(Continued from page 3.)

A SOOKE BY-LAW

WILL PRESENT

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. Every large mercantile firm spends thousands of dollars annually to let the publication." sands of dollars annually the the passilic know why their goods are superior to those of any other firm or if not superior why the public will be better served by trading with them. They would not do this year after year if the did not get results." This is in part the opinion of Mayor Lee of New Westminster, as expressed in a paper read at the recent convention of the Union of Municipalities.

Continuing he said:

"Publicity is a paying proposition for e man of commerce, and why should it to be for an enterprising municipality? of advertise successfully, of course, we must have the goods and be prepared to deliver them. I fear the majority of us do not realize our responsibilities. Some seem think they have been elected by our fellow citizens from personal esteem, instead of taking it that our capacity for business management is, or should be recognized as our principal claim to the confidence of the electorate. We, after election day is past, should therefore endeavor to throw ourselves into the municipal life of our town or municipality in the character only of how best to extend the reputation of the firm, how we can improve its business, how enlarge its influence, by attracting outside attention to its advantages of situation, price of its land, climate and all and every advantage it possesses. "This is where the skill is required. It

is not necessary to merely attract a cas-ual enquirer, for we must have the goods to deliver before we can start out on an advertising campaign. We must be con-stantly on the watch to discover some-thing that the people want, having exted these we shall attract inquirers; and having got into touch with them we must not be disappointed if we do not obtain immediate results, for, as in com-

that which you have. This once accompoliabled you have a sure entored one proposed in the sufficient of the number of the deep religious feeling of the feeling feeling feeling of the feeling feeling feeling of the feeling feeling of the feeling feeling of the feeling feeling feeling of the feeling feeling feeling feeling of the feeling feeling feeling feeling feeling feeling feeling feeling of the feeling fe

business to advertise roses when you can only deliver icicles. Let the world know what you have honestly and fairly and success will follow. There is nothing so seductive or so potent as the attractive display of natural products of any land or district. An ocular demonstration where possible is undoubtedly the best form of publicity, but back it up by genuine ad-

ertising.

"Advanced prosperity is the result of leady, well thought out and skilfully irected publicity work, and I strongly advise every municipality here represented show increased activity due to no act-and every district in British Columbia to ual menace on the part of the revoluadvertise its advantages and exploit its that cannot be traced to any authentic potentialities thereby adding to the pros-perity and progress of this magnificent province in which we are privileged to horses and it is known that several

AVIATOR'S EARNINGS.

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

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

his passenger carrying flights. no matter whether the flight lasts 10 vorced or not.

FATAL FIRE AT NEWARK

Grand Jury Begins Investigation—Visits Ruins of Buildinge.

Newark, N. J., Nov. 28.—The charred fragments of a human body were found in the ruins of the building occupied by the Newark Paper Box Company and two othr firms, which was destroyed by fire Saturday. Searchers working in the ashes to-day discovered bits of burned clothing. A careful investigation of the fire and the condition of the building has guilding the condition of the condition of the building has guilding the condition of the cond

IDITAROD GOLD CAMP Ample Supply of Provisions for 2,500 People Who Will Spend Winter

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

Iditarod now boasts of nineteen stores, three wholessle concerns one theatre.

three liquor dispensaries.

Since the opening of the camp less than one year ago, seven streets have been laid out and there are 177 buildings in the city.

was not wounded at any time, says

the envoy. dero estates is concerned, the courier

show increased activity due to no act tionists but rather to vague rumors scattered bands of rebels are lurking a saloonman, was sought by the police in the surrounding country. The au-thorities, however, have no fear for thorities, however, have no fear for shooting affray in which Eli Basta, 28, declare that they are well prepared to

giving exhibitions with his Bleriot aeroplane. He says he expects to accumulate a like amount within the next six months.

For his flights here, Grahame—White will receive about \$15,000. In this recent flights at Boston he cleaned up \$10,000; just before coming to America he received \$7,500; the Brooklyn fair netted him another \$15,000 and his recent flights in New Myork about \$30,000.

White's real revenue producers are his passenger carrying flights. For For Vancouver, B. C., without further in-\$500, quiries as to whether he had been di-

FEDERATION OF MINERS. St. Louis, Mo., Nov. 29 .- The executive council of the American Federation of Labor adjourned yesterday without tak-ing any action on the question of grant-ing a charter to the Western Federation of Miners

The matter was put over to the January neeting of the council. The annual con-ention of the United Mine Workers of merica also will be held in January.

