

PUBLICITY FOR MUNICIPALITIES

MAYOR OF WESTMINSTER DISCUSSES SUBJECT

Thinks Head of Civic Government Should Be Managing Director

"Publicity means advertising. Its object is similar to that of the merchant who is desirous of obtaining your custom."

"This is where the skill is required. It is not necessary to merely attract a customer, for we must have the goods to deliver before we can start out on an advertising campaign."

"Commercial advertising is entirely local or confined within a limited radius. Municipal advertising on the other hand is directed to attract attention to the city from a distance."

"This is a period of advertising, but it must be done judiciously. There is no use advertising snowballs when people are looking for roses."

AVIATOR'S EARNINGS

Claude Grahame-White Has Accumulated \$85,000 in Six Months

Philadelphia, Nov. 28.—Claude Grahame-White, the English aviator, has accumulated something like \$85,000 during the last six months through giving exhibitions with his biplane and aeroplane.

FATAL FIRE AT NEWARK

Grand Jury Begins Investigation—Visits Ruins of Building

Newark, N. J., Nov. 28.—The charred fragments of a human body were found in the ruins of the building occupied by the Newark Page Boy Company and two other firms, which was destroyed by fire Saturday.

WATERWAYS IMPROVEMENTS

Washington, D. C., Nov. 29.—Estimates for the cost of river and harbor improvements throughout the United States for the year ending July 1, 1912, contained in the annual report of General Bixby, chief of army engineers, show a total of \$22,277,361.

EDTAROD GOLD CAMP

Ample Supply of Provisions for 2,800 People Who Will Spend Winter There

Juneau, Alaska, Nov. 28.—More than 2,800 persons will winter in the new gold camp, Edtarod, according to letters received here to-day. There is an ample supply of provisions in the camp and a city government has been perfected.

CITY CAPTURED BY REVOLUTIONISTS

Taken After Sharp Fight—Twenty Insurgents Killed by Federal Troops

El Paso, Tex., Nov. 28.—Grues, in the state of Chihuahua, is being held by 2,000 rebels, according to advice reaching here to-day, which state that the insurgents captured the city Friday after a hot fight.

Other reports were received stating that 20 insurgents were killed in the fighting six miles from the city of Chihuahua. These reports were verified this afternoon by a later advice which stated that the combatants fought all day before the revolutionists were routed.

It is not known how many federal soldiers were killed or wounded, as the troops are pushing the rebels. Strong feelings are aroused here over the result, which is being regarded as a major step in the campaign to take the city of El Paso, which was held incommunicado at Juarez, where General Diaz and the Mexican army were defeated.

Chihuahua, Mexico, Nov. 28.—The government troops have returned to the city from their fight with the revolutionists four miles west of here, at Fresno, on Sunday. Two thousand reinforcements are expected before the end of the month.

San Antonio, Texas, Nov. 28.—That Francisco I. Madero is safe and unharmed is the news brought to his family by a courier who comes direct from him to-day.

Torreon, Mexico, Nov. 28.—As inauguration day, December 1, draws near, the authorities here appear to be engaged in the question of actual menage on the part of the revolutionists but rather to vague rumors that cannot be traced to any authentic source.

Seattle, Wash., Nov. 28.—W. C. Bonner, who was arrested a week ago on the charge of bigamy, pleaded guilty to the charge and was sentenced by Judge J. T. Ronald to a term of six months to five years at Walla Walla penitentiary.

FEDERATION OF MINERS

St. Louis, Mo., Nov. 28.—The executive committee of the American Federation of Labor adjourned yesterday without taking any action on the question of granting a charter to the Western Federation of Miners.

The matter was put over to the January meeting of the committee. The convention of the United Mine Workers of America also will be held in January.

WELSH CHURCH OVERCROWDED

MORE SEATS THAN PEOPLE TO FILL THEM

Royal Commission Gives Information in Regard to Religious Life

The report of the royal commission on the Church of England and other religious bodies in Wales and Monmouthshire has now been finally adjusted.

The commission has had to tread a thorny path. Within twelve months of its appointment three of its members resigned—Sir Samuel Evans, Dr. A. M. Fairbairn, then principal of Mansfield College, Oxford, and Professor Henry Jones, of the University of Glasgow.

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With regard to the financial position of the Nonconformist churches little information is given. The figures for all denominations are as follows: Baptists, 14,835; Calvinistic Methodists, 17,041; Congregationalists, 4,811; Wesleyan Methodists, 14,870; Roman Catholics, 64,000.

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MAN KILLED

Mysterious Shooting Affray Engages Attention of Spokane Police

Spokane, Wash., Nov. 28.—Dan Rupert, a schoolman, was sought by the police to-day in connection with a mysterious shooting affray in which Bill Basta, 28, was instantly killed and Dutch Selker was shot in the chin last night.

LOUISVILLE MURDER TRIAL

Louisville, Ky., Nov. 28.—The trial of Joseph Wendling, charged with the murder of Alma Kellner, 8, whose body was found in the basement of St. John's church, began to-day. Wendling, formerly janitor of the parochial school and church, who was captured in San Francisco after he had been in hiding for months, will make a hard fight for his life.

OUT OFF QUEUES

Hongkong, Nov. 29.—Two thousand Chinese merchants and business men yesterday doffed their queues in compliance with an edict of the emperor permitting Chinese officials in foreign lands to go without queues.

