Newspaper Advertising . . .

Few retail advertisers fully appreciate all the advantages which newspapers offer them as an advertising medium. Here are 20 prime advantages:

- 1. The newspaper is the only medium of advertising in which great numbers of persons customarily look for advertisements of merchandise and services which they are about to purchase.
- 2. Newspaper circulation is definitely known.
- 3. Its space affords opportunity for effective illustration.
- 4. It is sure to reach daily the interested attention of an audience in excess of the circulation for which the advertiser pays.
- 5. In the newspaper one gets the greatest definite circulation at the least cost.
- 6. It permits with minimum effort daily change in announcements.
- 7. Mechanical, art and other costs are relatively insignificant in newspaper advertising as compared with announcement changes in other media.
- 8. The newspaper is the only medium which awaits the convenience of the reader.
- 9. It enters the home daily with the assurance that it will be available at any time to any member of the family.
- 10. Registration of the advertiser's name, address, etc., is permitted in a form convenient for reference without need of memorandum.
- 11. Newspaper advertising has, by use, the overwhelming endorsement of the greatest number of successful advertisers everywhere.
- 12. It is the only major medium of local advertising for which readers
- pay. 13. It reaches all classes of people.
- 14. Newspapers are the most quoted medium in the daily contacts of people.
- 15. They are looked upon for guidance in every human activity.
- 16. They are the longest established regular medium for the dissemination of facts.
- 17. There is no community of any important size without its daily newspaper.
- 18. Every issue of every newspaper has something of interest and importance for every reader in every family.
- 19. Newspapers serve the triple function of instruction, guidance and amusement for readers of all ages.
- 20. Every newspaper worthy of the name possesses institutional prestige and authority which, to some extent are reflected to the merchandise advertised in its columns.

Let's Develop the Market . . .

Speaking last week at the annual meeting of the Terrace Board of Trade, Arnold Flaten, Prince Rupert banker and Chamber of Commerce leader, stated that of \$387,000 worth of butter, vegetables, milk and eggs which Prince Rupert consumed last year only a small proportion came from the interior. We do not think Mr. Flaten overestimated in his figure of local consumption but the point, of course, is that of the produce consumed a much larger proportion might well come from the interior. It would be to the mutual advantage of both this city and the agricultural communities of the interior.

To foster this business between Prince Rupert and the interior should be an objective of the Chambers of Commerce and Boards of Trade. Farmers' Institutes and co-operative organizations might also play a prominent part. Handled with co-ordinated effort, obstacles which have so far mitigated against the full development of marketing of interior products in Prince Rupert, no doubt, could be removed.

The central interior is capable of producing field crops, vegetables, fruits, dairy products the equal of and sometimes superior to those coming from any other source. We have said that often before and confidently reiterate the statement.

We hear of ambitious post-war plans for settlement of the agricultural lands of the interior. Obviously, lengthy annual meeting held yessuch plans cannot be successfully cul- terday by the Prince Rupert minated unless there is recognition of Labor-Progressive Club. the primary essentiality of markets being provided for the goods that will be produced. An ideal agricultural community is certainly not one where the poverty-stricken farmer merely prosperity and progress might be has a shelter, garden, cow, poultry pen and a few animals with no market other than his own requirements, find- drive of the Red Army towards copies of the resolution are to be ing it necessary to depend on what casual outside work as may crop up to provide him with the wherewithal to purchase the other needs of life.

We do not suggest that the present Prince Rupert is a potential market for unlimited quantities of agricultural produce from the interior. We do say, who, regardless of party affilia- burgh. however, that we (the people of Prince Rupert and the central interior) should be able to remove the circumstances whereby this city imports large quan- Mr. Mickleburgh declared. tities of agricultural products which its own hinterland is quite capable of producing. It is reasonable to wonder if we do not use our own products who do the desires of all freedom-loving Zarko. we expect will?

