

The Colonist.

FRIDAY, NOVEMBER 24, 1905.

The Colonist Printing & Publishing Company, Limited Liability, 27 Broad Street, Victoria, B. C. A. G. SARGISON, Managing Director.

THE DAILY COLONIST

Delivered by carrier at 20 cents per week, or mailed, postpaid, to any part of Canada (except the city) United Kingdom and the United States, at the following rates: One year \$3.00 Six months \$1.50 Three months \$1.25

SEMI-WEEKLY COLONIST

One year \$1.00 Six months \$0.50 Three months \$0.30 Sent postpaid to Canada, United Kingdom and United States.

THAT MESSAGE TO THE WEST.

We published not long ago a letter written by Rev. C. W. Gordon (Ralph Connor), which appeared under the heading of a "Message to the West." It was freely used in the election campaigns of the new provinces, and the impression conveyed was that it had been written as a contribution to the current political literature. Despatches emanating from Winnipeg state that the letter was a private one, written at the close of last February or the beginning of last March to the secretary of the Canadian Club, Toronto. It was never intended for publication, and reached the newspapers through inadvertence. It dealt with the situation as it existed at the time it was written, immediately after the introduction of the autonomy measure and before the reconsideration of the matter consequent upon Mr. Sifton's retirement.

CO-OPERATION.

We are glad to see attention being called to the claims of co-operation as a principle of business and industry. It has been so successfully exemplified in Europe and in special lines of industry in America that it is really surprising that more are not familiar with what is being done. We are glad, too, to see the Liberals urged to study its principles and its practice. The party that has become anonymous in the past—reform is badly in need of revamping in order to sustain its reputation. Co-operation, however, is not a principle that can be made subservient to political requirements, and has to be worked through the intelligence and common sense of the people in everyday life. We have many instances of successful co-operation even in this new country, and by this country we include the whole of Canada. Practically, the entire dairy business—cheesemaking establishments and creameries—is purely co-operative, and in British Columbia we are applying the system to fruit growing in several of its phases. It is also recommended for the poultry business and small farming generally, as carried on in Denmark. Hon. Sidney Fisher, minister of agriculture, has been inspired by the example of British Columbia, and in speaking at a meeting of fruitgrowers in Toronto the other day he thought that it was highly important for the people of that province to profit by the examples of California and British Columbia. Ontario farmers and fruitgrowers he said must adopt co-operative methods and give more attention to the selection, grading, packing and marketing of their fruit if they hope to extend their markets or even hold their own.

There is a much wider application of the principle than to dairying and fruit growing, but it is better that it should be well and practically demonstrated in one line of industry before proceeding to apply it to another. Some day it will probably be found to solve practically many of the serious social problems of the day, the chief of which is involved under the general title of "Labor and Capital." It means simply that the two will work together in a business way for mutual benefit, instead of in antagonism, either open or passive. If Hon. Mr. Fisher can induce the people of Canada to adopt it as a governing principle he will put Sir William Mulock's labor department "out of business" for lack of something to do.

GOOD ROADS ASSOCIATIONS.

A few years ago a Good Roads Association for this province was formed. Like so many other organizations formed with useful objects in view, it went the way of all things—a "hurry" meeting and a few general meetings and we have heard no more of it. This was probably the fault of no one in particular. The association in its program covered the whole of the province; the expenses of attending meetings and carrying on the work were provided for voluntarily; the results, if any, would have been generally ignored, and so it naturally lapsed since its inception into "innocuous desuetude". In fact, died out of existence. This may or may not be a matter of regret. It is questionable to what extent a voluntary association can do good unless there are some "sneaks of war" behind it to assure permanency of effort. There are many illustrations of that in British Columbia, but one that comes to mind is the Provincial Mining Association. It is not, it is true, dead, but it sleeps, and it may be questioned if sufficient funds can be again subscribed to awaken it to its erstwhile vigor and to keep it awake.

A good roads association could do good work in this province as it is doing elsewhere, but there are special difficulties in the way. One is the extent of the roads and the sparsity of population. Another is that, outside of the comparatively few municipalities, the roadwork of the province is in the hands of the government, and the road official, of whatever grade, is not too amenable to the gentle and persuasive influence of the outsider. He is more apt to resent than to accept advice on the subject of road-building. It is, therefore, much easier where there is a measure of local control to exercise an influence in this direction and to complete effective organization. Another thing to be taken into consideration is that the government work is usually of a better or more permanent character than that carried on by private individuals. This was emphasized in the neighboring state of Washington, where the country roads are an object lesson in the methods of how to do things the most possible way. They are simply admirable, although the natural conditions of road-building are very similar to what they are here. The roads there are constructed and maintained under county supervision. We are not surprised to find that what is done in that county, where such a necessity exists for improvement, that the Good Roads Association was formed in an enthusiastic meeting of the Washington Good Roads Association was held at Walla Walla on the 10th of July, and many subjects pertaining to good roads were discussed. One of the most interesting of these was the organization of a committee of five on legislation. This committee is to draft and introduce into the legislature of the next legislature all necessary good road measures. This is specified to include a bill on the employment of convict labor not otherwise required to operate the lime mill and other industries as may be required to properly maintain the penitentiary, on the public highways the state, and also a bill defining the duties of the highway commission, and such other legislation as the Good Roads Association may consider advisable.

