

THE DAILY NEWS

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DAILY EDITION.

TUESDAY, APRIL 23

"A COLOSSAL ENGINE OF FINANCE."

The British budget for the ensuing year, which has just been presented to the House of Commons by Mr. Lloyd-George, the Chancellor of the Exchequer, amounts to nearly a billion dollars. But Mr. Lloyd-George is unembarrassed in the face of such huge expenditures, because he is able to show the largest surplus on record left over from the past year.

How is it that Great Britain can boast of this remarkable public solvency in a year of industrial disasters, and after undertaking extraordinary new expenses, such as the Compulsory Insurance Act for workmen and the acquisition by the State of all the telephones in the kingdom?

The answer to this question is full of instruction for American statesmen. The answer is that the British have learned how to shift the burden of taxation from the necessities of life to the superfluities of life.

The earliest step in that sound and scientific fiscal reform was the establishment of the income tax; the latest step has been the establishment of Lloyd-George's tax on the unearned increment of land values.

It was William E. Gladstone that first described the British income tax as a "colossal engine of finance."

The income tax is a powerful financial engine because it moves along the line of the least physical resistance. It lays no burden on hunger and need. It wrings no sweat or blood from poverty and failure. It takes its toll only from prosperity and ease. It taxes men only when they are able to pay.

The bill now pending in Congress levying an excise tax on business incomes has in it the elements of that gigantic fiscal power that Gladstone praised—the power which is carrying the public treasury of Great Britain triumphantly through a period of unprecedented economic strain.

This bill should be made law, and Congress should in due time go on to make further application of the principle that not necessities, but superfluities, should be taxed.

That is the way to get free sugar. It is the way to lower the cost of all the necessities of life. It is the way to fortify the public treasury against all the shocks and strains of industrial depression and economic disaster.

**WORSE THAN THE RAIN LIBEL
THESE LIES ABOUT RUPERT**

DETECTED BY W. P. HINTON, GENERAL PASSENGER AGENT OF THE G. T. P., AND REFLECTING GREAT CREDIT ON THE ACCURACY OF A LITTLE NEW WESTMINSTER PAPER.

"I am enclosing a clipping from a New Westminster paper that might apply to Port Essington or Stewart, but I do not think they have any right to think they have truthful reference in any respect to Prince Rupert, unless the place has materially changed from anything we have seen."

So writes Mr S. P. Hinton, general passenger agent of the G.T.P. to Mr. A. E. McMaster, general agent here, and the clipping he encloses from the New Westminster British Columbian is certainly a triumph of truthfulness.

It purports to be an interview with one W. A. Gilley, who with malice aforethought has "pumped into" the Columbian certain ridiculous libels on Prince Rupert's present condition on what Mr. Gilley is pleased to call "a thorough investigation of conditions" here.

Here are some samples of the results of Mr. Gilley's "thorough investigation."

"One half the stores and residences in Rupert are unoccupied."

"There is only one house building."

"Practically the only work being done with the exception of some road construction, is that in connection with sending out stores and materials for building the line."

"The population is somewhere in the neighborhood of one thousand, which includes many idle men."

These lies are quoted in order that they may be nailed as lies good and hard. Other absurdities about houses being between thirty and forty feet above sidewalks may be neglected, but the British Columbian of New Westminster by the publication of such palpably lying stuff has made for itself a reputation for untruthfulness which no newspaper will envy. As for Mr. Gil-

ley, if he is a citizen of New Westminster, Prince Rupert hates New Westminster.

Lots 19-20, Block 16, section 8, \$750; 1/2 cash, 6, 12 months.—Th. Collart, 225 6th street. tf

PARCELS POST

Used to Far Greater Extent in England and Germany.

The idea of sending parcels of all kinds through the post office is a new one on this continent. But in England very large parcels are sent very cheaply through the mails. A traveler has luggage sent after her rather than burden herself with a bundle, if her shopping has delayed her too long to admit of her packing her purchases in her trunk.

In Germany the parcels post is used to send, not only dry goods, but such farm produce as butter, eggs and poultry to purchasers. Parcels weighing up to eleven pounds can be sent to any part of Germany for 12 cents. These are delivered by post wagons in the larger towns and cities.

Even making allowance for the higher cost of labor in Canada, it can easily be seen that such a parcels post as this would be found of the greatest convenience to housekeepers in all parts of the country.

Ladies Always Want. Many new fashionable things. They always go to Mrs. Frizzell's for the latest styles in suits, dresses, collars and millinery. tf

The place for the very latest. Always the most fashionable designs in suits and millinery at Mrs. Frizzell's. tf

Another Applicant

Harold Brown has made application for the new position created of assistant in the city assessor's department, and his application has been referred to the city assessor.

THAT WISE OLD OWL.

A wise old, fat old owl once sat High in a chestnut tree; He saw no one, he spake to none— A shrewd old owl was he.