If a concentrated effort were made by all the Chambers of Commerce, Boards of Trade, Farmers' Institutes, co-operatives and other organizations concerned there is no doubt that such difficulties as those concerned with grading, packing and transportation costs could be removed. The trouble is that no real concerted effort has ever been made along these lines and one of the causes of nothing having been done has been listening to pessimistic or presumptuous wiseacres who for some reason or other have sabotaged the idea by saying it could not be done.

It is about time, after all these years, that we really got down to business of devoping to the fullest measure the market in Prince Rupert for interior products.

THIS AND THAT

THE DAILY NEWS



"... No ... don't hang up. Alice! John doesn't mind us ... he isn't even listening!"

LABOR PROGS ANNUAL MEET

Call for Unity is Sounded by Federal Candidate, Bruce Mickleburgh

Reports of the outgoing execufor the ensuing year featured a fascism everywhere shall be up- drown.

Members heard Bruce Mickleburgh, the party's candidate in the forthcoming federal election, give a call for united action by all forward-looking people, so that achieved by the Canadian people in the post-war period.

Berlin was the exemplification of the Teheran concord, in which the Soviet Union and the other democracies united to wage total ing. war against Fascism, the speaker stressed the necessity of similar unity between all progressive forces in the Canadian nation. "Only such unity of those people tions, desire international co-operation and prosperity for all sections of our people, can assure that the Tories will be defeated,"

The speaker continued, "In sen. oclaiming the slogans 'On to Berlin' and 'Everything for the Fighting Front' we give voice to

PRITAIN HONORS RUSSIANS LC DON, @-The Royal Gold is substantial. by the King, on recommendation roach trap? tect of the great Dnieper dam.

rooted and exterminated. In the mighty struggle to defeat Fascism we are forging that unity which alone can ensure progress in the years after the war."

The meeting endorsed a resolution of the Kalsa Diwan Society, calling upon the provincial government to amend the Elections Act so as to effect the enfranchisement of East Indians Declaring that the present resident in British Columbia. sent to the provincial cabinet, T. D. Pattullo, and all Labor-Progressive clubs in the Skeena rid-

> The following officers were elected to serve during 1945: Chairman, S. Boshier.

Executive Secretary, B. Mickle-

Assistant Secretary and Personnel Director, D. Blakey. Director of Trade Union Work, . Taranger.

Recording Secretary, A. Han-

Literature Chairman, J. Blakey. Social Convener, A. Ponder. Hall Committee Chairman, A. President, Crown Life



Hon. G. Howard Ferguson whose address at the 44th Annua Meeting of the Company stressed the impressive growth of Crown Life business and assets.

HOW CAN I??? By ANNE ASHLEY

clothesline?

A. A new clothesline should be making to it. boiled for about 30 minutes bereadily and will last much longer. taining morale." Col. Mellom said.

edge of the tear before drawing 200,000,000 service people. together. Then over-sew the but- local club alone has entertained tonhole together and the repair 300,000, of which 38 percent have

of the Royal Institute of British A. Fill a pie pan, or similar ted States on leave, Miss La Architects, to Victor Vesnin, pre- container, half full of sugar Pierre, who is acting director, sident of the Academy of Archi- water. Place it on the floor and Pete Wambach program director. tecture of the U.S.S.R. and archi- slant several sticks, each about and to the volunteers and staff three inches long, from the floor to the edge of the vessel. The tive and the election of officers people who are determined that roaches will crawl over and

> PROTECT FAMOUS MOUNTAIN CAPE TOWN, O-The slopes of Table Mountain will shortly be safeguarded from soil erosion through the recovery work done with Dunn's finger grass, which was found some years ago at Mt. Nyvathia, in Uganda. All the important slopes of the Table Mountain area will be planted with this grass.

It pays to use the Classified Ad columns in the Daily News.