We are told that the efforts of the committee are already resulting in a general improvement of the roads. It seems, however, evident that state aid is necessary in order to provide sufficient funds for carrying on the work on an efficient basis. It all depends on the amount of money which the secretary and directors, who must have the management of the fund, should like to see the local government take into consideration the putting of the roads of the province on a basis of scientific construction and maintenance. It costs a little more, but the results in economy in the long run would amply repay the province for the increased expenditure. On a difficulty which exists in the province in respect to road-building is that a road or trail is wanted to a mine or a new settlement, and expedition is the important feature of the work. There is usually neither time nor money available to build the road as it should be built. One never knows, either, whether a road built in this way is going to be permanent. There is a number of roads that are practically in disuse now from the fact that the excitement which gave rise to them has died out. Under such circumstances the money is wasted at best.

Winnipeg Telegram: That smug journalistic hypocrisy, the Calgary Albertan, is ready to acknowledge the injustice of the Alberta gerrymander now that it has achieved its purpose, saying: "This is the first opportunity since the passing of the Autonomy Bill that has occurred for the changing of the divisions of the ridings of Alberta. This is the time that the Albertan insists upon a redistribution of the seats, and the Albertan is prepared to produce reasons why there should be a change in the representation."

How Much to Spend in Advertising?—What the Editor of the Paper Proprietor that Should Be—Advertisers Can Determine This Thing Without Much Difficulty. (Chapter 7.)

How much shall I spend in advertising? Every advertiser asks himself this question. The answer is not only not obvious, but it is as varied as business enterprises are. It is a question of the nature of the business, the nature of the market, and the nature of the competition. It is a question of the nature of the business, the nature of the market, and the nature of the competition. It is a question of the nature of the business, the nature of the market, and the nature of the competition.

SHOTBOLTS' "ORIGINAL" BALSAM OF ANISEED

First made at Horncastle, England, over one hundred years ago. NEW SAMPLE SIZE. N.B.—See that you get the "HORNCASTLE" BRAND. 50 JOHNSON STREET.

Secure out their advertising, to fit that space. To fit advertising to the space is like fitting the clothes to the man. Newspapers do not proceed on that principle in presenting the news. The rule is to fit the space to the subject. A big item of news comes in. The editor says: "Give it a good story on the first page." "How much space?" asks the reporter. "What it needs," answers the editor. An unimportant item comes along, so clearly something is wrong. "What space?" "What space?" to a stickfast, room is scarce tonight. A big shipment of new goods arrives at the store. A bewildering array that everybody wants to see is wrapped up in these goods. Common Sense Says "Tell the Story." It's news to the purchasing public. "Tell the story. Tell the whole story. Give it the space it needs. The benefit is to the advertiser and to the customer. Don't cut down the story by leaving out the interesting part. News that people want to read is hard to get—just as hard or harder in getting getting news. So follow Greeley's, Dana's, Gilliam's advice—print the news while it is news. Remember, the public do not like cold news. So serve it hot.

The Case of a Merchant Who Knows His Business. I know men who do that—and win. I have one in mind. I go to New York and put thousands into goods. I come back and the goods brought to arrive. My money is wrapped up in these goods. My money stays wrapped up till I sell the public about the goods fast as they arrive. I sell just as fast as I can. The faster I sell, the better the price. It is usually of a better or more permanent character than that carried on by private individuals. This was emphasized in the neighboring state of Washington, where the country roads are an object lesson in the methods of how to do things the most possible way. They are simply admirable, although the natural conditions of road-building are very similar to what they are here. The roads there are constructed and maintained under county supervision. We are not surprised to find that what is done in that county, where such a necessity exists for improvement, that the Good Roads Association was formed in an enthusiastic meeting of the Washington Good Roads Association was held at Walla Walla on the 10th of July, and many subjects pertaining to good roads were discussed. One of the most interesting of these was the organization of a committee of five on legislation. This committee is to draft and introduce into the legislature of the next legislature all necessary good road measures. This is specified to include a bill on the employment of convict labor not otherwise required to operate the lime mill and other industries as may be required to properly maintain the penitentiary, on the public highways the state, and also a bill defining the duties of the highway commission, and such other legislation as the Good Roads Association may consider advisable.

