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AUDIT BUREAU OF CIRCULATIONS CANADIAN DAILY NEWSPAPER ASSOCIATION

#### OUR GREATEST ASSET

UR CHILDREN are Canada's greatest wealth - its greatest

Let us remember that our conduct and our every action have an effect on youth. With this in mind it behooves us all to set a high example of citizenship...

Let us show a leadership, too, that will stimulate the best in the children. And in prepared programs for youth let us remember that importance of encouraging initiative.

It is with a view to fostering initiative among the coming generation and the development of healthy bodies that leaders of the Civic Centre are slanting their programs. In this they are deserving of highest praise - and your active assistance and co-operation.

#### AUTUMN PLANTING

I have a hidden Spring in a tight warm

Underground securely, In a core of a hyacinth— It will come back surely.

In a tight warm place where a well and a wall Stand stubborn to the wind When apples fall.

Now quickened as one who waits The lover's return, knit and churn. have hidden Spring securely In the core of a hyacinth— Now Spring will come back surely.

#### THOUGHTS FOR TODAY

. Middle Age is the time when you treasure the old family photographs you were ashamed to have anybody see when you were 20.

SOPHIE HIMMELL

. . . A smile and a cheery word cost nothing yet bring pleasure not even money can buy.

. . . Preface a rebuke with a word of praise. Better still, never speak the harsh word.

FIRST CAMPAIGN

BY CIVIC CENTRE

VERY IMPORTANT

"If every family in Prince

Rupert contributed \$1 a month

for a year to the Civic Centre.

we would have more than

enough to operate it without

charging the residents for one

thing," Don Ferward, build-

ing manager, told Kinsmen

Kinsmen took an average of 10

"This is the all important

first membership drive is the

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ALL IMPORTANT YEAR

one that really counts."

British hospital.

members.

prospect cards.



FROM PARLIAMENT HILL - A familiar voice to Canadian listeners is that of Wilfred Eggleston, the prominent journalist and radio commentator, who covers the doings on Canada's parliament hill twice weekly for CBC listeners. He's heard coast to coast on two regular programs n the CBC Trans-Canada network: the Sunday morning "Capital Reports" and Wednesday evening's "Midweek Review."

IN SEPTEMBER

Prince Rupert's school popu-

According to the principals'

reports read at last night's school

board meeting, enrolment dur-

ing the month was 1,123 pupils

in the city's four schools, while

at the start of the term only

1,033 names were on the rosters.

At Booth Memorial High

School, enrolment was 467, ac-

cording to Principal W. W. C.

O'Neill. Of these, 249 were in

Junior High, and 218 in the

Senior. Percentage attendance

The Conrad Street elementary

97, Principal T. H. Bateman re-

ported. Of these, 111 were boys

Attendance enrolled at King

Edward elementary school was

266, with 87 per cent attendance.

Principal R. G. Moore revealed.

REDEEMED COUPONS

ever to the Red Cross.

he start of the term.

Phone Red 319

that reason.

There were 149 boys and 117

Borden Street elementary

school's enrolment was 191, with

a percentage attendance of 93.

Principal J. S. Wilson informed

the board that since the start of

the term, the pupils have col-

lected \$78.25 through the re-

demption of tea and coffee cou-

ons. The money is to be turned

Miss Jane E. Common, teacher

at the Port Simpson school in-

formed the trustees that there

was an enrolment of 14 at her

school. She told of delay in get-

ing classes started because the

schoolroom was not in shape at

Classes at Port Simpson began

in the middle of September for

Advertise in the Daily News.

school had an enrolment of 204 and a percentage attendance of

BOOTH HAS 467

was 96.

and 93 girls.

lation increased almost 100 last

month over its initial enrolment

figures at the end of August.

#### CFPR Radio Dial (Subject to change)

#### THURSDAY-P.M.

4:00—Piano Moods 4:15-Mid-day Melodies

4:30—Songs in Sweet Style 4:45—Children's Hour

5:00—Radio Repertory

5:30—People Ask 5:45—Supper Serenade

6:55—Prize Winner

6:00-All the World Sings

6:15—On the March 6:30—To be announced

6:45—To be announced 7:00—CBC News

7:15—CBC News Roundup 7:30—Salute to Autumn

8:00-Vancouver Theatre 8:30—Concert of the Nations

9:00—Sports Review 9:15—Points of View

9:30—Woman in White

10:00-CBC News

10:10-B. C. News

10:15—Milton Charles

10:30-Gleen Miller's Orch.

11:00-Weather and Sign Off.