IN THE SUPREME GOURT OF BRITISH COLUMBIA IN PROBATE

IN THE MATTER OF THE

"ADMINISTRATION ACT" the 23rd day of January, A.D. 1945, I was appointed Administrator of the estate of William Hawthorn, deceased. and all parties having claims against the said Estate are hereby required to furnish same, properly verified, to me on or before the 28th day of February, A.D. 1945, and all parties indebted to the Estate are required to pay the amount of their indebtedness

DATED at Prince Rupert, B.C., this 24th day of January, A.D. 1945. NORMAN A. WATT, Administrator of the Estat of William Hawthorn

U. S. O. FOURTH BIRTHDAY (Continued from Page 1)

bar on the lower floor. A decorated birthday cake in the lobby set the tone of the celebration. Highlight of the function was half-hour broadcast interlude at 6:30 p.m. when the congratulations of Col. J. H. Mellom, commanding Prince Rupert sub-por embrakation, Mayor H. M. Daggett, and representatives of American and Canadian enlisted personnel were extended. Speaking on behalf of Canadian service people was Leading Wren Marion Merryfield. PFC. John Cezmas

ulations. Col. Mellom pointed out the recognized importance of morale tinued. Q. How can I preserve a new and attested to the fine contribution which U.S.O. clubs were

"I have seen the fine work the fore using it. This prevents clubs are doing overseaes, They stretching. It will not tangle as have filled a great need in main-

Q. How can I mend kid He revealed that since the organization was founded its A. Buttonhole around the branches have been visited by been Canadian. Col. Mellom ex-Medal for 1945 has been awarded Q. How can I make a cock- pressed appreciation to Director Frank Finnerty, row in the Uni-

who help build and or

MONDAY, FEBRUARY

Mayor H. M. Daggett the general public do not the greatness of the work

done by the U.S.O. clubs v service people do. "It would be good to s activities which were create the benefit of young peon

ing war continue after the permanent peacetime His Worship suggested. Fine expression of gratity behalf of enlisted personnel delivered by Leading w

Merryfield and Pfc. Cezmas Dance music was interm throughout the broadcast expressed the appreciation of his Walter Montgomery did American, comrades. Miss La petent job as announcer Pierre responded to the congratmaster of ceremonies, Follow the broadcast dancing

> IN THE SUPREME COURT BRITISH COLUMBIA
> IN THE MATTER OF THE "ADMINISTRATION ACT

OF WILLIAM KIZAK. DEC TAKE NOTICE that b His Honour Judge Fisher

MEN'S RUBBERS & RUBBER BOOT

New Supply

Men's Solid Leather Work Oxfords Oil Tanned Work Romeos

SISMAN'S SCAMPERS Child's, Youth's, Boys' and Men's

Family Shoe Store Limited

"HOME OF HART SHOES FOR MEN"

Genuine Ford Parts Firestone and Gutta Percha Tires Imperial Oil Products Wrecking Service

FORD DEALERS

PHONE 83

GREEN SPOT

J. L. CURRY CHIROPRACT

Smith Block If pain—Chiropractic If nerves doubly



YOU'RE LOOKING FOR ECONOMI

... here's the place to find it. For our prices are always right. Come in for your needs and browse around, for personal or household articles.

You'll enjoy shopping at the

THE VARIETY STORE

"Where Your Dimes Are Little Dollars"



PAINTING Interior Showcards and Signs LORNE CORNELL Phone Blue 142

Now Open for Business

CHOP SUEY CHOW MEIN Opening Hours:

3 p.m. to 2 a.m. 2nd Avenue (Across from Prince Rupert Hotel) Phone 173



The Seal of

Quality

BRITISH COLUMBIA'S



FINEST SALMON

GREAT ACHIEVEMENT

Capture of the Scheldt approaches to Antwerp is an important achievement. Situated 40 miles up the Schedlt river, Antwerp is continental Europe's second largest port, with Hamburg ranking first.

