

### Sport Chat

They wrote fins to the baseball career of Ty Cobb when he quit playing ball this spring and toddied off to Europe on his first vacation in 25 years, writes Andy Lytle in the Vancouver Sun. Now he's back looking for a baseball berth, and writing syndicated stories for the papers with the alert and rich Christy Walsh at his shoulder blades to see that Cobb hits as he should in the literary league. After the series, Cobb will take his better than a million fortune along and pick out a managerial-ownership proposition for himself in one of the major leagues. He's keen to be into the game again, this time via the front office. When he does, don't think he'll start burning up the club's money. Cobb doesn't do that. He wouldn't be among our millionaires today if he had. But don't count him out of baseball yet. Cobb is not the kind of a guy who will sit back, nurse his million and listen to his arteries hardening.

Cobb has always kept himself fit. He still looks the athlete and, while admitting his son can beat him at tennis and his daughter at riding, he can beat either one of them to first base yet. He hasn't eaten one hundred lunches in 25 years. Two meals only. Morning and evening feeds. Not too much either. Plays golf and never uses a wooden club. Gets great distance off the tee just the same. His blond hair is thinning rapidly. But that steely glint is still in the incomparable eyes that made him the batting sensation of the American league for years.

### Billiard Averages

	G. Ttl.	Av.
D. Brown (G)	2 500	250
J. Hillman (G)	2 500	250
A. Andrews (G)	1 250	250
A. Murray (CL)	1 250	250
J. W. Scott (CL)	1 250	250
M. Andrews (CL)	1 250	250
M. M. McLachlan (G)	2 486	243
C. Balagno (E)	1 243	243
W. J. Nelson (G)	2 484	242
F. Stephens (E)	1 239	239
G. P. Tinker (CL)	1 224	224
A. Donald (E)	1 224	224
W. Mitchell (E)	1 194	194
W. E. Willisroft (E)	1 163	163
G. Howe (G)	1 118	118
F. G. Pyle (CL)	1 115	115

### FRENCH BOY BEAT CHAMP

**Eugene Huat Knocked Out French Belanger in Sixth Round**

TORONTO, Oct. 19.—Eugene Huat of France, European fly-weight champion, scored a smashing knockout victory over Frenchy Belanger, the Canadian champion, in the sixth round of their scheduled 10-round bout here last night.

### Elks Patrol Held Enjoyable Dance; Two Hundred Out

The Elks' Patrol moonlight dance in the Elks' Home last night was a great success. It was the first dance to be staged by the patrol and the 200 persons who were in attendance hope that it will not be the last, for it was highly enjoyable.

Especially fine music was played by Al Small's orchestra which was never in better form. Mike Budnich was master of ceremonies.

Andy Donald had charge of refreshments, assisted by members of the patrol team, and George Mitchell presided at the punch bowl.

Ed Dunning was at the door. The affair was in progress from 9 p.m. until 2 a.m.

### Dots and Dashes Used At Ottawa In Place of Phone

OTTAWA, Oct. 15.—A unique system of inter-office communication is in operation at headquarters offices here of the radio branch of the department of marine and fisheries.

In the branch there are seven divisions and in each of these there is at least one qualified telegraph operator. In all, there are 15 officials of the branch who can receive and send messages via the "ticker" and to save a large amount of travelling back and forth from the offices of the director of radio, Commander G. P. Edwards, his office has been connected with each of the seven divisional offices by telegraph wires.

On the director's desk there is an ordinary telegraph key fitted with seven switches, each one of which connects the key with one of the seven divisions. Instead of pushing a button requesting the attendance at his office of one of his officials, the director simply makes known his wants by way of dots and dashes.

There is a state law in California against shooting from the highways.

