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Work of Red Cross to be outlined

March is Red Cross Month and in various parts of British Columbia annual appeals for donations have already got underway. Some start this week and some next. In Prince Rupert the local branch of the Canadian Red Cross Society begins its drive on March 18 seeking a quota of $4,500.

It is not our intention at this time to make a detailed plea on behalf of the Red Cross with the campaign night more than a week away. Two feature stories about the Red Cross written by Mrs. Ronald Waddell are being published (one on Page 3 today). Later two prize-winning essays by Grade 11 students of Prince Rupert Senior High school will also be published during the week in a further effort to explain the work of the Red Cross.

Actually the work of the Red Cross shouldn't have to be explained. A glance at last year's expenditures in British Columbia alone tells the story. Out of a total of $462,000 spent, $300,000 was for the blood transfusion service; $30,370 for the Junior Red Cross; $24,000, women's work committee; $12,250, water safety service; $19,000 disaster and emergency aid; $6,000, nursing services and free loan cupboard; $27,747, veterans' services and welfare; and $32,625, outpost hospitals.

Such good works need support from each community. Red Cross help in the form of blood donations and emergency aid comes to Prince Rupert every year. Next Saturday, city residents have an opportunity to say thank you.

Hands across the border

Sometimes a communique is news. More often, as may be said of the comunique which followed the meeting of President Kennedy and Canadian Prime Minister Diefenbaker at Washington, the news is somewhere else.

After three hours in which the two leaders covered almost every world topic as well as the major questions in American-Canadian policy, two points of news did emerge. The President is to visit the Prime Minister at Ottawa in June — Mr. Kennedy's first foreign visit. The Prime Minister would like to see Mr. Kennedy at a NATO summit later this year.

Behind indications of broad areas of agreement there are at least a few departments in American-Canadian relations that would not provide the kind of reading usually found in a bland communique. Economics, especially the weight of American control which follows American investment in Canada, is one. The question of joint defence — controls and decisions which might involve nuclear war — is another. The cultural (or in some Canadian eyes, "anticultural") impact of American entertainment and publishing on Canadian tastes and enterprise is a third. And the list does not end there.

The Canadians themselves divide over some of these matters. They do not divide over the proposition that the Americans tend to be all too unaware that problems exist.

Their existence, however, is one reason Mr. Diefenbaker goes to Washington and Mr. Kennedy to Ottawa. That is why the "various consultative arrangements of a formal and informal character" mentioned in the communique exist. Understanding is a two-way street though sometimes the Canadians seem to forget it, as on trade with Castro Cuba.

Fortunately in the last year or two there has been increasing American recognition of United States-Canadian differences, with the result that Canadian nationalism is beginning to look at itself more objectively.

Where Canadians in the past have noted the number of big jobs going to Americans as American capital moved into Canadian companies, now a prominent Canadian tells his countrymen, "We have a larger export trade, greater purchases of Canadian goods and services, and more jobs for Canadians as a result of the heavy investment by Americans."

But this speaker can also offer a clue for Americans by which they may unravel the mysteries of the ill-feeling they sometimes confront among Canadians: "The essential thing is that when Americans go elsewhere in the world they are conscious of the fact that they are in another and different country and act accordingly. Speaking generally, when they come to Canada they do not do this. They pay us *the compliment of treating us as if we were all the same.*"

Canadians want Americans to know that they are not the same, and to appreciate that many international as well as national problems must look different from Canada.

This is a very general statement about the climate into which Messrs. Kennedy and Diefenbaker must carry their discussions as they continue the relationship that the Canadian Prime Minister has initiated at Washington. But it can be seen that a Presidential visit to Ottawa may symbolize a great deal that Canadians have been hoping for in United States relations.

— Christian Science Monitor

Puerto Rico no 'colony'

The admission of Alaska and Hawaii to statehood has stimulated agitation in Puerto Rico to become the 51st state. In the island's general election two parties which favor a strong tie to the United States polled 90 per cent of the votes. Advocates of independence received a mere 3 per cent of the vote.

Luis A. Ferre, Republican gubernatorial candidate, cited these figures in a resentful retort to a recent statement by Valerian A. Zorin, Soviet ambassador to the UN, demanding the liberation of all "colonial possessions" and listing Puerto Rico as one such. This, Ferre said, was "an insult to the intelligence of the UN General Assembly and of the world." The recent election, he said, was "another clear proof of his people's allegiance to the United States."