Space Fits the Advertising and Sell. These concerns couldn't sell their stuff if they didn't spend money enough to tell their goods to the public. They have to buy enough space to present their goods to the public. Tell the story. Give it the space it needs. The benefit is to the advertiser and to the customer. Don't cut down the story by leaving out the interesting part. News that people want to read is hard to get—just as hard or harder in getting getting news. So follow Greeley's, Dana's, Gilliam's advice—print the news while it is news. Remember, the public do not like cold news. So serve it hot.

Do Not Be "Cut-and-Dried". For instance, the employment of convict labor not otherwise required to operate the lime mill and other industries as may be required to properly maintain the penitentiary, on the public highways the state, and also a bill defining the duties of the highway commission, and such other legislation as the Good Roads Association may consider advisable.

Success in Advertising. What Space an Advertisement Should Occupy—There Are Certain Rules Which Apply to All Space Buyers. (By Allan West.) How much space should an advertisement occupy? How much space should a city occupy? As much as it needs, to accommodate its people. How much space should a store occupy? As much as it needs to accommodate its stock, and the same taken an advertisement should occupy the space it takes to labor department "out of business" for lack of something to do.

Libbey Cut Glass

Advertisement for Libbey Cut Glass featuring various glassware items like perfume bottles, decanters, and vases. Includes a price list and a list of agents in Victoria.

WEILER BROS. HOME, HOTEL AND CLUB FURNISHERS - VICTORIA, B. C.

Notice by the Commissioner of Lands and Works for permission to purchase the following described land, situate at Maple Bay, Portland Canal, commencing at a post planted alongside W. Noble's S. W. corner, marked 'J. L. P. S. N. W. C. 11', thence East 20 chains, thence South 20 chains, thence West 20 chains along said boundary line, thence North 20 chains along shore line to point of commencement, containing 40 acres more or less.

Advertisement for DIXI H. ROSS & CO. featuring DIXI TEA and DR. J. COLLIS BROWNE'S CHLORODYNE. Includes contact information for the company.

Advertisement for CORRIG COLLEGE, located at 11th Park, Victoria, B. C. Details the college's offerings and contact information.

Advertisement for JOHN JAMESON & SON'S WHISKEY, featuring Charles Day & Co. as agents. Includes a notice about the label and signature.

Advertisement for The Spott-Shaw University, a business school in Vancouver, B. C. Offers a choice of 2 to 4 positions.

Advertisement for CYRUS H. BOWES, a chemist located at 98 Government St., Near Yates Street. Offers various chemical products.

Vertical text on the far right edge of the page, including various notices and news snippets.

CLASS



is nothing luxurious... choice... Cat... medicinal product advertisement.

is nothing luxurious... choice... Cat... medicinal product advertisement.

is nothing luxurious... choice... Cat... medicinal product advertisement.

is nothing luxurious... choice... Cat... medicinal product advertisement.

is nothing luxurious... choice... Cat... medicinal product advertisement.

is nothing luxurious... choice... Cat... medicinal product advertisement.

is nothing luxurious... choice... Cat... medicinal product advertisement.

is nothing luxurious... choice... Cat... medicinal product advertisement.

is nothing luxurious... choice... Cat... medicinal product advertisement.

is nothing luxurious... choice... Cat... medicinal product advertisement.

is nothing luxurious... choice... Cat... medicinal product advertisement.

is nothing luxurious... choice... Cat... medicinal product advertisement.

ADVERTISEMENTS

Advertisement for B. & H. B. Kent, featuring a large '144' and 'KENT' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Ended up As Beggars

War Generals Found Cold Comfort After Suffering Defeat. In Russia Leaders of the Army Do Not Long Survive Their Downfall.

Russia has several beaten generals at the present time, and the question is what will eventually become of them.

After the war the general left St. Petersburg in disgrace, and under an assumed name, took up his abode in Germany.

Japan is marsh on her defeated officers and sacked the summer palace of the Emperor.

After our troops had entered Peking and sacked the summer palace of the Emperor, a Chinese general, known as the chief of the "dragon slayers,"

Several of the brilliant generals of the Southern States of America during the Civil War, were driven into humble retirement.

Admiral Villeneuve, who was beaten by Nelson at Trafalgar, was never forgiven by Napoleon, and he became a somewhat wandering minstrel at cheap, and even disreputable, hotels.

The latest product of G. W. Congdon's inventive genius is the "bicycle wood-saw," by which it is claimed a single operator can cut from 12 to 15 cords of wood daily.

New York, Nov. 22.—John Snyder, a 19-year-old clerk for the Lincoln Trust Company, was arrested today.

Peter Pare has a force of men engaged in clearing his ten acre plot of fruit land in the immediate vicinity of the city.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

Advertisement for Rings by Mail, featuring a large 'Rings by Mail' text.

