.
American League
Chicago, 6; Detroit, 4.
Philadelphia, 7-6; Washington, 15-8.
St. Louis at Cleveland and New York at Boston, postponed on account of rain.

Baseball Standings

Including Games Up To Yesterday

National League		
Chicago	64	36 640
New York	58	42 580
St. Louis	54	44 551
Pittsburgh	52	46 531
Boston	48	54 471
Cincinnati	41	56 423
Brooklyn	40	57 404
Philadelphia	40	62 392
American League		
New York	67	29 697
Boston	57	38 600
Detroit	57	40 588
Chicago	59	43 578
Cleveland	43	51 457
Washington	42	54 437
St. Louis	32	64 333
Philadelphia	29	67 303

Steamship Sailings

For Vancouver—
Mondays—Ss. Pr. Rupert 3 p.m.
Tuesday—Catala 1:30 p.m.
Friday—Ss. P. Adelaide 10 p.m.
Ss. Cardena 10:30 p.m.
Sat—Ss. Pr. Alice 5:30 p.m.
Aug. 18—Ss. Pr. Louise 5:30 p.m.
From Vancouver—
Sunday—Ss. Catala 4 p.m.
Monday—Ss. Pr. Charlotte 4 a.m.
Wed.—Ss. Pr. Rupert 10 a.m.
Friday—Ss. Pr. Louise 4 a.m.
Ss. Pr. George 10 a.m.
Ss. Pr. Adelaide 4 p.m.
Ss. Cardena p.m.
For Anyox and Stewart—
Sunday—Ss. Catala 8 p.m.
Friday—Ss. Pr. George 3 p.m.
From Stewart and Anyox—
Tuesday—Ss. Catala 11:30 a.m.
Saturday—Ss. Pr. George 7 p.m.
For Naas River and Port Simpson—
Sunday—Ss. Catala 8 p.m.
From Naas River and Port Simpson
Tuesday—Ss. Catala 11:30 a.m.
For Ocean Falls—
Monday—Ss. Pr. Rupert 3 p.m.
Friday—Ss. Prin. Adelaide 10 p.m.
Saturday—Ss. Pr. George 7 p.m.
From Ocean Falls—
Wed.—Ss. Pr. Rupert 10 a.m.
Friday—Ss. Pr. George 10 a.m.
Ss. Pr. Adelaide 4 p.m.
Ss. Cardena p.m.
For Queen Charlotte Islands—
Aug. 14 and 28—P. Charles 10 p.m.
From Queen Charlotte Islands
Aug. 12 and 26—Ss. P. Charles a.m.
For Alaska—
Monday—Ss. Pr. Charlotte 4 a.m.
Ss. Pr. Robert 1 p.m.
Wednes.—Ss. Pr. Rupert 1 p.m.
Friday—Ss. Pr. Louise a.m.
From Alaska—
Monday—Ss. Pr. Rupert 9 a.m.

The Letter Box

MAKING HISTORY

Editor, Daily News:
The government of Alberta is making history. This is the first time in history that a responsible government has dared to openly challenge the power of the banks. Financial Treasurer Low's speech is a masterpiece and, although it is hardly likely that Alberta can prevail against the organized finance of Canada, we must agree the attempt shows great courage—courage resembling that of David when he stood up to Goliath. What does Mr. Low say? Here it is:—
"It is clear from conditions in Alberta that those who control our banks are either out of touch with the demands of the people or they are deliberately thwarting their will. Whatever the reason, this state of affairs must be changed forthwith and control of policy must be assumed by the government on behalf of the people of the province."
N. SHERWOOD.

Weather Forecast

(Furnished through the courtesy of the Dominion Meteorological Bureau at Victoria and Prince Rupert. This forecast is compiled from observations taken at 5 a.m. today and covers the 24 hour period ending 5 p.m. tomorrow.)
The barometer is rising on the north coast.
Prince Rupert and Queen Charlotte Islands—Fresh south to south.

WHIFFLETS

From the Waterfront

With another capacity list of passengers, consisting largely of round-trip tourists, C.N.R. steamer Prince Rupert, Capt. Neil McLean, arrived in port on time at 10 o'clock this morning from Vancouver, Powell River and Ocean Falls and sailed at 1 o'clock this afternoon for Skagway and other Alaska points whence she will return here next Monday morning southbound.

Making her first call here since last February, the Ketchikan steamer Bellinzoni arrived at 1 o'clock yesterday afternoon and, after discharging two carloads of fresh fish and one of frozen fish, transhipment east over Canadian National Railways, sailed at 6 p.m. for Seattle.

Southbound after a specially scheduled cruise to Alaska and Southern British Columbia waters with a full list of tourist passengers, C.P.R. steamer Princess Charlotte, Capt. William Palmer, is due in port at 3:15 this afternoon and will sail at 9 p.m. for Vancouver.

West winds, part cloudy with showers.
West Coast of Vancouver Island—Moderate to fresh south winds part cloudy and moderately warm with morning fogs.

What they're saying about MILLBANKS

(NOW WITH Cork TIPS)

"Why do you smoke Millbanks?"
"My dear fellow, we huntin' people tumbled to them ages ago!"

MILLBANK
The Quality
CIGARETTE

CAPILANO ESTATES LIMITED

West Vancouver's Beautiful Residential Development

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FAMOUS GOLF COURSE
...
COMPARATIVELY LOW TAXES
CHOICE LOTS NOW AVAILABLE
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For Particulars Apply to
H. G. HELGERSON Ltd.
Prince Rupert, B.C.

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