Whether Puerto Rico will press for statehood in the 1961 Congress remains to be seen. Hitherto its people have been happy with their territorial status. Of late, they have suffered a business slump, with a high and rising rate of unemployment. Ferre argues that assurance of a definite advance toward statehood would boost confidence and improve the island's economy. On the other hand, Gov. Luis Munoz Marin has countered the statehood argument with the contention that the federal taxes Puerto Ricans would have to pay if the island should become a state would hurt too much.

Pending the final determination of the queston, the heavy migration of Puerto Ricans to the United States will be stimulated to floodtide by their economic slump.

— Houston (Texas) Post

SEEK NEW AVENUES

How to improve business 10 per cent

From The Printed Word

This is telling how to improve business by ten per cent. It is very simple. It is merely that people engaged in selling develop the sales that are in sight and not to any tiring extent seek new avenues of selling.

It seems sometimes as if nobody ever were sold. The goods and services that are bought are bought by people who sometimes, to get what they want, must almost literally grab a sales person by the scruff of the neck. Years ago there was a fairly successful tailor who would phone his customers now and then to suggest that it might be time for a new suit or a new overcoat. That tailor has been dead for several years. His successors in providing clothing have never followed up the first sale.

There are people who can truthfully say that they never were asked to buy a deepfreeze, an automobile, a fur coat, a television set, and other varieties of goods and appliances too numerous to mention. But every householder has been sold a Fuller Brush, and look at the success of that company, started by a young man brought up on a hard-scrabble Nova Scotia farm.

In automobile showrooms across the land there are well-dressed and quiet individuals who will sell you an automobile if you seek them out. Rarely, if ever, does a salesman look around for a new customer and there seems to be a sort of gentlemen's agreement among them that the man who has been buying the products of one company through the years must not have suggested to him by a rival company that a change might be desirable and not soul-destroying.

According to the papers there is a current surplus of automobiles in dealers' showrooms. Yet there does not seem to be any determined effort or any effort at all on the part of sales people to find a new customer. Or to find a customer who might be thinking of making a trade.

Finding a new customer may require a new method. It is a very good thing that the motor cars of all the brands and all the styles are got into the minds of the public by means of the printed word and other forms of advertising. But this does not mean that the stranger can always be relied upon to walk into an automobile salesroom, cheque-book in hand, and invite the salesman graciously to let him have a new car.

There is a field of direct mail, which is supplementary to advertising, that has not been exploited by the motorcar industry to any extent. This is the type of advertising used by magazines successfully to acquire subscriptions that a generation ago would have seemed astronomical in number.

These magazine people have to get something back and the product they are selling is low in price. Have the automobile dealers of North America thought of the return postcard idea, the postcard simply to note that John Doe, at such and such an address, would be interested in hearing about the new models?

In the retail trade and in the automobile business it is highly probable that strict attention to business by the sales people in the business would bring about a ten per cent increase in business activity.

BERMUDA'S FLORAL PAGEANT WEEK, an annual springtime event in the Atlantic Ocean island, will have this American beauty as its queen. Matching the splendor of a field of Bermuda Easter lilies is Lydia Willard, a student at Converse College, Spartanburg, S.C. Floral Pageant Week has been scheduled for April 24 to 29. The event, featuring a flower-filled parade on April 27, is held in honor of the Bermuda lily, the most important export of the resort island and the traditional harbinger of spring. — Bermuda News Bureau Photo

All Aboard with G. E. Mortimore

The telephone aroused me from bed, where I had gone early in the evening, hoping to get rid of a cold.

I can't stand leaving a telephone unanswered, so I leaped down the stairs two or three at a time—a curious performance for a man who had just decided that he was too tired to do any work.

Usually the telephone stops ringing and goes blank just as I reach the bottom step, and I am left wondering who it was on the telephone—an irritating riddle with no answer.

I didn't want it to happen this time. So I covered the distance from the landing to the telephone in one leap, and snatched up the receiver as I hit the floor—a nimble piece of work for an invalid.

I hoped it might turn out to be a wrong number. No such luck. I knew this lady's voice. She was a friend.

"You sound terrible," she said.

"Oh, it's nothing," I answered modestly. "Not nearly as bad as it sounds. Just a touch of laryngitis. Just a cold. But you don't sound too well yourself."

