

THE DAILY NEWS

THE LEADING NEWSPAPER IN NORTHERN BRITISH COLUMBIA
Published Daily and Weekly by
THE PRINCE RUPERT PUBLISHING CO. LTD., PRINCE RUPERT, B.C.

TRANSIENT DISPLAY ADVERTISING—50 cents per inch. Contract rates on application.

SUBSCRIPTION RATES—To Canada, United States and Mexico—DAILY, 50c per month, or \$5.00 per year, in advance. WEEKLY, \$2.00 per year. All Other Countries—Daily, \$8.00 per year; Weekly, \$2.50 per year, strictly in advance.

HEAD OFFICE

Daily News Building, Third Ave., Prince Rupert, B. C. Telephone 98.

BRANCH OFFICES AND AGENCIES

NEW YORK—National Newspaper Bureau, 219 East 23rd St., New York City
SEATTLE—Puget Sound News Co.

LONDON, ENGLAND—The Clougher Syndicate, Grand Trunk Building, Trafalgar Square.

SUBSCRIBERS will greatly oblige by promptly calling up. Phone 98 in case of non-delivery or inattention on the part of the news carriers.

DAILY EDITION.

FRIDAY, APRIL 26

BIG SOULED BUSINESS MEN

In five days the business men of Saskatoon, Saskatchewan, raised with one concerted effort between them the sum of one million dollars to be used for purposes of publicity and towards the end of attracting to and establishing industrial concerns in the city.

That shows what can be done by aggressive business men determined to do everything in their power to help their city make good. The idea is to establish an Industrial League, with an Industrial Commissioner employed, who will see to it that Saskatoon as a desirable location for industrial establishments is not passed over by those capitalists seeking sites for their enterprises. Saskatoon is beyond the early real estate stage, and is ripe for industries—the industries that will multiply the value of her realty ten-thousand-fold. Saskatoon's business men are striving heart and soul, to sow in their city the seeds of new industries that will grow up and flourish, supporting a thriving population of wage-earners, and profit sharers, with money to spend.

The story of the raising in five days of so mighty a sum as one million dollars for one purpose is an example to the business men of every community in Canada—Prince Rupert's not excepted. The work was done by a strong organization of "Captains," each pledged to collect the utmost possible. They had five days in which to raise a million. They did it in four and a half. Some of them raised pretty big sums, too:

"Particularly stands out the work of Mr. H. A. Bruce, who heads the list with the large sum of \$65,000, and O. M. Helgeson, who was second with \$61,100. Also the splendid work secured over \$55,000 each," says Organizer Weir, who conducted the campaign.

