THE DAILY NEWS
PRINCE RUPERT - BRITISH COLUMBIA

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H. F. PULLEN - - - Managing-Editor

DAILY EDITION Friday, May 30, 1930.

BOARD OF TRADE EXECUTIVE

In another place will be found a letter signed by J. H. Pillsbury, a member of the council of the Chamber of Commerce in which he defends the action of that executive body against an article in this paper objecting to the use of public funds in advertising in a publication "The Call of British Columbia," published in Vancouver. We have seen the publication and agree that it is an estimable publication of its kind, designed first to provide a good income for its publishers and those connected with its publication and secondly to benefit British Columbia. Also we realize the valuable space given by this publication to Prince Rupert last year, without which it could not have secured the advertising from local firms which it did.

Let everything in its favor be granted and then we come to the point that the spread of two pages proposed to be purchased at a cost of $125 will benefit Prince Rupert very little under present conditions. The city has done a good deal of advertising in the past and has traced scarcely any benefit from it because we had nothing to advertise which the public wished to buy. We did not need more population because there are more people here now than can be profitably employed. What we needed was industries and these will be brought to the city by such institutions as the power company or by bringing the facilities here to the attention of those who promote or finance such industries.

Just now the city is passing through a difficult financial situation along with most other cities. In an effort to keep down the taxes, all appropriations for extraordinary expenses were eliminated and the result is that the city finds it difficult to meet its obligations and at the same time carry out much needed work. The result has been that all expenditures have had to be curtailed to the limit.

An appropriation was made to the Chamber of Commerce, not to be spent for the purpose of spending, but to enable it to carry on desirable publicity work, if thought necessary. This is public money and the Chamber is a trustee to the public in regard to its expenditure. This vote of the executive was rushed through without consultation with the publicity committee, the natural committee to have considered it, and in our opinion was a most unwise recommendation and therefore it was the duty of this newspaper to warn the members of the board, many of whom do not attend all the meetings, in order that they be given the opportunity to vote the proposal down. Had we waited until the report was made, it might have been too late to act.

Alderman Pillsbury must know that the Daily News has supported the Board of Trade faithfully for the past 12 years and his suggestion that an effort was made to prejudice the board in the eyes of the public was, to say the least, not well considered. The alderman should have been the first to advise the Chamber against such an unnecessary expenditure.

We must admit that it may seem audacious for so humble a newspaper as the Daily News to object to anything such an august body as the Council of the Chamber of Commerce would do, especially when many of the members are close business associates with the paper, but there are times when even this cannot deter a newspaper from a public duty.

Again we suggest to members of the Chamber of Commerce that they turn out to the next meeting and vote down this expenditure.

LADIES — Attention!

UNUSUAL
Introductory OFFER
75¢ (full size) Jar of delightful
DAY DREAM TISSUE CREAM
with any 50¢ Day Dream item
both for... 59¢

Purchase any 50c Day Dream item—Face Powder, Rouge, Brilliantine, Lip Stick, etc., and you will receive 1 (full size) 75c Jar of this wonderful Tissue Cream for 9c—which means you are getting
$1.25 Value for 59c
you save 66c

Day Dream Tissue Cream is a scientific preparation containing tissue building oils with cleansing cream base. For beautifying the complexion, softening harsh skin and removing wrinkles and sags.

A new addition to the now famous Day Dream line of Toilet Preparations. 521

McCutcheon's Drug Store
Sixth Street & Second Avenue Phone 79

The Letter Box

BOARD OF TRADE EXECUTIVE

Editor, Daily News:—

There appeared in the Daily News of the 28th inst. an editorial entitled "Severe Handicap," strongly condemning action of the Chamber of Commerce executive in recommending the taking of space in the booklet, "The Call of British Columbia."

Without stressing the question of the propriety of publishing such an article in advance of the full meeting of the Chamber, one cannot escape the conclusion that its intent was not so much to influence members, as to prejudice the general public against the activities of the local Chamber of Commerce, and it is with the hope of correcting such an impression, if created, that this letter is written.

The booklet in question had in 1929 a circulation of 26,000, distributed as follows:

Publicity Bureaus generally throughout Canada and the United States; shipping companies; banks in Australia, New Zealand, China and Japan; through Thomas Cook & Sons, a very wide distribution; The E. C. House in London; colonization, trades, industrial and fruit commissioners for Canada, in Great Britain; The British Columbia Government; Dominion Government Information Bureau (15), in the U.S.; auto clubs, to a large number of district passenger agents of American railways; to the Canadian National Railway and the Canadian Pacific Railway, which organizations handle their own distribution, and it is stated that the C.P.R. is this year taking more than double the space it did in 1929.

The booklet is not only of interest to tourists, but appealed to the executive as being well designed to give the outside world an idea of what British Columbia has to offer. Containing as it does information under one cover regarding the whole province, it is much more interesting and valuable to the general public than would be a large number of individual cards or leaflets.

Advertising in the 1930 issue of "The Call of British Columbia" would not affect passenger travel this year, but it is thought such advertising would help for 1931, when the new Prince Rupert hotel of the Canadian National Railway will be in operation.

Approximately 75% of the municipalities of B.C. take space in this publication, but it remained for the Prince Rupert Daily News to accuse the executive of our Chamber of Commerce of a desire to "fritter away" public funds. It is to be sincerely hoped that a different view will be taken generally by the citizens of the city.

J. H. PILLSBURY.

Twenty Years Ago
In Prince Rupert

May 30, 1910.

The fire and water committee has presented its first report to the city council. A paid chief and the purchase of an automobile chemical and hose wagon are recommended.