## OFF YEAR IN LUMBER

### Partial Failure of Prairie Market Cause of Loss; Less Winter Logging Contemplated

PRINCE GEORGE, Oct. 19.—The year 1929 bids fair to be a record off-year for the lumbering industry in Fort George district, despite the fact that it opened with great promise and was booming until about July 1, when uncertainties in connection with the prairies wheat crop seriously disrupted it. As the wheat outlook became more discouraging, the lumber market situation gradually became worse. Even a cut in prices failed to move it and the mills were forced to accumulate large stocks in their yards. There has been a slight improvement in the situation during recent weeks, however, and stocks have been moving again.

About one-half of the mills in Fort George district have completed their sawing for the year and have closed down everything but the planing and shipping end. These plants include the Dewey mill at Dewey, Willow River mill, Al Johnson Co. at Hansard; the Bend Lumber Co. at Bend; Burke Lumber Co. at Loos, and Newlands Co. at Newlands.

Mills still cutting lumber include the Alexander mill at Prince George, Eagle Spruce of Giscome, Gale & Trick of Aleza Lake, Sinclair Spruce at Sinclair Mills, Longworth Co. of Longworth, Vick Bros. of Penny, F. G. Thrasher of Snowshoe, Etter & McDougall of Shere and Austin Co. of Prince George.

Prospects are not very bright for bush work during the coming winter. It is understood that the Giscome company will take out a large quantity of logs, but most of the other companies contemplate curtailing their logging operations during the winter. Several of them are favorably situated for summer logging.

### OLD COUNTRY FOOTBALL

**English League, First Division**  
Arsenal 4, Grimsby Town 1.  
Aston Villa 3, Leicester City 0.  
Bolton Wanderers 0, Blackburn Rovers 1.  
Burnley 5, Sheffield United 0.  
Derby County 2, Liverpool 2.  
Everton 3, Middlesbrough 2.  
Leeds United 1, Birmingham 0.  
Sheffield Wednesday 3, Huddersfield Town 1.  
Sunderland 1, Newcastle United 0.

### Scottish League, First Division

Airdrieonians 1, Hamilton Academical 0.  
Ayr United 6, Dundee United 1.  
Celtic 2, Queen's Park 1.  
Cowdenbeath 2, Kilmarnock 3.  
Dundee 4, Hibernians 0.  
Hearts 2, Aberdeen 2.  
Motherwell 4, Falkirk 3.  
Partick Thistle 0, Rangers 1.  
St. Johnstone 3, Clyde 1.  
St. Mirren 5, Morton 0.

### Scottish League, Second Division

Boness 1, Albion Rovers 1.  
Dumbarton 2, Raith Rovers 3.  
East Fife 3, Alloa 1.  
East Stirlingshire 3, Clydebank 1.  
Forfar Athletic 2, King's Park 3.  
Leith Athletic 4, Brechin City 0.  
Montrose 4, Queen of South 1.  
Stenhousemuir 3, Dunfermline Athletic 2.

## FRUIT FROM TERRACE IS EXCELLENT

### Daily News Staff Enjoy Testing Fruit From Interior Point

The Daily News has often mentioned the fine apples grown in Terrace and has felt sure it was right. Now it knows. Yesterday a box of huge apples of the gravenstein and wealth varieties, arrived at the office from a Terrace grower and the staff enjoyed them. The difficulty was they were so large that a whole apple was more than a meal. They were of excellent color and flavor and made it quite clear to all who tasted them exactly why it is that Terrace fruit is popular.

### England Beats Ireland In Soccer Game Today

BELFAST, Oct. 19.—England defeated Ireland in an international soccer game here today, three goals to nil.

## District News

### PRINCE GEORGE

The Catholic Women's League is holding its annual bazaar this afternoon in the Ritts-Kifer Hall. There will be a dance tonight at which the drawing for grand prizes will take place.

Local police have recovered a large number of articles which are believed to have been stolen. The owners are being awaited to claim them.

The Northwest Telephone Co., which has taken over the local telephone system, announces that it will shortly proceed with the erection of a building to house its offices and equipment.

Weather has been quite warm here of late, with thermometer readings as high as 65 above, but frost is soon expected.