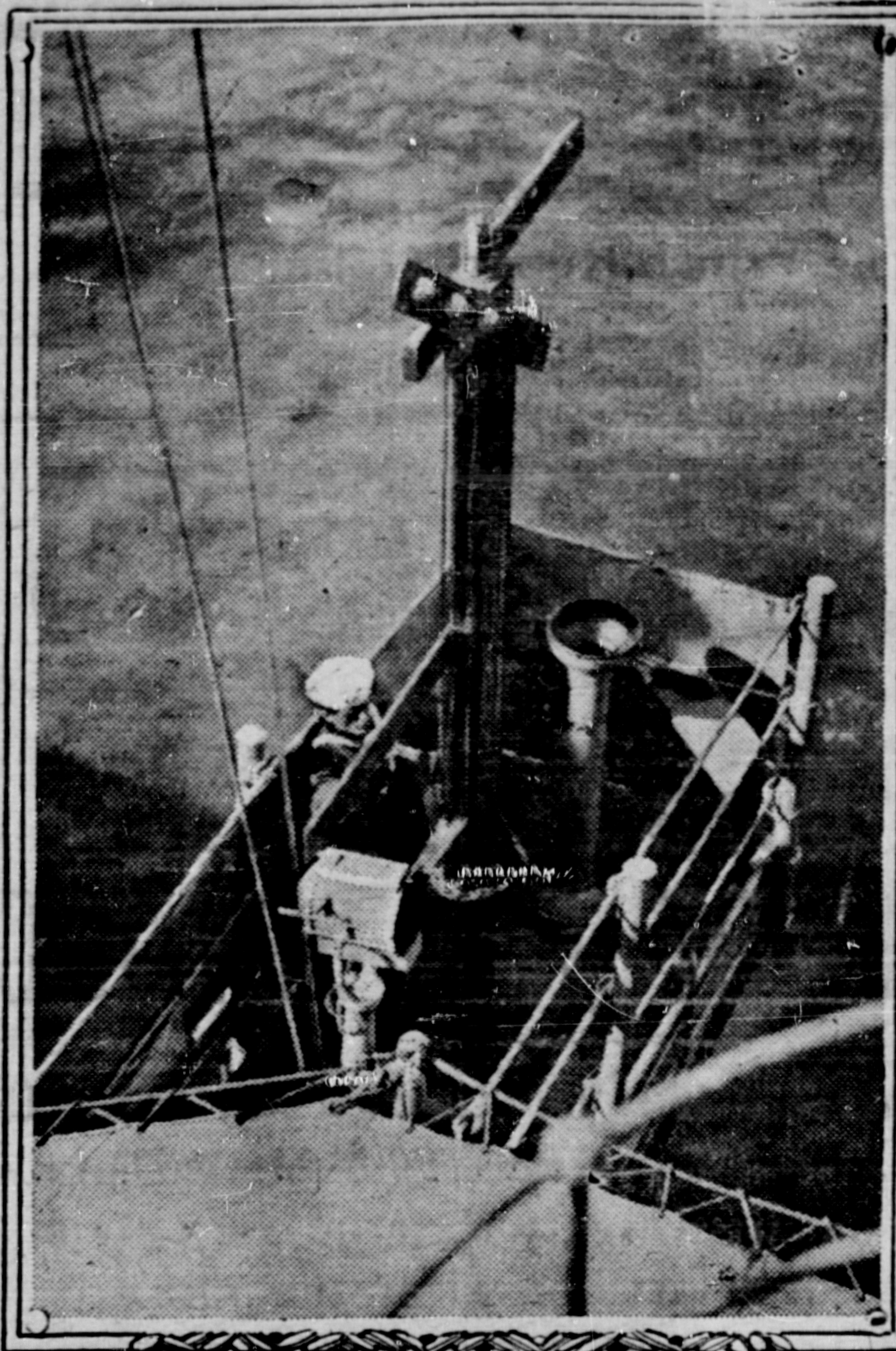
Prince Rupert people don't need to be told anything about O. M. Helgeson. He is one of our own citizens, too, and anyone who has met him knows that O. M. Helgeson would jump in and throw out just as much energy to help along Prince Rupert when the time comes for a similar campaign as ever he did for Saskatoon. Mr. Helgeson's own subscription to that Industrial League campaign was \$5,000, and there were six business men who subscribed \$20,000 each. It will all come back to them in the increasing prosperity of their city due to their own splendid public spirit. Prince Rupert can go and do likewise. There is no reason why our city should not. Prince Rupert, too, has big-spirited business men who are merely biding their time till their energies can be applied with purchase, so as to tell to the credit of Prince Rupert, and incidentally to their own prosperity, and the prosperity of all the community.

Councils may come and councils may go. Mayors may muddle or make good. Political strife may wax and wane. These things are of far less importance than they look. They are merely the froth on the surface of the stream, the spume of the water-power which the solid business interests of the city are planning quietly to conserve and use to increase prosperity. When you see a body of business men getting together to advance their own interests and their city's by concerted action, whether it be in a great Industrial League campaign or only in an effort to secure the speedy development of a Section Two, just see how quickly and how effectively they work. Keep your eye on men of this stamp and not on garrulous city councillors if you want to estimate the real strength of your city. Apply that principle to Prince Rupert, and you won't find Prince Rupert wanting.

One other point in regard to the Saskatoon Industrial League campaign is interesting. It is embodied in their paragraph:

"A great deal of credit to the success of the campaign is due to the loyal support given at all times by the newspapers of Saskatoon."

Just as surely as in water face answereth to face, so in cities, do the newspapers reflect the cities' characteristics. Cities that are making for greatness cannot help looking good in their newspapers. Cities that are in-dwelling and petty spirited cannot look anything else in the mirror of their public press. If a city is burdened with a small souled city council it can of itself counteract the bad impression caused by the chronicle of that council's doings, by having a big-souled business and social community whose doings for the prosperity of their city will throw the unsatisfactory element completely in the shade.



BRIDGE OF THE CABLE SHIP MACKAY BENNETT, FROM WHICH SEARCH IS BEING MADE FOR BODIES OF TITANIC VICTIMS.

MANY INTERESTED IN FIRST EXCURSION FROM RUPERT

The first railway excursion for those who do not care to carry basket lunches, there will be ample refreshments at the Terrace Hotel.

A rate of \$3.20 for the return trip has been made by the company and that a large number will take advantage of the opportunity to see the new town and enjoy a pleasant one day outing is assured.

Geo. Little at Terrace has gone to considerable expense in fitting up ball grounds, and picnic grounds for the excursion-

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

Try the Royal Cafe Merchants' lunch.

Comfortable newly furnished rooms, steam heated, hot and cold water. Albert Block. mt

Homer Wood Freed

The friends of Homer Wood will be pleased to learn of his pardon. Last summer he was connected with an unfortunate shooting affair.

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

Try the Royal Cafe Merchants' lunch.