WALES MUCH

NERE SEATS THAN PEOPLE TO FILL THEM

must not be disappointed it we do not obtain immediate results for as in commercial advertising, so in publicity work:

The reader frequently reads the subject matter and not needing the goods forgets the items until he is reminded later on by further advertising which may cultivate the mind into a belief that he requires that which you have. This once accomplished, you have a sure customer as soon last of the fight. The revolutionists are said to have been reinforced by bands from Parrel. To the number of 1,000 they have fortified positions at circumstances warrant.

"Commercial advertising, so in publicity work:

Fresno, on Sunday. Two thousand reinforcements are expected before the government resumes its attempts to reopen the Mexico and Northwest-to report the government resumes its attempts to reopen the Mexico and Northwest-to report the model in the Sunday should up with the religious life and activities of the Welsh people, and emphasis laid in the report on the fact that it affords the most striking illustration of the deep religious feeling of the Welsh nation. The figures for all denominations other than the Church of modification and value in such misrepresentation and a marked feature of the Nonconformist cohurches is the work done in Sunday.

A marked feature of the Nonconformist churches is the work done in the Sunday in the letter, and particularly has no one the right to do so as chief magnetic in the feature of the Nonconformist the work done in the Sunday i

says Madero is not much troubled, since the bulk of his interests are in the hands of friendly Americans.

Ready for Emergency.

Torreon, Mexico, Nov. 28.—As inauguration day, December 1, draws near, the authorities here appear to near, the authorities here appear to near, the authorities here appear to near the authorities near the authorities here appear to near the authorities here the bulk of his interests are in the disposition of severage is a vital to out of order, but I would just like to ask the opinion of the city solicitor as to the disposition of severage is a vital to out of order, but I would just like to ask the opinion of the city solicitor as to the disposition of severage is a vital to out of order, but I would just like to ask the opinion of the city solicitor as to the disposition of severage is a vital and the disposition of severage is a vital to disposition of severage is a vital to disposition of severage is a vital and the disposition of severage is a vital to disposition of the city solicitor as to the city solicitor as to the disposition of the disposition of a vital to out of order, but I would just like to ask the opinion of the city solicitor as to the disposition of a vital and the disposition of a vital to disposition of a vital to disposition of severage is a vital to disposition of the city solicitor.

Ald

MAN KILLED.

Mysterious Shooting Affray Engages Attention of Spokane Police. Spokane, Wash., Nov. 28.-Dan Ruper

was instantly killed and Dutch Seliker dissenting voice. declare that they are well prepared to meet any emergency on inaugural day or at any other time.

BIGAMIST IMPRISONED.

BIGAMIST IMPRISONED.

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 montrs to five Ronald to a term of six montrs to five but all the rest escaped.

Was shot in the chin last night. The affray occurred in an Austrian boarding house. All the men are Austrians.

When the police broke into the room they found Basta's body near the centre of the room. A card table had been drawn over his body. Seliker stood in a corner. He told the authorities that a card game was in progress when Rupert entered and began shooting. Ten other Austrians were in the room at the time, but all the rest escaped. was shot in the chin last night. The af-

None of them was able to give an intelligible account of the shooting other than to say that a man entered the room and tends to return when fully restored. began firing.

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 a search that lasted for months will make a hard fight for his life. The defence will contend that the bones discovered in the basement were not those of the little girl who mysteriously disapof the little girl who mysteriously disappeared and who for months was supposed to have been kidnapped. The body was found under a heap of rubbish and was partly eaten away by lime.

CUT OFF QUEUES.

SAWMILL DEAL.

are encamped not far from here, co

pleting the survey for that company along the West road route.

to make their first fancy dress affair

one to be remembered.

Mrs. Wall, "Fir Brae," has left on a

extended visit to the prairies.

Mrs. McMillan has returned from an

SAANICH COUNCIL HAS MUCH BUSINESS

viso. They argued that the whole scheme might be blocked, after it had been started, by the citizens re-Disposed of Expeditiouslyusing to pass the borrowing bylaw the second year.