Prince George sent a large delegation to the Liberal nominating convention for Cariboo riding at Williams Lake yesterday. They favored H. G. Perry of Prince George for the nomination.

Charles A. Pyne returned home this week after attending the Chilcotin district round-up. He was the guest of Mr. and Mrs. R. C. Cotton together with Hon. and Mrs. F. P. Burden, Miss Carol Tomie, daughter of Premier Tomie, and Miss Margaret Loughheed, daughter of Hon. Nels Loughheed.

George Oliver of this city is the moving spirit in the matter of organizing a dramatic society in Prince George.

### NEW HAZELTON

Meeting at the home of Mrs. F. A. Goddard, the Ladies' Aid of New Hazelton United Church decided to hold its annual bazaar on November 29. The aid has elected officers for the year as follows: president, Mrs. C. H. Sawle; vice-president, Mrs. Goddard; secretary, Mrs. Dan McKenzie.

New Hazelton people were able to hear Premier MacDonald's speech over the radio last Friday night quite distinctly both from Salt Lake City and Seattle.

The New Hazelton Community League has elected officers as follows: president, J. H. Willan; vice-president, Mrs. F. A. Goddard; secretary treasurer, George D. Parent; executive, C. H. Sawle, R. Guss, Omar Spooner and H. W. Wood.

Although he promised that he would send word on October 15 as to the decision in regard to the new bridge across the Bulkley River to replace the old high level span at Hagwilget, no message has been received from Hon. N. S. Loughheed, provincial minister of public works.

A daughter was born on Wednesday afternoon of this week at the Hazelton Hospital to Mr. and Mrs. Roy Guss.

Richard Holmes, manager of the Gardener Denver Co., with headquarters in Vancouver, spent a couple of days here recently with W. S. Harris Morley Shier, well known powder traveler, was also a guest of Mr. Harris for a couple of days.

Mr. and Mrs. William Foster of Oliver have motored up to spend a week or so with Mrs. Foster's parents, Mr. and Mrs. J. Newman, at Two Mile.

### SMITHERS

Rt. Rev. Dr. G. A. Rix, Bishop of Caledonia, on his way to Montreal where he will embark for England, stopped off here this week and last night conducted confirmation services in St. James Church before leaving for Vancouver.

A general meeting of the Omineca Branch of the British Columbia Chamber of Mines was held here last night with the president, L. S. McGill, in the chair.

Following its regular monthly business meeting on Wednesday night, the local Rebekah Lodge held a successful bridge and whist party.

The Smithers District Board of Trade, at a dinner meeting in the Bulkley Hotel on Monday night, formally decided to change its name to the Smithers District Chamber of Commerce.

In the final football game of the season here, Burns Lake defeated Smithers on Sunday by a score of one to nil.

Considerable improvements are planned to the Canadian Legion building here. The mortgage on the building is to be redeemed at an early date.

Smithers merchants are now paying district farmers \$1.75 per sack for potatoes.

The grouse season closed in this district on Tuesday of this week, many hunters being out for the final day's sport.

The number of new car sales in Smithers this year has now reached a total of over one hundred and fifty.

J. J. McKenna and Joe Kerr of

Burns Lake were business visitors in town this week.

Dave Bird and E. Ponting have left for the operations being conducted at Englewood by the Consolidated Mining & Smelting Co.

Mr. and Mrs. Norman H. Kilpatrick left on Sunday to spend a holiday at Hazelton and elsewhere to the west.

A number of Smithers people motored out last Saturday night to attend a dance in the Evelyn community hall.

John A. McDonald has returned to Smithers from Sioux Lookout, Ont., where he has been inspecting ties for the Canadian National Railways.

Miss Mary McKenzie, daughter of Mr. and Mrs. John McKenzie of the Smithers Hotel, has returned to her home after spending a few months studying music in Vancouver.