A black crow—the owl's worst foe— Made much noise overhead; A hunter heard this foolish bird— And now the old crow's dead.

'Tis best, you see, to quiet be— No noise, no boast, no caw; One owl alive beats any five Dead crows you ever saw.

LAND LEASES.

Skeena Land District—District of Coast, Range 5.

Take notice that I, Augustus W. Agnew, of Prince Rupert, B. C., civil engineer, acting as agent for Porpoise Harbour Land Company, Limited, of Victoria, B. C., intend to apply for permission to lease the following described lands:

Commencing at a post planted on the most northerly point on Porpoise Harbour of Lot 446, Range 5, Coast district, thence north to a point equidistant between Lot 446 and Watson Island, thence easterly and northerly following a line equidistant between the high water mark of Lot 446 and the high water mark of Watson Island to a point on low water mark between Lot 446 and Watson Island on Lake Wainwright, thence to high water mark, thence westerly and southerly following high water mark to point of commencement.

PORPOISE HARBOUR LAND COMPANY, LIMITED.
Per Augustus W. Agnew, Agent.
Dated April 5th, 1912.
Pub. April 8, 1912.

Skeena Land District—District of Coast, Range 5.

Take notice that I, Augustus W. Agnew, of Prince Rupert, B. C., civil engineer, acting as agent for Porpoise Harbour Land Company, Limited, of Victoria, B. C., intend to apply for permission to lease the following described lands:

Commencing at a post planted on the most northerly point on Porpoise Harbour, Lot 446, Range 5, Coast district, thence north to low water mark, thence westerly and southerly following low water mark to a point due west of the southwest corner of Lot 446, Range 5, Coast district, thence east to high water mark, thence following high water mark northerly and easterly to point of commencement.

PORPOISE HARBOUR LAND COMPANY, LIMITED.
Per Augustus W. Agnew, Agent.
Dated April 5th, 1912.
Pub. April 8, 1912.

Skeena Land District—District of Coast, Range 5.

Take notice that I, Augustus W. Agnew, of Prince Rupert, B. C., civil engineer, acting as agent for Porpoise Harbour Land Company, Limited, of Victoria, B. C., intend to apply for permission to lease the following described lands:

Commencing at a post planted on the high water mark of Lot 446, Range 5, Coast district, at the mouth of Wolf Creek estuary on Lake Wainwright, thence west to low water mark, thence northerly and easterly following the low water mark to a point due north of the northeast corner of Lot 446, Range 5, Coast district, thence south to high water mark, thence westerly and southerly following high water mark to point of commencement.

PORPOISE HARBOUR LAND COMPANY, LIMITED.
Per Augustus W. Agnew, Agent.
Dated April 5th, 1912.
Pub. April 8, 1912.

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Phone 8500.

No Man Need Use Poor Printing Unless He is Willing and Satisfied...to Do So...
The man who is able to buy any kind of printing is able to buy good printing. If he uses anything else it indicates to people who see it that he doesn't care.
Most people would prefer a man's general character and personality to be in keeping with his printing—so its disastrous not to care about your printing.
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Finest Cafe in B.C. European Plan. Rates \$1.00 to \$2.50 per day. Hot and Cold Water in each room.
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KEEP OUT!
"KEEP OUT!" used to hang as a sign on every factory door. The old idea of secrecy in business made it seem a crime to show outsiders processes, materials, and methods of manufacture.
Now the white light of publicity is being let in by those who depend on public favor for business profits and business growth. The "keep out" sign is disappearing from factory doors and the "welcome" sign is taking its place.
Candor and honesty form the backbone of modern Advertising. Men tell the truth, and it pays. Modern selling relies more and more on the confidence and good will of the buyer.
To-day, eyes are too sharp and intelligences too keen to make deceit possible. Absolute frankness in Advertising is the straight road to confidence. The public demands the light; it abominates and fears darkness.
To-day, many canning factories, packing houses, bakeshops, and public kitchens welcome visitors, concealing nothing.
The public may overlook, but does not forgive, a lie or an abuse of its confidence. The public regards with suspicion those who attempt to serve it in secrecy and silence. The public is repelled by juggled facts or befogging words. The public rewards with its favor and money those who tell it the truth. It walks and shops where the light shines and where the paths are straight.
Throw on the light!
Advice regarding your advertising problems is available through any recognized Canadian advertising agency, or the Secretary of the Canadian Press Association, Room 509 Lumaden Bldg., Toronto. Enquiry involves no obligation on your part—so write, if interested.

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TRANSFORMATIONS Any Style, \$5.00 Extra Full of Hair, \$10.00
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TWIST OF PURE LONG HAIR (as sketch) to complete this effective dressing. Price according to length and thickness required, from \$2.00
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of Tar and Cod Liver Oil
not only stops a cough but cures it. Its tonic and restorative properties enable the system to permanently throw off a cold.
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