### FRIDAY-A.M.

7:30—Musical Clock 8:00-CBC News 8:15—Morning Song

3:30-Music for Moderns

8:45—Little Concert

9:00—BBC News

9:15—Morning Devotions

9:30—Morning Concert 9:59—Time Signal

10:00-Morning Visit

10:15—Thoughts for Today

10:30—Roundup Time 10:45—Scandinavian Melodies 11:00-Keyboard and Console

11:15—Songs of Today

11:30—Weather Forecast 11:31—Message Period

11:33—Recorded Interlude 11:45—Dancing till Noon

— P.M. — 12:00-B. C. Farm Broadcast

12:25—Program Resume 12:30—CBC News

12:45—Easy Listening

1:00-The Concert Hour 1:30—Recital, Winnipeg

1:45—Talk, Winnipeg

2:00-National Broadcast 2:30—Footlight Favorites

2:45—Musical Program

3:00—Messer's Islanders 3:15—Songs and Singers

3:30—Serenade

3:45-BBC News and Com.

INCOME TAX Returns Prepared - See R. E. MORTIMER

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## A.B.C. PAPERS TO ADVERTISERS

Announcement made today of the annual meeting in Chicago on October 17-18 of the Audit Bureau of Circulations calls attention to an operation of selfregulation in industry that is an outstanding example of the North American way of life in business. The membership of this 32-year-old association, with which Prince Rupert Daily News is affiliated, comprises 2900 publishers, advertisers and advertising agencies in the United States and Canada. Working together and without outside interference, these sellers and buyers of advertising space have voluntarily set up rules and standards for use in measuring and evaluating the circulation of published media.

The Audit Bureau, better known as A.B.C., maintains a large staff of experienced circu- Oilslation auditors who examine and audit the circulation records of all publisher members at regular intervals. The results of these audits are issued in A.B.C. reports which are available to advertisers and publishers for use in the buying and selling of advertising space. These reports tell how much net paid circulation a publication has, how it was obtained, the price or prices at which it was sold, how and where distributed and many other facts essential to the sound investment of advertising money. Thus, with the aid of A.B.C. re-The club responded to his aptheir circulation claims.

year," Mr. Forward said. "The

Pacif Hedle Calmont C. & E. Foothills Home Terento Aumaque Beattie Bobjo Buffalo Canadian Consolidated Smelters 82.50 Eldona Elder Giant Yellowknife Hardrock Jacknife

media best adapted to their Canada and 98 per cent in Can- It is probable that without the needs, invest their money on the ada is audited by A.B.C. Many protection for advertising made basis of facts and know just weekly newspapers have joined possible by the use of A.B.C. rewhat they get for their adver- the Bureau in recent years and ports, advertisers would not tising dollars. This is a far cry the movement of verified circu- have appropriated the large from conditions that existed lation in the weekly field is sums for advertising which now prior to 1914 the year A.B.C. was growing rapidly. In addition to characterize American economy established, when advertisess newspapers the Bureau's pub- The Audit Bureau therefore by peal to assist in the current had no uniform standards for lisher membership includes most its participation in the developthe comparison and evaluation of the leading magazines, busi- ment of advertising and the of media and when publishers ness papers and farm publicawere unable to get full credit for tions in the U.S. and Canada.

Through the use of A.B.C. re-Today 94 per cent of the total ports advertisers can select me- performed by the newspapers of circulation of all daily news. dia on the basis of facts ob- America.

ports, advertisers can select the papers in the United States and tained through actual audits. welfare of the press is an integral part in the public service

## :: TODAYS STOCKS::

Courtesy S. D. Johnston Co. Ltd.

Vancouver		Joliet Quebec	70
lorne	10.60	Little Long Lac	1.62
2. Consolidated	111/2	Madsen Red Lake	2.90
2. X.	131/2	MacLeod Cockshutt	1.60
boo Gold	2.35	Moneta	60
tonia			
ll Wihksne	101/2	Pickle Crow	2.90
ley Mascot	1.36	San Antonio	3.90
to	051/1	Senator Rouyn	52
d Oreille	2.35	Sherritt Gordon	2.25
eer	3.45	Steep Rock	2.25
nier Border	07	Sturgeon River	22
nier	1.31	Lynx	27
ateer	56	Labaska	46
es McDonald	1.15	Gods Lake	65
)	121/2	Negus	2.05
on Gold	121/2	Aubelle	46
p Creek	1.08	Heva Gold	61
or Bridge	60	Harricana	251/2
tewater	03		
nda	30	•	
ress	11		
fic Eastern	52	PROMOTIONS	IN
ey Amalgamated	111/2	EDUCATION D	CDT
Valley	17	EDUCATIOND	EF 1.
ral Zeballos	10	VICTORIA-Harold Ca	mpbell,
		former chief inspector of	
. Consolidated	10	has been appointed as	
ont		superintendent of educat	

erintendent of education. BESPECTACLED AUSSIES SYDNEY; Australia () - Half the Australian population wear spectacles, Alexander Howarth.

who has retired.

a witness, testified at a Tariff .13½ Board inquiry.