The mayor—Well, you would let your contract with that understand-Road Improvements

finish the current year without any respite in urgent business. The fifth

upon them the need of repairs long

end of main thoroughfares were in the same deplorable condition and should by the administration.

at one of the meetings when the by-thorized the council to spend \$1300 on heard.

The department of public works au-thorized the council to spend \$1300 on heard.

The personnel of the Royal Com remark that in my opinion the bylaw carey read, \$300 on the West Saanich road, and \$300 on the West Saanich road, and \$300 on the Cedar Hill road; the same for a minor character, but on the mother than the same same for the was some further cross-firing of a minor character, but on the mother than the same same for the was same further cross-firing of a minor character, but on the mother than the was same further cross-firing of a minor character, but on the mother than the was same further cross-firing of the was same further cross-firing of the was some furt from Heal's post office northward. tendent act under instructions of Simpson. the department of public works in ex-

pending these monies. It was also reported by the reeve that Ash road would be extended to the beach at Cedar Hill, which would be good news to the Gordon Head in-

D. M. Eberts and the others concerned for generous treatment to Saanich. cillor Grant remarked that in the "good old days" \$10,000 was the limit The B. C. Electric railway surveyors election years to be spent on the

The motion carried unanimously Fences encroaching on the public ads were reported from Hillier road, Cadboro Bay, and corner of Cloverdale

avenue and Douglas street. A Russian resident on Cloverdale A Russian resident on Cloverdate avenue has obstructed the water course there and an order was issued yards. The surveying officers of H. M. surveying ship Ellinor have their "Tell our friends in Dundee and Sathand to be ready. As the asked to get busy and put Cloverdale building. Commander Martin and Enavenue in as good state as they found gineer-Commander Froude have taken

A petition from Councillor Freeman and 27 others was presented asking the council to prohibit shooting on Sun-fice at the Admiralty grounds. Chief day in the municipality. This was laid yeoman, of the signals, on the table.

Local improvement by law No. 6 received its third reading.

The reeve and Councillor Sewell were authorized to secure an option on represent hall sites and report to conproposed hall sites and report at next meeting.

TAFT-NOW FACES

James Tod, Cedar Hill, wrote, complimenting the municipality on the state of their roads, but pointed out the neglected state of the Cedar Hill made that the revision begin at once, road from the city limits to Hillside or whether it will merely be discussed avenue, and suggested that the reeve as advisable, and the real tariff mesand Councillor Hobbs be a committee to interview the city council to urge makes its first report is problematical.

It is generally believed that the president's message will outline with The suggestion was accepted and a much directness the things that the rider added that almost all the city president wants done, and will indi-

TECHNICAL TRAINING **COMMISSION FRIDAY**

Will Hold Sessions at Legisla tive Buildings on Friday and Saturday

Secretary Elworthy and other officers of the board of trade are to-day busy making arrangements for the sestion of the present House of Commons.

city says that it is illegal, and we asked the ratepayers to vote on such a measure, it makes us look like a parcel of fools.

This managers of manufacturing and finds ward. We have nowhere to turn but to the nation, from whose recorded will all just parcel of fools.

This managers of manufacturing and finds ward. We have nowhere to turn but to the nation, from whose recorded will all just parcel of fools.

This managers of manufacturing and finds ward. We have nowhere to turn but to the nation, from whose recorded will all just powers of government are derived.

This managers of manufacturing and finds ward. We have nowhere to turn but to the nation, from whose recorded will all just powers of government are derived.

This managers of manufacturing and finds ward. We have nowhere to turn but to the nation, from whose recorded will all just powers of government are derived.

The second of the premises of manufacturing and finds ward. We have nowhere to turn but to the nation, from whose recorded will all just powers of government are derived.

This managers of manufacturing and finds ward. We have nowhere to turn but to the nation, from whose recorded will all just powers of government are derived.

The second of the premises of manufacturing and finds ward. We have nowhere to turn but to the nation, from whose recorded will all just powers of government are derived.

It was suggested that the road su- Murray, David Forsyth, and James

RECRUITING BEGUN. Number of Youths Join H. M. C. S. Niobe at Halifax.

Halifax, Nov. 29.—Recruiting nabitants.

