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Exciting tournament in progress

For the next two days the Civic Centre gym will be resounding to the noises of running feet, the drub of dribbled and rebounding basketballs and the cheers of fans as Indian athletes vie for honors in the Second Annual Basketball tournament.

Officially opened last night by Indian Superintedent R. H. S. Sampson, Mayor P. J. Lester, and E. T. Applewhaite, the tournament got underway yesterday morning and approaches the half-way mark tonight. A total of 10 senior and 18 intermediate teams from almost every corner of the north central coast are taking part in the tournament, which is gaining in interest every year. Along with three local teams taking part, there are teams from Kitimaat, Kitkatla, Port Simpson, Aiyansh, Klemtu, Masset, Bella Bella, Hartley Bay, Hazelton, Greenville and Kincolith, a truly wide representative of the Native population and a fine example of their keen interest in sport and physical prowess.

Excitement will reach a peak Saturday when the finalists meet. In the meantime there's good basketball being played from early morning until late at night with each team out to acquire its share of the silverware. We wish the tourney officials, teams and coaches the best of luck and may the best teams in each division win.

The moral is obvious

Throughout the pages of this newspaper, in various forms, and in other publications, there appears a four-word sentence usually at the end of a column informing readers, "It Pays To Advertise."

This short note of advice is not the avaricious whim of the publisher or the advertising manager. It is based on cold, hard facts and figures. It really does "Pay To Advertise."

Recently, an enterprising New York and Chicago advertising firm set out to prove this statement. Using the recession years of 1950 and 1954 as an example, it circulated 1,200 questionnaires to firms in various branches of business. Of these questionnaires (which asked total sales and advertising figures for the years 1947 through 1957) 121 were used in tabulations.

The questionnaires were coded according to action which the respective firms took in the two periods under study and were sorted into three groups: 1, firms which did not cut their advertising budgets during the recession year or the year following the recession; 2, firms which cut their advertising budget during the recession year and 3, firms which cut their advertising budgets during the post-recession year.

The end results indicated that in the first recession those firms in group one increased their sales by more than 70 per cent; those in group two increased sales about 45 per cent and in group three about 55 per cent.

In the second recession period, group one increased sales 30 per cent; group two, 20 per cent and group three, 35 per cent, because of extreme aggressiveness during 1954.

Firms fitting into the industrial classification recorded higher sales during the two periods studied.

The question which follows these findings is: "Did the increased sales of the more prosperous firms result from more advertising or did the advertising budget expand from increased sales?"

The question answers itself when one considers that in order to make a meaningful comparison, it was statistically necessary to establish a common base or footing as a starting point in the years 1947 and 1952.

However, the survey found in those years all the firms were not actually equal in strength, aggressiveness or marketing concepts. They were always spreading apart . . . dividing themselves into groups of "forward lookers" and "hold-the-liners."

In 1947 and 1948 sales and profit opportunities were good for all firms. There was no reason for holding back —but some firms chose to do so.

The advertising firm carrying out the survey finished its report on the findings with this very important summary: "Our experience of the past decade seems to indicate that businessmen are going to be constantly faced with problems of limited recession periods."

Its finding clearly shows that detrimental effects of cutting advertising are even more apparent in periods immediately following the recessions than in the depths.

—The Journal of Commerce.

PRINCE RUPERT IN NEW ROLE

Report stresses importance of north route

By HARRY LODER
B.C. Eastern Division Director of the Northern Trans-Canada Route Association

The need of another Trans-Canada Highway across the northern part of the Western provinces becomes more apparent since the presentation of the Battelle Memorial Institute report to the Alaska International Railway and Highway Commission, in Seattle, Washington.

For a number of years, the United States has desired a rail and further highway connection with Alaska. The production of this technical-economic study of Alaska and Northwest Canada brings ever to mind that Northwest Canada is a frontier that holds much promise for the future, both from an industrial and from a tourism viewpoint.

