## SHOES FOR WOMEN

PLIO-PEDIC AND JULIA ARTHUR

Hartt Shoes for Men

Jack and Jill Shoes for Children

# FAMILY SHOE STORE LTD.

"The Home of Good Shoes"

### EDITORIAL

### Use of Advertising . . .

Nobody knows what is going to happen, but all of us are beginning to realize that we are in for a rather grim and difficult time. Just how grim and how difficult, remains to be seen. Some people think that our re- with headquarters at Winnipeg sources . . . as individuals and as a nation . . . will be taxed and will succeed W. G. Manders to the utmost.

We are a Democracy and Democracies are tradi- Horn will be succeeded in Montionally slow to act. A great many opinions must be aired and a great many arguments expounded, pro and con, before we can arrive at a decision to do anything. will be J. M. MacRae, formerly as-That is the price of liberty.

Meanwhile, we are confronted with many serious Winnipeg, who moves to Montrea. and urgent problems. We are not getting ahead with as assistant freight traffic manthem as fast as we should. What can we do to speed things up? By an intelligent use of one of the most potent and misunderstood tools of management, the joint objectives of business and government can be more swiftly and effectively achieved.

That tool is advertising . . . but not advertising as it is too often defined by its critics and many of its defenders. It is advertising operating under an entirely dif- peg. He commenced his railway ferent conception as to its basic nature and function.

Everybody thinks of advertising in terms of selling. That is unfortunate. Because advertising is not selling. It is something far bigger and more comprehensive.

#### INFORM AND PERSUADE

Specifically, what do we expect our advertising to

Advertising has one specific thing to do; and that is to inform, and often . . . although not necessarily always ... to persuade.

If some one still insists that when you say "sell" you are saving the same thing as "inform and persuade," let us take a look at some recent advertising where considerable space and time were used in an effort to induce people to use less gasoline. If that is "selling," it will be very difficult to measure the results in the sales figures at the end of the year.

What advertising actually does is to convey a message . . . to say something to a large number of people. Advertising is a specialized technique for mass communication. It exists for two reasons . . . because it is fast, and because it costs less than any other method.

#### TRAGEDY OF SILENCE

Advertising can be used in many ways yet untried nadian Northern Railway as re- in 1923 and held this position unand undreamed of . . . to stabilize markets . . . to control vising clerk in 1904. He was ap- til his retirement. inflation . . . to promote healthy competition . . . to thrash pointed chief freight agent and John Pullen entered railway out controversies . . . to crystallize public sentiment in five years later was promoted to service in Montreal in 1913 with matters of public policy . . . to strengthen our minds and nipeg. hearts as one people working toward a common goal.

Here in Canada our whole existence is built around step up the ladder and was ap- ning steady promotion in the the Democratic process. We feel, and will always feel, pointed assistant general freight freight department at Montreai, that freedom is the greatest thing in life. And of all freedoms, freedom of speech is the most precious. If we doubt it, we need only look about us in the world. It is a significant fact that wherever the darkness of despotism was transferred to the Pacific central region and was promoted lies over the earth, there is no voice but the voice of the dictator.

In a democracy, the supreme tragedy is silence.

Here, advertising can serve. As a technique of mass communication, advertising can sharpen and shapes ideas, present them clearly and fairly in the public forum, bring them infinitely more swiftly to the point of action. Advertising, more than any other tool, can be used to speed up and make more effective the Democratic

process. Advertising, if properly defined and understood, has before it a magnificent opportunity. By those whose Rev. J. H. Myrwang, Pastor. Res. 1077 1st Ave. W. Phone Blk. 888 task it is to build a better world, it will be used in constantly increasing measure. Advertising can be used to help in making our nation secure in time of war. It will be of even greater use in cultivating and making avail- 11:00 a.m.-Divine Services in English. 12:15 p.m.—Sunday School. Full attendance, please! able to every one the fruits of peace. And it may be that some day our country may call upon it to carry to other, less-favored nations our vision of universal brotherhood and abundance, of human freedom and co-operation and goodwill.

### RAILWAY CHANGES

Well Known Former Western Men Involved in New Canadian National Appointments.