"Yes, but you need to take care of a cold," she said.

"You're right," I acknowledged, and tried to wrap the shreds of my pyjama coat around me. I believe in getting the maximum possible mileage out of garments — especially the kind of garments that usually stay in the house. Besides I never seem to be able to find my new pyjama coat —the one I bought four years ago.

"If you don't keep yourself warm, a cold can develop into something worse," my friend insisted.

"There's no doubt of it," I said, and tried to cower into the telephone nook, to cut down the draft. I had a decision to make: should I twist the tatters of the pyjama coat around to protect the kidneys, or gamble on gathering enough cloth into one bundle to shelter the lungs?

"Mike didn't look after his cold, and you know what happened to him," she said.

"Brrr! No. I don't remember," I had made up my mind now, about the coat. It wasn't fair to take sides. The lungs and the kidneys would each get a share. "What happened to Mike?" I asked.

"Pnuemonia."

"Gosh."

"He died of it."

"I'm sorry to hear that," I said, trying to sound as reverent as I could, while my teeth were chattering.

"So that shows you," she said, in a tone of severe reproof.

"I hope my coughing and wheezing isn't getting on your nerves," I said.

"No, but . . ."

"Well, get something. And go straight to bed. Go on!"

"If you insist," I said. "Good bye." And I dragged myself up the stairs, gasping and coughing. She had convinced me that I was sick.

How long does pnuemonia last—anybody know?

Four years at college

By SHARVY G. UMBECK in the Saturday Review

The origins of some of the time-honored practices in higher education do not tend to strengthen our confidence in these practices.

Note, for example, the profound analysis and study which undergirds the widely accepted idea that a college education consists of four years of post-high-school study—not three years, or three and a half, or five or six, but four years.

Well, it happened like this. The main reason for the four-year college course today is that Harvard adopted it in 1636. Harvard adopted it because Cambridge and Oxford had it; they had it because Oxford, when started in the middle of the 13th century, adopted it.

Oxford adopted it because English parents who had been sending their sons to Paris to study informally, decided some years earlier that four years of university study . . . would be a reasonable length of time to stay away from home.

In this careful, studied, scientific fashion we have concluded that four years constitutes a complete college education.

With the classics

To the Fringed Gentian

Thou blossom bright with autumn dew,
And colored with the heaven's own blue,
That openest when the quiet light
Succeeds the keen and frosty night.
Thou comest not when violets lean
O'er wandering brooks and springs unseen,
Or columbines, in purple dressed,
Nod o'er the ground-bird's hidden nest.
Thou waitest late and com'st alone,
When woods are bare and birds are flown,
And frosts and shortening days portend
The aged year is near his end.

—William Cullen Bryant.

L. STEWART McGILL, above has been appointed director of administration of Columbia Cellulose Company, Limited. Since July, 1959, he has been administrative assistant to the pulp mill manager of Celgar Limited, a subsidiary of Columbia Cellulose. Prior to joining Columbia Cellulose in 1957 as manager of administration at the company's Prince Rupert mill at Watson Island, Mr. McGill has more than 15 years of experience in the pulp and paper industry, largely in personnel and industrial relations work with Crown Zellerbach Canada Ltd. In his new post, Mr. McGill will be situated in the Vancouver office of the company.

The Packsack of Gregory Clark

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A lady of my acquaintance was very put out last week to encounter within a matter of two hours another woman wearing the same hat as she had on and another wearing the identical dress she had. This ruined her whole afternoon.

Men are never troubled with this problem. In fact, it is always a matter of pleased astonishment on the part of two men when they discover they are wearing identical coats. And when forty men arrive at a luncheon all wearing trench coats or raincoats so alike that there is trouble, after lunch, picking their own coats out of the middle on the coat racks, there is no sense of embarrassment on anybody's part.

There are probably 400 or 2,000 styles in women's hats. There are barely a dozen in men's. But a man seldom has any trouble picking his hat off the shelf in even a crowded restaurant. Because however identical men's hats may be in general style and pattern there is something a man does to his hat as soon as he buys it that makes it undeniably his. Within a day or two, a man's new hat has been yanked into individuality.