It was moved by Councillor Grant, seconded by Councillor Hobbs that the gun, and, though there has been no public announcement of the fact, a number of young Haligonians have also where the second property of the seco ready passed the necessary examinations and been accepted as artificers, stokers, etc. The other day a squad of six youths were accepted, and This is our land as much as theirs. We now they are on board the Niobe. The previous day several others passed, and took their places on Canada's biggest cruiser. There are many inquiries by young men as to the course they should take to join the Niobe, and as to the pay.

Commander Martin and the naval o proceed against him for this offence. M. surveying ship Ellinor have their "Tell our friends
The B. C. Electric railway will be office on the lower floor of the same throughout Scotland to over the residences in the yard. Mr attached to the college, and is having

WELL PRESENTED

WINSTON CHURCHILL TO HIS CONSTITUENTS

Taken Affer Sharp Fight—

Taken Affer Sharp

broken up after it had sat less than five years through the Tory party using their House of Lords' veto to destroy the budget and to paralyze the executive by stopping supplies of money to the crown. In every year but one of that parliament the Tory leaders employed this same oppressive veto to ruin the main work of th oting bill, the Scottish bill, and the li censing bill were in turn rejected. "The present House of Commons, al-though it was only elected in January

is, in spite of its large progressive majority, held in the same intelerable grip. There is scarcely a single considerable political question upon which we should be allowed to legislate:

"The Scottish electors ask for the land

large majorities in two successive parlia-ments to put an end to the abuse—treated as a criminal offence in other countries— of one man casting his vote over and over again at the same election. Veto!
"The Welsh electors seek the disestablishment of a church imposed upon them
from without, and to which the great majority of Welsmen do not adhere but fo which they are all made to pay. Veto!
"Ireland still, in Mr. Gladstone's phras

'stands at the bar and waits.' Veto ments of the population that it all the people over three years of age were to go to church at the same time on any particular Sunday there would still be more ticular Sunday there would still be more order. You have been giving expression to your feelings pretty freely, but I can assire you I am not worrying a sewerage distributor. This was filed for future reference, as the matter of the disposition of sewerage is a vital out of order, but I would just like to ask the opinion of the city solicitor as the matter of the disposition of sewerage is a vital one in the new subdivisions.

The mayor—I may remind you wrote upon the recommendation of D. A. Ker, Victoria, submitting details of a sewerage distributor. This was filed for future reference, as the matter of the disposition of sewerage is a vital one in the new subdivisions.

Ald. Langley—I know that I am out of order, but I would just like to ask the opinion of the city solicitor as store on the corner of Cloverdale store).

Mr. Emersley, who is building a store on the corner of Cloverdale store) in very leave the commens. There is more than 100,000 unoccupied stilings.

W. E. Farrar, Birmingham, Eng., wore upon the recommendation of D. A. Ker, Victoria, submitting details of a sewerage distributor. This was filed for future reference, as the matter of the disposition of sewerage is a vital one in the new subdivisions.

Mr. Emersley, who is building a store of commons. There is a vital for future reference, as the matter of the disposition of sewerage is a vital one in the new subdivisions.

Mr. Emersley, who is building a store of commons of the city on Thursday afternor of the disposition of s

of the House of Lords bars all progres of the House of Lords bars all progressive legislation, it offers no security against reaction. If a Conservative majority of only a score were returned to the House of Commons they would hold themselves entitled to make the whole revolution of setting up a protective tariff, including the taxation of bread and meet and thus, as we believe, hamper meat, and thus, as we believe, hampe and derange British industry, corrupt British politics, spoil our good relations with the colonies, and aggravate the burdens of the poor. They would do this

burdens of the poor. They would do this without the slightest check or hindrance from the House of Lords.

"Was ever inequality more scandalous? Was ever injustice more glaring? All classes are to have votes, but only Tory votes are to count. All parties may form administrations, but only Tory administrations, are to exercise newer. All more trations are to exercise power. All men

and as dearly; we have guarded its honor and its interests at home and abroad, with greater success; our safety, our prosperity, not less than theirs, are founded upon the enduring welfare of the British realm. We have long cla'med equal political rights in the constitution

FIGHT FOR TRANSFERS.