Dr. A. S. Grant has written to Ald. T. D. Pattullo enquiring what this city will do to encourage the establishment here of a sugar refinery. The Western Sugar Refinery Co. is looking for a suitable site on this coast to establish such a plant.

A. C. Garde, M. E., of Nelson was in the city yesterday and sailed on the Henriette for Graham Island where he will take charge of development of the gold black sands for an English company.

THE WEATHER
(Government Telegraphs)

Prince Rupert — Foggy, calm; temperature, 45.
Haysport—Cloudy, calm, 56.
Port Simpson—Foggy, calm, 50.
Hazelton—Clear, calm, 60.
Smithers—Clear, calm, 60.
Smithers—Clear, calm, 45.
Burns Lake—Clear, calm.
Quensnel—Cloudy, calm.
Eighth Cabin—Clear, calm.
Terrace—Cloudy, calm, 48.
Rosswood—Clear, calm, 52.
Aiyansh—Clear, calm, 52.
Alice Arm—Part cloudy, calm 52.
Anyox—Part cloudy, calm, 53.
Stewart—Part cloudy, calm, 44.
Atlin—Cloudy, S.E. wind, 48.
Whitehorse—Cloudy, S. wind, 57.
Carmacks—Cloudy, S. wind, 66.
Dawson—Clear, calm, 67.

Why Pay More Elsewhere?

YOU CAN NOT BUY BETTER CLOTHES

The style—the fabrics—the quality and tailoring in B. C. Clothiers Ltd. Suits and Furnishings are equal in every respect to garments selling in other stores for at least $7.50 TO $12.50 MORE. Because of our willingness to price our Clothes at the closest margin of profit known, and grouping them to meet all requirements, are we able to offer such savings.

Men's High Grade Suits, the latest designs, All-English cloths, Worsteds, Blue Serges, fine pencil stripes. They will keep their shape. Guaranteed to fit. These suits are really worth up to $37.50. Now selling at $25.00
Men's Striped Trousers, all sizes Regular $2.45. Now selling at $1.75
Lama Sox, red heel and toe. Regular 50c per pair. Now 3 pairs for $1.00
Silk Ties, Regular value 85c. Now selling at 2 for 95c
Men's Wool Working Socks. Regular values 35c. Now selling at 4 pairs for $1.00
Men's Handkerchiefs, white lawn. Regular 2 for 25c. Sale price, 6 for 45c
Men's Dress and Police Suspenders. Regular 75c. Now selling at 50c

Men's Felt Hats 3.65
Snap and roll rim, reg $6 for

Boys' Clothing

Boys' Suits, long pants, sizes 28 to 35. reg. $15 to $18 ... $9.95
Young Men's Corduroy Pants. Reg. $5.50, now selling at $3.45
Boys' Overalls. Regular $1.25. Now selling at 55c
Children's Stockings. Good quality. Priced up from per pair 25c
Children's Running Shoes. Best make. Priced per pair 85c
Boys' Running Shoes. Heavy built. Priced per pair $1.25
Boys' Union Underwear Suits. Reg. $1.25. Now selling at 75c

Shop early. If you cannot call tomorrow, come next week. All mail orders receive our prompt attention.

B. C. CLOTHIERS, LIMITED
OPPOSITE P. BURNS CO.
THIRD AVEUNE

LOCAL ITEMS

R. G. Johnston, manager of Inverness Cannery arrived in the city on today's train for a brief visit in town.

A. J. Galland of the excise department returned to the city on today's train from a trip to the interior on official duties.

Mr. and Mrs. Algie Hunter have taken up residence in one of the Hyde houses on Fifth Avenue East between McBride and Bowser St.

R. H. Worlock of W. H. Malkin Co. Ltd. reutrned to the city on today's train from one of his periodical business trips to interior points between here and Prince George.

East End Ladies' Aid of Lutheran Church Meeting

The flag over the United States Consulate was unfurled at half mast this morning in observance of Memorial Day in the United States.

The East End Ladies' Aid of St. Paul's Lutheran Church met last night at the home of Mrs. M. Anderson, Seal Cove, where an interesting program was enjoyed. It being Ascension Day, the pastor, Rev. John H. Hanson, gave an address suitable to the occasion and there were readings by Mrs. John Storseth, Mrs. Lars Dryndahl and Mrs. Karl Dybavn. There was the usual devotional period and community signing. The proceedings closed with serving of delicious refreshments and listening to radio music. There was a large turn-out.

Get quick results with a want ad. Advertise in the Daily News.

The New Trend in Floors

Design illustrated is Dominion Marble Tile Inlaid Linoleum No. 7605, available in three different colourings. Border design is No. 7551.

DOMINION Inlaid Linoleum is the answer to the modern woman's quest for beautiful . . . yet practical . . . floors.

It offers the widest choice of colourful and unusual designs affording an ideal basis for favoured decorative treatments. Yet its price is surprisingly moderate.

Dominion Inlaid Linoleum with its lovely soft lustre Domolac Finish, is appropriate to any room. It is pleasant underfoot; surprisingly easy to clean and keep clean. And being inlaid, it cannot wear out.

Other Beautiful Dominion Floors

Dominion Printed Linoleum and Dominion Linoleum Rugs offer a wide choice of beautiful long-wearing floors at very modest prices. Appropriate designs for any room.

At House Furnishing and Departmental Stores

DOMINION INLAID LINOLEUM

DOMINION OILCLOTH & LINOLEUM CO. LIMITED · MONTREAL ·

Made in Canada by the makers of the famous Dominion Battleship Linoleum