Comfortable newly furnished rooms, steam heated, hot and cold water. Albert Block. mt

Homer Wood Freed

The friends of Homer Wood will be pleased to learn of his pardon. Last summer he was connected with an unfortunate shooting affair.

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

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, bakeries, and public kitchens welcome visitors, concealing nothing.

To-day, many public service companies use the newspapers to tell the truth about themselves.

To-day, many big industrial enterprises are open without hindrance to the inspection of an interested public.

To-morrow, many more companies, depending for their success and prosperity on public confidence, will lift the curtains that veil their board and work-rooms—they, too, will come to printing candid advertisements in the newspapers.

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 503 Lumsden Bldg., Toronto. Enquiry involves no obligation on your part—so write, if interested.

HOW SHIPS CAN AVOID BERGS

Micro-thermometer Equipment on Titanic Would Have Warned Her in Time—Government Vessel to Experiment

Montreal, April 24.—"Had the Titanic been equipped with a micro-thermometer, the unfortunate accident which befell the gigantic liner could not have occurred," said Dr. Howard T. Gill, of the Science Faculty of McGill this morning.

The micro-thermometer is an instrument Prof. Barnes has invented, the purpose of which is to prevent such calamities as the one that astounded and shocked one that astounded and shocked the world last week.

Dr. Barnes has been working for several years past on this micro-thermometer, which today is practically perfect and which has attracted the attention of the Canadian Government to such an extent that a vessel will be placed at Dr. Barnes disposal this summer in which he will tour the Labrador coast line in a further series of experiments with water temperature.

The instrument is designed to detect the proximity of icebergs at night and in a fog.

"Had the Titanic been equipped with this instrument," said Dr. Barnes, "the officers would have known of the iceberg which caused the wreck when they were at least two miles away."

The Canadian Northern line have made arrangements to install Dr. Barnes' instrument on their ships.

Try the Royal Cafe Merchants' lunch.

Comfortable newly furnished rooms, steam heated, hot and cold water. Albert Block. mt

Homer Wood Freed

The friends of Homer Wood will be pleased to learn of his pardon. Last summer he was connected with an unfortunate shooting affair.

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

WANTED:

We have an immediate purchaser for one or two good lots in Sections Five and Six. Submit your listings.
For Sale Lot 40, block 16, sec. 1. Price \$6000. \$2500 cash, balance 12 and 18 months. Look this up.

Second Avenue
Telephone 83

PATTULLO & RADFORD

"FROM HOME TO HOME."

HOTEL ELYSIUM

Sid. Sykes, Manager

The Finest, Newest and Most Up-to-date Hotel in Vancouver.
Excellent Cafe. Moderate Prices.

1142 Pender Street West - - Vancouver, B.C.
Phone 8500.

When in Vancouver You Should Stay at the

CARLTON HOTEL

Finest Cafe in B.C. European Plan. Rates \$1.00 to \$2.50 per day.
Hot and Cold Water in each room.

CORNER CORDOVA AND CAMBIE STREETS
Vancouver, B.C.

No Man Need Use Poor Printing Unless He
is Willing

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.

and Satisfied

...to Do So...

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

FOR HIGH CLASS PRINTING OF ALL KINDS SEE THE "NEWS JOB"

Daily News Building PHONE 98 Thira Avenue

OUR PRICES INCLUDE ALL CHARGES, BOTH DUTY AND POSTAGE

OUR CAP CURLS Only \$3.00 mounted on a high frame, most easy to arrange

THE UNIVERSAL HAIR CO. TRANSFORMATIONS

Made of the finest quality Human Hair, a complete covering for the head

Any Style, \$8.50 Extra Full of Hair, \$13.00 Unnatural-looking head, no need

A STYLISH TOUPET ONLY \$5.00 Entire Transformation \$9.50 or \$13.00

TWIST OF PURE LONG HAIR (as sketch) to complete this effective dressing. Price according to length and thickness required, from \$6.00

For Light, Pale Grey & Ashen Shades extra is charged

All Orders delivered direct to your home, securely packed

Send for LATEST CATALOGUE No. 13 to: CLOUGHER SYNDICATE, 449 Spadina Ave., TORONTO.

Address all ORDERS Managers 84, FOXBERRY ROAD, BROCKLEY, LONDON, S.E. ENGLAND.

TO CURE COUGHS & COLDS

Mathieu's Syrup

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.

35c for large bottle. Sold everywhere.

J. L. MATHIEU CO., Prop., SHELBOROUGH.

MATHIEU'S SYRUP OF TAR & COD LIVER OIL

606 3rd Ave.

Phone 379

TRY US FOR

Graniteware, Tinware, Crockery, Glassware, Chinaware

Headquarters for Camping and Batching Outfits

SATURDAY SPECIAL
Full Dinner Sets \$10 Up

CARRIGAN & MILLER

Prices Always Right

We Deliver