Tacoma, Wn., Nov. 29 .- As the culmination of a long and bitter fight that has been waged between citizens of Tacoma and outlying towns and the Tacoma Rail-way & Power Company, General Manager fire and the condition of the building has been begun. The finding of the building has builded with the United Mintow of the case of the building has all the finding of the finding of

FEELING PULSE OF **EASTERN**

Necessity for Can Education in Con With Naval Po

wab smios house. E. W. Thompson, writin

issue of the Boston Transc An experience analgous to son of Kish, who went for father's asses and found attainable during the sed that part of Or between lakes Huron, Eric The district is of rich fa vineyards, towns and villa and brick, farm houses but orever, many barns and tone, brick, or cement. opinion; not from tarioans generally. he found was one of may shed to find what they thought about the so-cal navy. There is no use in go s or other public men i ion. If they know it in all it they will not tell. The habi behalf of that of their party et of faddists, prevails ov bly earnest endeavor to sponce. Also, they exist in nterviewed by chance, and thinking what they really the over, they are commonly electue of having never taken om actual observation or th by virtue of changing a la chame cording to the present interloc company. Also, a facile stupidity everything save their own interes the gift of too many public persons. of them take their colors from party chief, some from the caucus, some from their favorite editor, is little more use going to city men general account of the public mindare too much distracted by bus sights, sounds, voices, amusements social struggles—they have not had ure enough to discover what they selves really think, let alone what er minds. Villagers of intell city folk what is thought even in cities. But give me farmers as sou from which to derive public opinion curately, or else experienced obser who live amongst farmers, and have time to extract their views symp-cally. Such an one is Mr. Peter Arthur, the sage of Ekfrid, form istinguished journalist in New You ondon (Eng.), and in Toronto. I rofesses to hoe corn, which is a osition for observation and reflect express himself he has started a plea little magazine, published at St. Thorand called Ourselves. But in its pages half of Peter is not told as to a The searcher of truth talked also riage who belong to a connection sorts, conditions, parties and sets, ring probably not less than 25 pe Niagara peninsula.

All this trouble and pleasure was und gone with defnite purpose. The "Nayy the paramount issue of Canadian polit icians may do to sidetrack th view. The early political future of the public and the Continent may be gre affected by the degree in which C arm on behalf of their own country Great Britain, and by the degree of reliance on United States friend 'British Dominions overseas' esta all Europe, certain Asiatic powers, the whole civilized world, may be r

province, though they love and Laurier as much as ever, are prof disturbed by his so-called "Navy gramme. They think that its ir tions tend to promote militarism and goism in Canada. They detest the no that the armament may newly invited in the conceivable wars of G. Britain all over the world. It has it Britain all over the world. It has halleged that Ontarioans are not simile disturbed. I say, as dogmatically as tour of inquiry can warrant, that they as much disturbed as Quebec. It is monsense to sliege that a policy of ne involving Canada with Great Britain armaments would be pleasing to Onting Canada. general. It would please some d vociferous imperialists and the the rings in Toronto, Hamilton L and the other cities and large toy Of course, Sir Wilfrid Laurier has in the clear to close readers, particularly his speech in Montreal, that he does design, as Lord Grey has meddl design, as lord Grey has meddless done, an ammament for Great Bripleasure, use, or sole advantage. Highes a coast defence armament, a may be useful incidentally at time emergency to Great Britain, inasmults establishment will relieve the a alty of all care for defence of Can loss to the property of the care for defence of Can loss to the property of the care for defence of Can loss to the property of the care for defence of Can loss to the property of the care for defence of Can loss to the property of the care for defence of Can loss to the property of the care for the oast cities, coast coal mines and isheries. He designs such a def rmament as may enable Canada t afe in alla contingencies, and th o aid Great Britain, if she be dang may ever enable Canada to spare and tach. But this policy has not been plained properly to the people in Ont any more than, till recently, to thos There has been too much ministe

xpatiation on the possible uses of the absolute need of Canada for defence. The incidental possible use of contemplated and purchased ships and little impressed. Hence the personal interpretation of a navy being a sea-roaming force force for invasion for a navy of core force for invasion for a navy of core rce for invasion far away, a force onserving England's safety and I and's commerce in war time. Hence the disturbed by continuing to wo why the deuce Canada should be set up that kind of a navy. Never were tario and Quebec more of one mind any matter. They are alike willing even eager to stand for and pay for advantage and safety of Canada. The the more willing to stand for and such an armament, if they grass idea that it may conceivably enable (ada to spare force for England's aid mergencies. They know thoroughly their own advantageous place and t eges in the world depend greatly on Old Country's continuance in suprem at sea. But they are thoroughly un