SAWMILL DEAL

Nanaimo, Nov. 28.—Walter Marriott has purchased, from Messrs. Dickie, Van Norman and W. W. Lloyd, of this city, their interests in the Quamichan Sawmill Co. Mr. Marriott has organized a joint venture company to operate the mill, which includes the timber lands. The capacity of the mill will be in the neighborhood of 10,000,000 feet per year, a large portion of output going to the north-west. Mr. Marriott has lately completed the purchase of 100 acres of timber lands from the E. & N. Railway Company.

WILL PRESENT A SOOKE BY-LAW

(Continued from page 3)

They argued that the whole scheme might be blocked, after it had been started, by the citizens refusing to pass the borrowing by-law each of the three years.

The motion as above was then proposed by Ald. Fullerton and seconded by Ald. Bishop.

Ald. Langley—I think, your worship, the council should have the right to fix the provision of any by-law that may be submitted to the ratepayers.

The rules of procedure were suspended to take up petitions of water supply for sections 34 and 35, Victoria district, the case before the council, showing the need of water to fight fire, etc., at the University school and stated that the petition contained all the necessary details.

The suggestion was accepted and a rider added that almost all the city end of main thoroughfares were to be made to conform to the standard of the city council drawn there by the deputation.

Mussens, Ltd., wrote re rock crusher, comprised of the cause of the trouble, which would be corrected by using a larger pulley.

Sidney Williams wrote enclosing cheque for \$10 to finish drainage project, which was extended to him at Mount Tolmie, but protested that same was done. On examination by road superintendent it was found Mr. Williams was correct and the money was ordered refunded.

ROYAL OAK NEWS

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SAANICH COUNCIL HAS MUCH BUSINESS

Many Matters of Interest Are Disposed of Expediently—Road Improvements

Local improvement, by-law No. 6 received its third reading. The reeve and Council have been authorized to secure an option on proposed hall sites and report at next meeting.

The council seems destined, to finish the current year without any surplus in urgent business. The fifth year since incorporation finds the people alive to the use of local self-government, judging from the stock of communications which are up for consideration at every meeting.

Not since President Harrison awoke to find himself with an unfinished legislative programme and a Democratic congress on his hands in the middle of a term, has a president faced the situation that confronts Taft now. The situation is complicated.

It is generally believed that the president's message will outline with much directness the things that the president wants done, and will indicate the policy that will be followed by the administration.

TECHNICAL TRAINING COMMISSION FRIDAY

Will Hold Sessions at Legislative Buildings on Friday and Saturday

Secretary Elworthy and other officers of the board of trade are to-day busy making arrangements for the sessions here of the Royal Commission on Industrial Training and Technical Education, the members of which body will reach the city on Thursday afternoon and open their hearing at the parliament buildings Friday morning at 10:30 o'clock.

The necessity for the establishment of a technical school in Victoria will be strongly urged before the commission by the board of trade. Heads of managers of manufacturing and industrial firms who desire to appear before the commission are asked to communicate with the secretary and a time will be appointed when they can be heard.

RECRUITING BEGUN

Number of Youths Join H. M. C. S. Nobe at Halifax

Halifax, Nov. 28.—Recruiting of Canadians for Canada's navy has begun, and, though there has been no public announcement of the fact, a number of young Halifaxians have already undergone the necessary examinations and been accepted as artificers, stokers, etc. The other day a squad of six youths was accepted, and the names are on the list. The previous day several others passed, and took their places on Canada's greatest cruiser. There are many inquiries by young men as to the course they should take to join the Nobe, and as to the pay.

GOING TO INDIA

Melbourne, Nov. 28.—Thomas Tait, who recently resigned the post of commissioner of the Victorian state railways, and whose work in the Commonwealth has been praised in nearly every quarter, is to sail for India on Wednesday. He has been in receipt of many tokens of popular esteem and regard. It is understood he will return to Canada at a later period.

LIBERAL CASE

Winston Churchill TO HIS CONSTITUENTS

"All Roads Lead to Veto" Says Home Secretary—Will Submit No Longer

The manifesto issued some days ago by Winston Churchill to his constituents is perhaps the best presentation of the British Liberal case that has yet been published. It is as follows:

"A grave crisis has supervened in political affairs. The failure of the conference leaves us confronted with the 'veto' of the House of Lords. All that friendly discussion, prolonged in earnestness and candor for so many months, could do has been done, and has been done in vain. The conference has dispersed, but the grievances which it was to compromise remain. They remain in their original harshness and unfairness, undressed, unmodified and unredressed."

The Conservative party seek to hold a definite advantage in the House of Commons over all other forms of political opinion. Whether in office or in opposition, to quote the words of their chief whip, they mean to govern the country. They claim that through the House of Lords they shall remain possessed, as long as they can, of the majority against them, of an all powerful majority which they can use at their own good pleasure to wreck all legislation they do not like, and to harass, damage and retard the original intention of the House of Commons of every government and every House of Commons of which they are not masters.

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ONTARIO CANADA

FEELING PULSE OF EASTERN

Necessity for Canadian Education in Connection With Naval Power

E. W. Thompson writes in the issue of the Boston Transcript. An experienced analyst of international affairs, who went for a fortnight during the last year to the various districts of Ontario, has returned with the conviction that part of Ontario between lakes Huron, Erie and St. Clair, and the district of rich farmlands, towns and villages, brick farm houses built forever, many barns and stables, or even, in some places, really beautiful districts, or of them, had gone to the wall, not from any natural cause, but from the fact that the people of Ontario had not been properly educated in connection with the naval power of the world.

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