Mrs. L. B. Warner, Miss Marjorie Warner and James Silver returned to town on Wednesday morning this week by motor after a month's trip to Vancouver.

### SKIDEGATE

One of the old timers of the forestry department is in this neighborhood. He is Captain Dan Archey, who is now at Copper Bay scaling logs cut by the Bernsfield Logging Co.

Mrs. Pallant of Sandspit has been visiting friends at Skidegate.

Last week one of the worst storms of the season struck the islands from the southeast, but no great damage was done.

Owing to the extremely mild weather, dandelions, wild strawberries, and bluebells are coming in bloom again.

Wild geese are plentiful here this year, around Skidegate Inlet and at other points on the coast.

## BRITANNIA EXECUTIVES ALICE ARM

### Future Activities Said To Depend On Result of Their Inspection

ALICE ARM, Oct. 19.—W. J. Quigley, president of the Britannia Mining & Smelting Co., is paying a visit of inspection this week to the Toric mines and other properties which his company has under option in the Alice Arm camp. He is accompanied by C. P. Browning, general mines manager for British Columbia; J. Brennan of their exploration department; and O. R. Whitaker, consulting mining engineer, of Denver, Colorado. While here the party will make an examination and inspection of the Toric mines and of the Dolly Varden and Wolf properties of the old Dolly Varden Mines Co.

The Toric mines is held under option which the Britannia Co. entered into with the shareholders of the old Toric Mines Co. early this year. Since taking option the Britannia people have carried on active exploration and development work on this property both by diamond drilling and by drifting on the ore body. Some thirty men have been employed all the season and still continues.

The option on the Dolly Varden and Wolf properties of the old Dolly Varden Mines Co. was obtained from the Victor Spencer interests of Vancouver, who control these properties. The Britannia Co. have had a diamond drill on the Wolf property for some time, chiefly for the purpose of sampling the ore bodies which are exposed and massive. No work has yet been done on the Dolly ground.

The present visit of Mr. Quigley and party to the camp is looked upon as having great importance as relates to the future of the camp. Should this visit result in the Britannia Co. exercising their option on the Dolly Varden and Wolf properties, it would forecast the building of a large mining and milling plant and the listing of another big producing mine on the north coast.

## Salvation Army Officers From Winnipeg Here

Lieut. Col. G. M. Peacock of Winnipeg, chief secretary of the Salvation Army for Canada West, and Mrs. Peacock conducted a special meeting last night in the local citadel. There was a large gathering and the addresses of Col. and Mrs. Peacock were listened to with much interest. Envoy and Mrs. Clifton of Metlakatla sang duets and Mrs. Joyce also spoke.

Col. and Mrs. Peacock called on the Princess Alice this afternoon for Alaska and will visit Juneau, Petersburg, Wrangell and Ketchikan before returning here in about two weeks' time. After spending a few days here they will proceed to Glen Vowell and then to Vancouver.

The secret of the varnish used by Stradivari on his violins has been lost.

## Fished Halibut From Mother Ship Greenland Coast

KETCHIKAN, Oct. 19.—Continually mounting success attending the pelagic halibut fishery conducted by a Norwegian company in Davis Strait on the west coast of Greenland; the possibility that the methods developed there may find application in the Pacific industry; and the recent visit to western halibut ports of Captain Engvold Baldersheim, primary exponent of the Greenland fishery, make the recent North Atlantic development one of real interest to operators in the North Pacific.

Captain Baldersheim is a resident of Bergen, Norway, who some years ago sensed the possibilities of exploiting the Greenland halibut fishery, long known but never fully utilized. Convinced that previous failures were traceable to faulty equipment and methods, Captain Baldersheim decided operations must be conducted from jories or small boats carried by a mother ship.

This plan was followed out in 1924, and has been continued ever since, although experience showed the necessity of larger mother ships it was not until 1928, when he employed a 10,000-ton vessel, that the pioneer in this field felt full success was attained.