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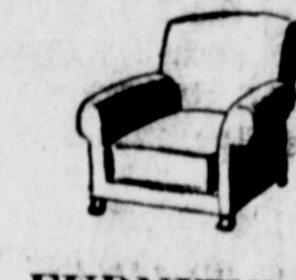


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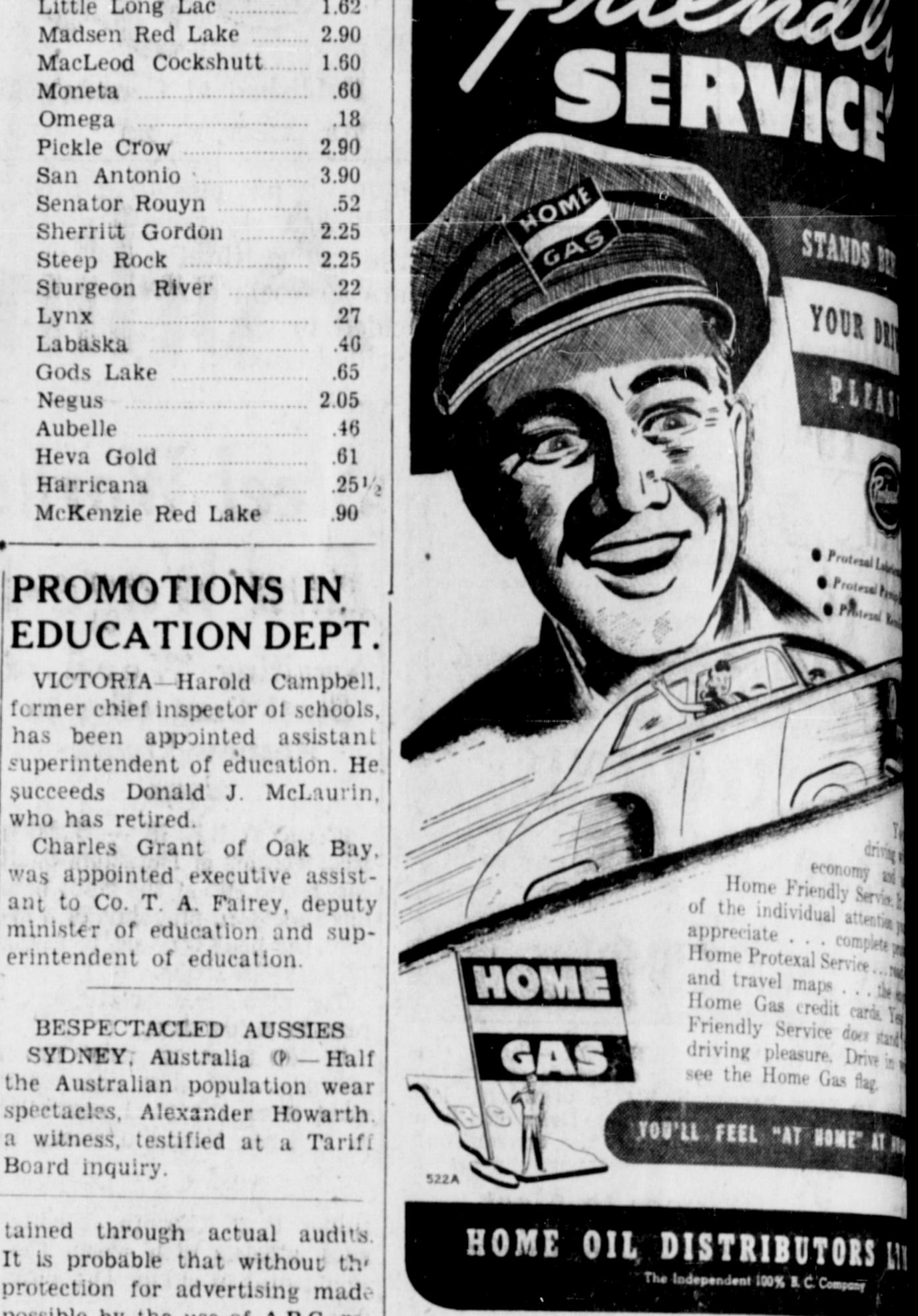
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