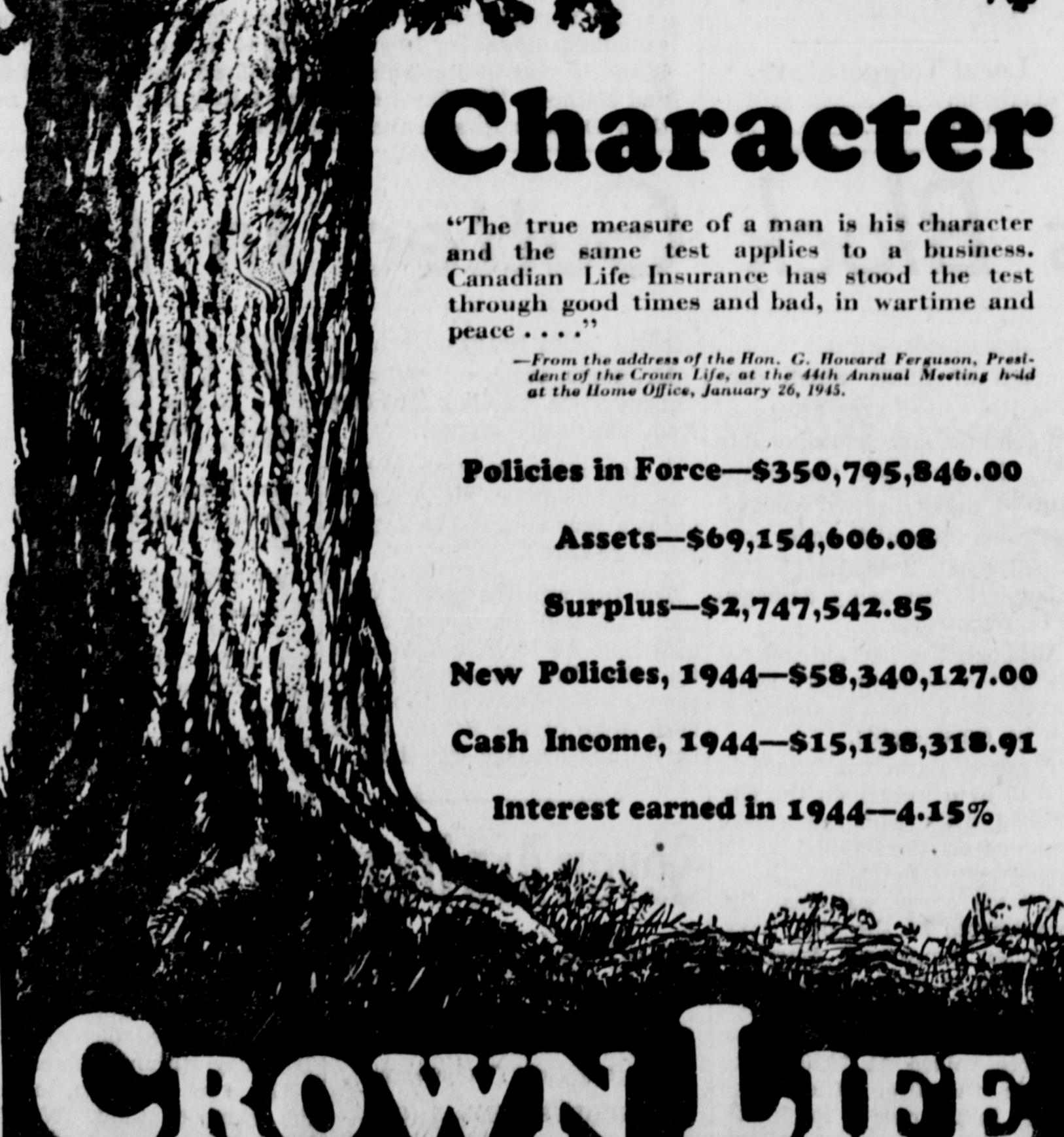
Stove, slightly used, 6 holes \$40.00 16 Mattresses, all cotton \$12.50 1 Gurney Range, \$65,00 enamel 9 Easy Chairs, \$20.75 all springs 12 Couches, special \$12.50

in perfect condition at a Bargain Price. 2 Chesterfield Beds \$69.00 to \$75.00

1-5 Electric Motor, high speed,

B.C. FURNITURE

Phone Black 324



INSURANCE COMPANY Toronto

O. HAVROY, General Agent J. J. KENNY, C.L.U., Provincial Superintendent