MONTREAL, Jan. 17: - Several important changes in the freight traffic department of the Canadian National Railways were announced today by Alistair Fraser, vice-president of traffic. J. M. Horn, traffic manager, foreign freight department, Montreal, has been appointed freight traffic manager for the western region

RETIRES



W. G. Manders

pension rules of the company. Mr. treal by John Pullen, formerly assistant general freight traffic manager. Succeeding Mr. Pullen sistant freight traffic manager, ager. The appointments take effect immediately.

Mr. Horn is well known to western Canada and is particularly well versed on the traffic needs and requirements of the west. He was born in Scotland in 1880 and received his early education in the public and high schools of Winniservice in 1898 as a billing clerk

TO MONTREAL



J. M. MacRae

Two years later he joined the Ca- traffic manager, western region,

agent and three years later was was appointed assistant to the appointed general freight agent, vice president in 1927. He served remaining in Winnipeg until the as general freight agent and following year. In 1920 Mr. Horn freight traffic manager of the Coast and became general freight to be assistant general freight agent at Vancouver. He remained traffic manager, Montreal, in 1939. on the coast for nine years and in Mr. Pullen served during the first 1929 returned to Winnipeg on his Great War with the Black Watch promotion to be assistant freight Regiment of Montreal.

7:30 p.m.-Services in English.

8:00 p.m.-Church Council Meeting.

CHUCH NOTICES

ST. PAUL'S LUTHERAN CHURCH

Corner 8th and 9th Aves. East

Mrs. I. Feness, Organist

SUNDAY, JANUARY 18

MONDAY, JANUARY 19

All are cordially invited to attend our Church Services.

JOY AND GLOOM IN DESERT CAMPAIGN



Axis prisoners back to Tobruk after the advance from Egypt lifted the siege on that now well-known town. These prisoners were taken by troops from the Tobruk garrison who rushed from their stronghold as the reinforcements hit the Axis in the rear.

#### ONE BOY'S JOB

BRISTOL, Jan. 17: (P)-A 12year old boy, charged with stealing, told court that because his widowed mother was engaged in war work he had to make his own breakfast, feed a one-year old baby, take the child to a clinic own supper.

#### TO GIVE AIRCRAFT CARRIER

orities expect to raise during warship weeks in March the equival- price and, therefore, breaking the ent in money of the cost of an Price Control law? We bought aircraft carrier, \$22,500,000.

traffic manager, western region. Mr. Horn remained in Winnipeg until 1939 when he was promoted to be traffic manager, foreign law. freight department, with headquarters at Montreal, which position he retained until his new appointment at Winnipeg.

Another Seat J. M. MacRae was born in Storn oway, Scotland, in 1884 and commenced his railway career in Winnipeg as a clerk and stenographer in the audit department of the Canadian Northern Railway in 1906. After holding various clerical positions in the freight department, which he joined in 1907, Mr. MacRae was appointed dis- Editor, Daily News: trict freight agent at Saskatoon

pointed assistant general freight charges on their already overburagent in Winnipeg and in 1929 he dened patrons if they can, by imwas promoted to be general freight posing penalties, obtain extra gasagent with headquarters at Van- oline or tires? couver. Mr. MacRae remained at It seems to me that the price the coast for ten years and 1939 ceiling is already being felt among he was transferred back to Win- the grocers and so, in order to be nipeg as assistant freight traffic able to squeeze the bull on the manager, western region, and re- nickel, they must first squeeze it mained in this position until his out of their customers. present transfer to Montreal.

traffic manager, western region, on specified days, say twice a who has retired under the pen- week. sions rules of the company commenced railway service in 1895 as operation, and yours Mr. Mera clerk in the freight department, chant. Cut out the rackets! After working in a number of offices, he was transferred to the general freight office in Winnipeg in 1901. He continued his rise up in freight department of the Nor- the ladder in the Winnipeg office thern Pacific Railway, Winnipeg until his appointment as freight

be district freight agent at Win- the Grand Trunk Railway Company. In 1916 he became solicit-In 1916 Mr. Horn made another ing freight agent and, after win-

#### Letter Box GROCERY PRICES

#### Editor, Daily News:

It is with very great interest we read the advertisement of various on his way to school and get his grocers with regard to making a charge for delivery on their goods as from January 19.