The 10,000-ton "Arctic Queen" was then secured and in 1928 she operated with the "Helder," the latter carrying 250 men with that personnel doubled aboard the larger ship. The two steamers carried 65 dories, although only 56 were used in fishing. In addition, there was a scout boat and two express

boats used to maintain a weekly delivery service to England. Four thousand tons of halibut were secured and 300 tons additional were thrown away, while over 800 tons of cod were salted. The average weight of the halibut taken in the Davis Strait operations was around 40 pounds.

It will be seen that the expeditions operate on a very large scale. Lines purchased and used in the expedition of 1928 would exceed the distance from Norway to West Greenland. The weight of bait used on the lines came to about 50 tons a day, and several of the dories had catches of more than 100 tons to the boat, during the season, while several times this weight of other fish were taken and thrown away because it could not be used.

Experience has shown that the halibut in Davis Strait are not to be found in water shallower than 200 fathoms before the middle of June, while in 1928 the early June fishing was all found in about 400 fathoms of water. As the summer advanced the fish moved closer inshore and are taken normally in about 70 fathoms.

### Application to Pacific Coast

It is understood that Captain Baldersheim was looking into the possibility of extending his system to the Pacific. While he made no statement of his conclusions in that connection, those familiar with conditions here consider the practicability of such methods on any of the known banks very doubtful, owing to the limited number of fish now available. It would seem that such an outfit could operate in nearly any part of the world, but would not succeed unless halibut were plentiful—as they were in early days on some of the best Pacific banks, and appear to be now in Davis Strait.

## TOUCHING THE SKY

### Campaign of Prince Rupert Daily News Is Having Effect

As an indication that the campaign being carried on by the News and others is reaching the points aimed at, the following is from the Financial Post:

The Hudson Bay through a great deal of that is unproductive and except for the mines? The Prince Rupert News, an apologetic afterthought, except for the mines? A big development in itself, if a railroad. Mining men have made the T. & N. while.

The Prince Rupert News that the Peace River Pacific coast would reduce of rail transportation to the Peace River. Possibly The Post believes the outfit built in time. E. W. Best of this. But it is at the moment branch line Northern Alberta Railway ahead of a Pacific coast Peace River need. The pays more to haul his grain than to ship it from Fort William or Edmonton. Branch lines should be as the Pacific coast outlet upon the route, and the of the project.

The first gold mined in the States came from Virginia.

# The Public Has a Short Memory

In 1904 Pyle's Pearline was favorably known to most North American housewives. That year the owners spent \$500,000 in advertising it. It was an outstanding success.

Three years later the owners felt it was so well known that they could afford to save that \$500,000 a year. They ceased to advertise.

Eight years later, in 1915, the whole works, good will and all, was sold for \$12,000. The public has a short memory.

A short time ago the writer was told by a member of the advertising department of one of the largest soap manufacturers that, according to their surveys, a manufacturer of a new brand of toilet soap today could not attain national distribution and consumption of his product for less than five million dollars or in less than five years' time. The public must be told—and told again.

Probably no advertising appropriation has received more publicity or been discussed more than that of the American Tobacco Company for advertising Lucky Strike cigarettes.

For advertising this single commodity and brand they appropriated \$12,300,000 for the year 1929. Of this amount daily newspapers are receiving the greater share. The public must be constantly reminded, which is a newspaper's function.

What holds true of Lucky Strike holds true of everything people eat, wear or use. It is the function of the newspaper to tell this story. In most communities there are a lot of merchants who haven't learned yet what their newspaper can really do for them.—Wroe's Writings.

The Prince Rupert Daily News, which goes into 95 per cent of the homes in the city and covers the surrounding district as well, is the one medium through which to tell the world that you're still in business.

THE PUBLIC HAS A SHORT MEMORY. THE PUBLIC MUST BE TOLD—AND TOLD AGAIN. THE PUBLIC MUST BE CONSTANTLY REMINDED. IT'S TRUE, TOO!