

THE DAILY NEWS

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

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DAILY EDITION.

THURSDAY, JULY 25

Daily News on Daily Doings

REVIVE THE BOY SCOUTS.

There is a whisper that one or two young men in the city are ready to devote their spare time and energies to the reviving of Prince Rupert's Boy Scout Brigade, which became disbanded through no fault of the boys. The organizers of it at first were called away from Prince Rupert, and there was none to take up the work. Meanwhile most of the boys missed the excellent avenue for their interest and energies provided by the brigade, and many have endeavored with boyish tentative approach to their seniors to have the movement revived. It will be a very good thing if the movement is revived. Prince Rupert has some of the finest boy material in the world running riot for want of discipline of the kind boys delight in. The spirit of the curly haired baby of seven who bore the pain of a broken arm unflinchingly because he was a boy scout, the coolness of the youngster of nine who saved his little sister from death when her dress caught fire because he was a boy scout, the manly tenderness of the boy who devoted endless ingenuity to save a drowning dog in a well because he was a boy scout—all these qualities are here richly in Prince Rupert boyhood only waiting to be brought out. Boys will not be mean, cowardly or mischievous if they are shown that it is better to be big, brave and considerate.

WHARF OPEN FOR BUSINESS.

Most conspicuously in the morning press there appears today an advertisement to the effect that the Provincial Government wharf is "Now open for business." To the ordinary mind it would seem that the

wharf's opening had been sufficiently well made known on the occasion of the Premier's visit; but, as in the case of all great innovations, it takes more than even the appearance of the mighty to convince the people that any innovation is a reality. For so many years have the public of Prince Rupert waited for that wharf that they have to be told several times that it is really "open for business." There is just a suspicion in the phrase used suggesting that the public might have imagined Sir Richard declared the wharf open "for show"; and there just the merest symptom, too, of the feeling that "good wine needs no bush" when you consider the announcement generally. However, that is quite by the way. The wharf is open for business under a popular and evidently enterprising wharfinger, and, politics aside, the more business that comes to it the better for Prince Rupert.

HOW DICK DOES HATE IT!

"How I hate to talk about myself," an epic which consumes several thousand words in the latest issue of "T. P.'s Magazine," is well worth reading, though it will be found under another title. It is an interesting biographical work of Sir Richard McBride, inspired by Sir Richard during his recent trip to England, and is entitled "A Benevolent Autocrat." And how the Premier does hate to talk about himself! He shrinks from the limelight with the modesty of a Robert B. Mantell, but apparently Mr. T. P. O'Connor, cunning journalist that he is, was able to get Sir Richard to throw off the mantle of seclusion for a few short moments and tell the story of his life.—Vancouver Sun.

LYNCH BROS.

General Merchandise Largest Stock

Lowest Prices in Northern B. C.

MAY MOVE DR. E. CHOWN TO THE COAST

Toronto, July 23—Methodism is agitated from Winnipeg to Vancouver over the attempt which will be made in Toronto to remove Rev. Dr. Chown, general superintendent for the west from Winnipeg to Vancouver.

Rev. Newton Powell is deputized by the authorities of Ryerson college, Vancouver, to place the request before the Methodist general conference committee now in session here.

The Vancouver Methodists say that Ryerson college, as a federated seat of learning in connection with the provincial university which is being established on a scale commensurate with the magnitude of the part provided for its site by the Provincial Government, calls for a big man as its principal. The college authorities regard Rev. Dr. Chown as the outstanding Methodist for the principalship.

Failing to induce the general

conference committee to concur in Dr. Chown giving up the position of general superintendent to become a college principal, Rev. Mr. Powell has been authorized to urge that Dr. Chown remove his residence to Vancouver as a strategic point. This the Canadian middle west will vigorously oppose.

LITTLE BOY SMOTHERED BY SAND

Toronto, July 24—Head down and buried nearly up to his waist in sand, Basil Gordon Collins, aged 11, was found by his father on the lake shore at Balmy Beach, this morning.

While playing on the beach alone at dark last night, the little fellow appears to have stumbled and pitched head foremost into a three-foot hole in the sand. He had been unable to extricate himself and his struggles dislodged enough sand to bury him and cause suffocation.

NUGGETS OF GOLD DROWNED THIS MAN

Oroville, Cal., July 20—Pockets full of gold nuggets weighed down the body of a man found near here today in a dredging pond, with his head crushed and his throat cut. Further search revealed a pack burro carrying a complete outfit, drowned in a nearby pit. The burro's head was crushed.

The police believe the miner was murdered by a person having "clean-up" and that the murderer was frightened away before he had time to rob his victim.

HARVEST PROSPECTS MAINTAIN GOOD PROMISE

Regina, July 24—The crop report just issued is most favorable. Frost has not done any damage and the yield is expected to be very good. In Manitoba the frost did only slight damage to the crop in some districts.

A Modern Force in Business

ADVERTISING has established a new order of things in commerce. It has become a mighty power in business progress; a complex yet comprehensible transmitter of many parts for the distribution and selling of merchandise and service.

Its function is fivefold:

To enlighten or educate—to create new wants or to satisfy old ones—to protect and foster legitimate enterprise—to establish a medium of understanding between buyer and seller as a basis for mutual profit and advantage—to prescribe an economical price and the maintenance of a fixed standard of quality.

None know better than the buying public how well these functions have been fulfilled.

Modern advertising has given us an insight into various manufacturing processes. The producer has taken us, the consumers, into his confidence and told us just how his mince meat, his flour, his clothing, etc., is made. We know why certain things should or should not be. Advertising has told us—broadened our understanding and guided our judgment.

Modern advertising has enabled us to unlock the treasure house of the world's divinest melodies through the medium of the player-piano. The motor car has lengthened the business day and brought the fragrant countryside to our door. Men shave in comfort in ten minutes where they used to take twenty. A magic

bottle provides us with cold drinks with the weather at 90 degrees or gives us a warm beverage when Jack Frost dips at 40 below.

Modern advertising has elevated the standard of business ethics. It protects the manufacturer from unscrupulous competition and the consumer from base imitation. It conserves trade—extends business—creates good will. It enables the corporation, the manufacturer or private individual on trial to take his case directly to the public, and to secure the public's judgment on his policy or character based purely upon their respective merits.

Modern advertising has opened up new opportunities to the oppressed and poor of far-off lands. It has turned an unceasing tide of immigration to new countries. It has developed nations, and made the name of the New World a promise of better things among the people of the Old.

All this advertising has done and will continue to do. It is the ever-increasing influence for the advancement of mankind—the most potent, indeed, of the many forces influencing human action.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 503, Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write if interested.

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"PRINCE ALBERT"
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