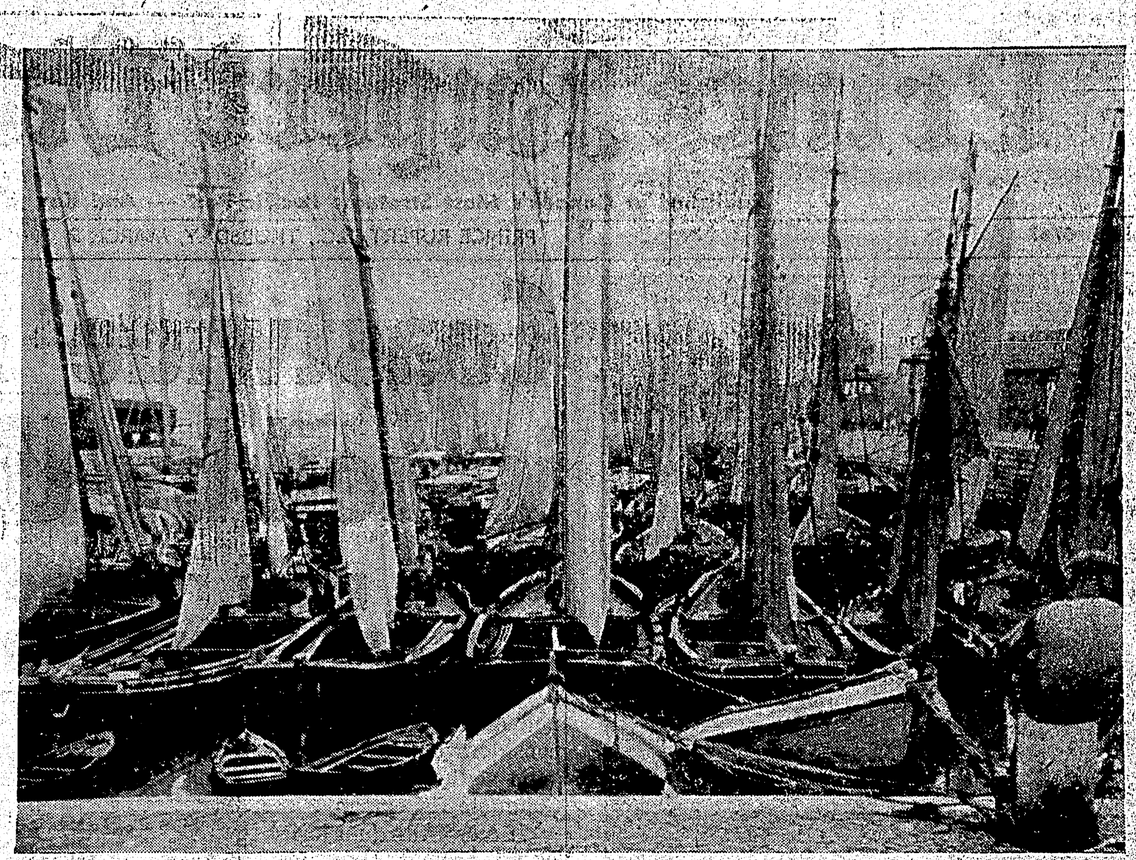
As the need for a highway from Hazelton, B.C., on the Canadian National Railway, some 200 miles east of Prince Rupert, to the Alaska Panhandle increases, it brings to mind the necessity to open the Northern Trans-Canada Route, from Prince George to Jasper and Edmonton; that is, if the City of Edmonton wishes to partake of this ever-increasing tourist industry. The route via Hazelton to Alaska will cut 350 highway miles off of the present highway system from the Western States. We must aim to give visitors an alternate route, with the purpose of keeping these people moving on Canadian soil.

Prince Rupert, the climax of the proposed Northern Trans-Canada Route, now takes on new importance since the announcement of the new ferry service. This service, designed to transport cars and freight vehicles, should do much to change the travel of the American visitor from the Alaska Highway, especially those people who have set their destination as the Alaska Panhandle. With this ferry service to start within two years, the province of British Columbia must move to complete the paving of the present Highway 16 from Prince George to Prince Rupert, to meet the proposed traffic.

If Northern Alberta is to receive any benefits from this proposed increased tourist traffic, then it is time for the Alberta boards of trade and chambers of commerce to propose to the Alberta legislature that they follow the pattern set by the British Columbia government, and designate the highway from Jasper, Edmonton, to Lloydminster as Trans-Canada Highway No. 2. Naturally, we, who live in British Columbia, cannot make any location suggestions for an Alberta highway, but it is hoped that, by pointing out the necessity of a highway outlet from Prince George, British Columbia, to Edmonton, to service our ever--increasing population, plus the future tourist possibilities, by doing this, we may prove to the Canadian Government the need for an immediate Northern Trans--Canada Route from Prince Rupert in the West to Mafeking in the East, and thence south to Winnipeg.

If we look at the report in relation to the Alaska Rail and Highway Commision in the next twenty years, there will be an additional 850,000 travellers enter Alaska annually; and an additional 850,000 will visit Northern Canada, and

SEE REPORT STRESSES
(Continued on page 5)



FISHING is a major industry in Portugal. But, with one of the lowest per capita incomes in Europe, the Portuguese people realize that fishing could ill-support an economy that is largely dependent on overseas possessions and are fighting to retain theses colonies against a rising tide of nationalism. These fishing boats are moored in the Tagus estuary in the heart of Lisbon. — CP Photo

All Aboard with G. E. Mortimore

The British Columbia government won't allow labor unions to contribute any money from their dues to a political party.