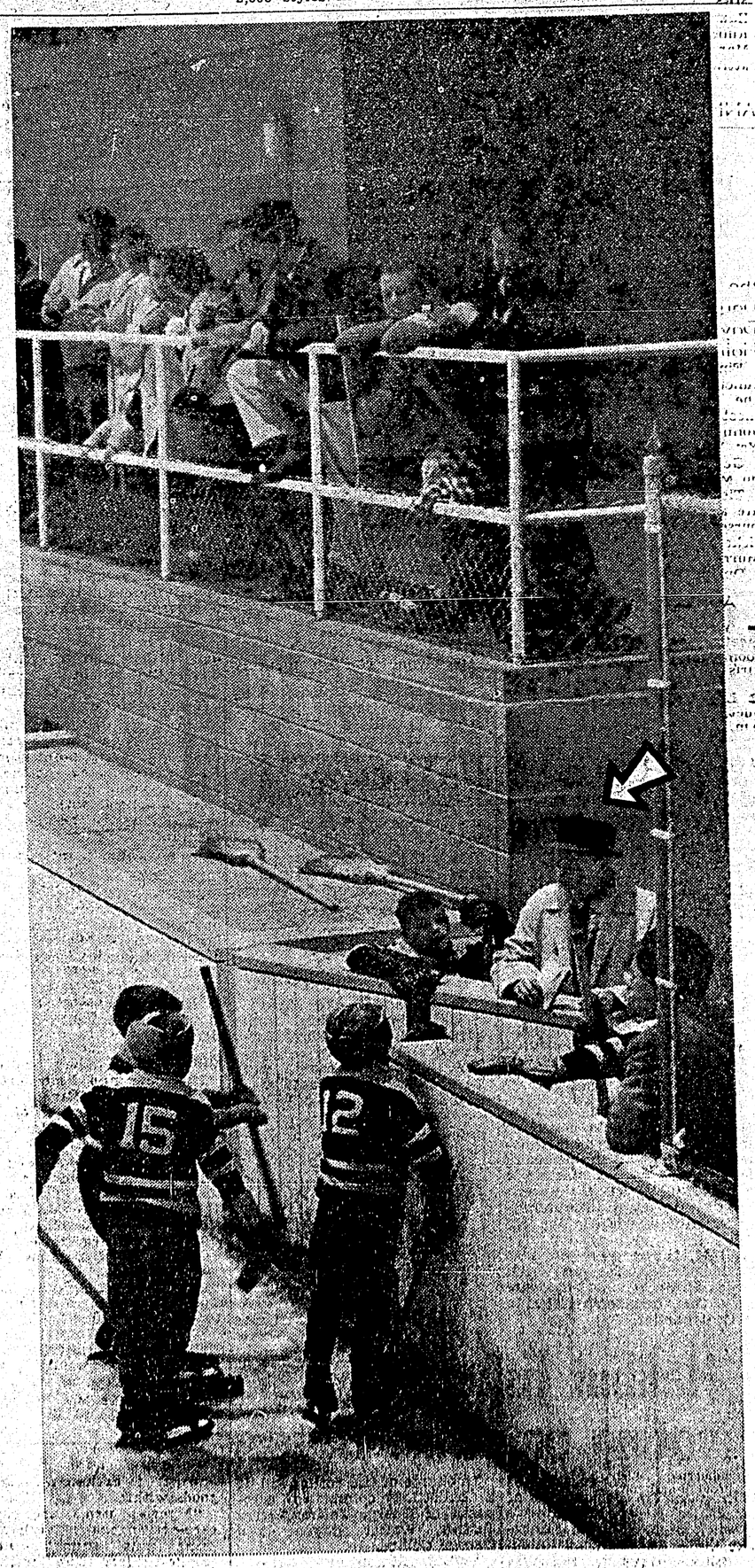
Unlike men who care nothing about being different but are, women strive so hard to be different that they are pretty much all the same.

Quote, unquote

Charles Bronfman, president, House of Seagram, speaking to Vancouver Board of Trade's Ad & Sales Bureau:

"In the old days, aboard a ship in distress, the cry was: Save the women and children.

We suspect today the cry would likely be: Save those on the Go Now, Pay Later plan."



This is the man from Mutual Life

Perhaps your young son knows him as the coach of the neighbourhood peewee hockey team.
He enjoys this because he enjoys helping children.
At work, too, helping people is his prime concern.
He's an expert at it — a life insurance counsellor.
A valued friend.

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