Are these people aware that LONDON, Jan. 17: (P-City auth- they are putting up the price of groceries above the controlled certain goods at a certain price delivered before the control went into effect. Therefore, if we pay delivery charges extra, we as well as the grocer are breaking the

> Would it not be more to the point if the grocers gave a 5 percent discount, payable in war savings stamps, to all who fetched their own groceries and thus encourage the saving of gasoline and tires rather than to try and profiteer to the extent of 5 percent on small orders?

ANTI-PROFITEERS. (This letter was signed by nine

#### QUESTION FOR GROCERS

May I, through the medium of your paper, ask the various stores In 1919 Mr. MacRae was ap- who are about to impose delivery

Why not divide the city into W. G. Manders, formerly freight zones and deliver into these zones

> Certainly Canada needs our co-Yours for co-operation.

T. ELLIOTT.

### J. Bouzek, TAILOR

LADIES' and GENTS' Best Materials, Workmanship Second Ave., two doors from Broadcasting Station

Weather permitting and under direction of City Engineer, volunteers are re quired to assist in excavat ing water holes on Sunday afternoon, January 18th, at

The following locations in District "E":

4th Avenue and Ebert 5th Avenue at Hospital 5th Avenue at Bowser St. 7th Avenue at Young 7th Avenue at Hays Cove Circle

8th Avenue at Green 8th Avenue at Young

WEAR RUBBER BOOTS! BRING A SHOVEL!

Dig For Fire Protection !

MORE FOOD, LESS PAPER

LONDON, Jan. 17: (P-Representatives of 70,000 British catering establishments have decided to save paper by reducing the size of their menu cards.

AFFECTIONATE CAPTOR LONDON, Jan. 17: (P-An Afri) "King" whose only English was "Hullo, my dears," wel comed 28 British seamen who reached French Guinea after their ship was sunk in the Atlantic, At ter several months in a concen. tration camp they were released to make their way to British to

PORTRAYAL OF CHRIST LONDON, Jan. 17: ()-A radio "Oberammergau" in which the "voice" of Christ was heard may history in Britain. For centuria any direct portrayal of Christ he been banned on the British stan and screen.

### J. H. BULGER Optometrist

(OPPOSITE POST OFFICE) \*\*\*\*\*

#### NOTICE

ANNUAL MEETING of the Prince Rupert Branch of the

Canadian Red Cross Society MONDAY, JANUARY 19

at 8 p.m., City Hall, All persons giving one dollar over are fully qualified members and invited to at-

-As Gas Will Be Rationed on April 1 -As Tires Will Not Be Obtainable

. . . the firms whose names appear below feel it necessary--in order to give continuous delivery service to the public-to put into effect the following schedule on January 19:

- 1. Orders under \$2.00—delivery charge 10c.
- 2. Orders under \$3.00-delivery charge 5c.
- 3. Orders \$3.00 and over-delivery free. (No deliveries under \$1.00)

Canada Needs Your Co-Operation in Her Great War Effort

MUSSALLEM'S ECONOMY STORE PRINCE RUPERT FISHERMEN'S CO-OPERATIVE ASSOCIATION SUNRISE COMPANY LTD. TOM LEE & SON LINZEY & INGRAM LTD. OVERWAITEA LTD. RANCE & HARDY THRIFT CASH AND CARRY

JUST RECEIVED-A New Shipment of

## Luggage

Wardrobes, Trunks, Gladstones, Fortnite Cases, Lady Sets, Suit Cases.

Elio's Furniture Store THIRD AVENUE PRINCE RUPERT, B.C.

#### ENTERPRISE FRUIT and PRODUCE Co. THIRD AVENUE AND FIRST STREET

Specializing in

### Fruit and Vegetables

You are cordially welcome to inspect our store. will demonstrate our new produce. "DELNOR" FROZEN FRUIT and VEGETABLES

PHONE 343 FREE DELIVERY \*

Keep in a Good Stock of • TELKWA OR ALBERTA

The Best Quality Coal is Needed at a Time Like This

Albert & McCaffery

PHONES 116 OR 117 \$