Solid arguments can be advanced in favor of such a law, even though tens of thousands of labor and New Party people are bitterly opposed to it.

But the law doesn't go far enough. Surely it should forbid business firms — companies which are owned by a number of stockholders — to give money to political parties.

The government's rule really means: "No money from union coffers for the New Party." The New Party is the only group, that organized-labor is likely to support.

✦ ✦ ✦ ✦

It would be unjust, the government says, to make a worker subsidize a political group against his will.

However, many business firms contribute heavily to political parties — Conservative, Liberal, Social Credit. If a shareholder doesn't want his money used for that purpose, he is out of luck. Much of the time, he isn't even consulted.

Shareholders are contributing to a political party, whether they like it or not.

What is the difference? Why is it bad for a union to contribute to one party, good for a company to contribute to another party?

I would like to hear straight answers to these questions. However, straight answers often are hard to get.

✦ ✦ ✦ ✦

To make sure that each election is a fair contest, maybe we could place a limit on the amount that candidates may spend on their campaign — as Britain, Japan and some other countries do.

According to my last information, Britain's candidates are allowed to spend fivepence per voter in an urban constituency; sixpence per voter in a rural constituency. And they must account for what they spend.

Perhaps the limit has been raised recently. Anyway, a limit still exists, and all parties accept it — although Labor would like to see it brought lower.

In British Columbia, candidates and parties are required to file an account of how much they spend — but there is no ceiling.

The opposition has a question on the order paper of the B.C. Legislature, demanding to know how much money was spent in the last campaign. The question hasn't been answered yet.

Last time the question was asked, the government gave an answer at the very end of the session, when it was too late to spend time arguing about it in the House.

Perfume parade

From the Toronto Telegram

The report from Paris that perfume is to be wafted into underground stations to combat undesirable odors is interesting, and offers unlimited possibilities.

For instance, our transit system might well consider an aromatic innovation of two. For those who "just can't get going without that second cup of coffee in the morning," and don't get up in time to be able to drink it, imagine the pick-up in heady "essence de coffee" in morning - run transit vehicles.

Rose - scented transit interiors could remind homebound husbands of anniversaries and the need to remember the events with flowers.

As a means of holding the customers they now have, transit officials could periodically offer short bursts of burnt rubber and gas fumes as a reminder of the difficulties of battling rush hour traffic in a private vehicle.

The Packsack of Gregory Clark

My neighbor, H. A. Livingston, happened to be looking out a back window of his home when he saw a truck make the turn at the intersection in our block and from it slid four or five large sheets of plywood.

The truck, unaware of its loss, sped on.

The first vehicle to arrive at the obstruction was another truck with a good big husky driver at its wheel. The plywood was flung across the middle of the pavement. Pausing for a moment, the truck driver sized the situation up, and then drove over the plywood, and on his way.

The very next to arrive was a little Volkswagen. It had room to drive around the plywood. After a slight pause, that is what it did. Then, to Livingston's pleased surprise, it drew over to the curb, and the driver got out.

He walked over and started hauling the sheets of plywood off the pavement. They were big sheets and heavy. While he was thus engaged, several other vehicles arrived on either side of the obstruction. A truck, a florist's delivery van, three or four private cars.

From not one of them came a single persons to assist. From the Volkswagen came the wife of the toiler to help him. A pedestrian, with parcels in his arms, laid them down on the sidewalk and stepped out to help. In the assembling cars, everybody else sat fat, not pat: and a few tooted their horns.

"When we speak of Canadian culture," says Livingston, "just what have we in mind?"

EDITOR'S NOTE—Signed articles and editorials credited to other newspapers do not necessarily reflect the views of The Daily News.

SKETCHES, SCENE — Artist John Little sketches a view of [illegible] Church on St. Paul Street in Montreal. The 32-year-old Montrealer is doing a series of pictures based on photographs of the city that have disappeared. — CP Photo

Higher view

Love, the phoenix,
rises even now
from being downed, renounced,
turned out of town.

Love, the phalanx,
marches ever so
on circumstance, defeat and
daily woe.

Love, the prophet,
fathoms every doom
and stubbornly foretells
perpetual dawn.

Carol Earle Chapin.

Quote and unquote

A. B. Hunt, vice-president research and development, Northern Electric Co., commenting on need for more Canadian industrial research:

"Our scattered population, smaller demand and need to expand in the north, present conditions far different from the U.S.

"U.S. defence industries have moved into the commercial field to utilize the wealth of technical competence gained through defence contracts. The smaller, specialized Canadian requirements are open targets for this competition."

Labatt's
brewed light
to please you

free home delivery: phone
4032

"Liquor Control Board or by the Government of British Columbia."

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