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Alaska (or northern B.C.) tourism big business

We are trying to get across our point that all things good and lasting in the Alaskan economy will derive to us only through recognition of the fact that we must nurture the land; that we must save, protect, and build the wilderness aspect of the North.

We must, we said, dedicate ourselves to a policy of "First the Wilderness."

We said, also, that there are dollars in the wilderness.

And we declared that when there is no longer a wilderness aspect to Alaska there will be no Alaska.

There art businessmen who will say this sounds like "Some more of that park stuff"—and will say, "What we really need is some stability in our economy; more investment capital and more payrolls."

We agree. And if every Alaskan businessman will examine the problem in proper focus, he will realize a "First the Wilderness" policy represents what he is looking for—a means to bring in more dollars and create a more prosperous community.

What is "prosperity" or "progress"? Either, or both, are compounded of two ingredients—dollars, and people.

So, we must get more dollars into the Alaskan economy, and more people.

Let us examine one facet of a "wilderness first" policy. Let us talk for a moment about salmon.

There was a day, not so long ago, when salmon and the Alaskan economy were synonymous. Seventy-five cents out of every tax dollar came from the salmon industry, and when it was "a good fish year" everyone ate high from the hog. In 1936, Alaska produced almost eight and a half million cases of salmon. In 1959, after two decades of over-fishing and/or inadequate management, the salmon take in Alaska went down to less than two million cases—a drop of roughly seventy-five per cent. Payrolls declined from an estimated 50,000 employed to 20,000.

If we could merely return our salmon to those higher levels of production we once enjoyed, it would translate into an additional 6,000,000 cases of salmon going into the Alaskan economy today, or the equivalent of an extra $150,000,000 at $25 a case!

We shouldn't have to break that figure down into tax revenues, new roads and schoolbooks.

The point we must re-emphasize is that these are wilderness dollars. This is the sort of result we can expect from active application of a wilderness first policy without any concern for nebulous "new" industries and payrolls.

Science has the ability to build back those salmon runs, and a public aware of its responsibilities can give scientists the money and the understanding they need to do the job.

This is just one example of what we can expect in cold money return from dedication of a wilderness-first policy but there are many areas in which such a policy will produce profit.

We saw some moose population figures from Sweden the other day and were impressed with what those figures suggested in the way of possible benefits from a vitalized wilderness-first policy of striving to build Alaska's moose herds.

Not so many years ago, a moose trophy was important news in Sweden. Apparently the Swedes did something about their declining herds. Last year, it was reported, Swedish hunters and their tourist guests took 26,000 moose. In Alaska, we killed 5,600.

Three things become immediately significant. First, if the Swedes can do it in Sweden, we ought to be able to do it in Alaska, with much more land area and much greater browse potential. Second, we are too much inclined to take our moose (and other trophy and meat animals) for granted. The Swedish figures prove that it is not merely necessary to protect existing stocks, but it is possible to increase them. Thirdly, to be able to take another 20,000 moose in Alaska would mean an increase in dollars and cents return from guide fees, licences, transportation, hotels, taxidermy, et cetera, of roughly 400 per cent.

This is not to imply our Alaskan moose herds are in any danger of extinction at the moment. On the contrary, the herds are in excellent shape, but a public providing more money and policy support can make our moose industry, like a revitalized salmon industry, measurably more productive.

To accomplish the above two resource improvements we have said it is necessary that a wilderness - first policy be translated into adequate financing and public understanding. We have touched, however, on an area of possible conflict in the case of the moose herds, and we must enlarge on our interpretation of how we feel a wilderness-first policy must apply in this instance.

The problem revolves around the term "browse"—the brush and other range food of the moose. What about Alaska's "great future" in the livestock industry? And how about farmers creating struggling farms in the wilderness? Who comes first? The farmer of the moose?

We don't intend at this time and in this space to get deeply into the argument of moose range versus domestic livestock range, or beef versus brown bear, but we would like to use our yardstick of $800 per tourist average expenditure on a trip to Alaska, whether the tourist is a big game hunter or an ordinary picture taking traveler.

Let us assume it costs us a maximum of 10 cents a pound extra freight charges on "Outside" beef shipped in instead of raising it. Let us assume also that we are contemplating a particular range use wherein we might expect to expand our Alaskan beef production by a million pounds. One million pounds of beef, "10 cents cheaper," would be dollars and cents figure of $100,000.

Now, back to the tourist-spending yardstick of $800 per head, how many tourists would it take to equal the $100,000 "earned" by domestic rearing of beef? Simple arithmetic tells us we need only 125 more tourists to equal that $100,000 figure.

To say that one jet plane load of tourists is equal to a million pounds of new beef production is stating the argument rather thinly with further amplification, but the figures are close enough to point up again what we feel every Alaskan businessman should realize.

A wilderness-first policy isn't just "park stuff." It's the method a hard-headed merchant must recognize as the way to ring the cash register.

—Alaska Sportsman.

A Bible Thought for Today

Be not forgetful to entertain strangers: for thereby some have entertained angels unawares. — Hebrews 13:2.

Victoria Report by J. K. Nesbitt

VICTORIA — Tomorrow is Social Credit Day, and the big Socred chief, Premier Bennett, is suitably marking it, at the taxpayers' expense, with an opening of the legislature, which will likely turn out to be quite unnecessary.

However, of more interest to me than Social Credit's ninth birthday, is the 20th anniversary, in a few months, of the election which cooked up coalition between Liberals and Conservatives.

For both, it was the beginning of the end — they have never been the same since, and never will be again. Political expediency took its toll.

It's almost impossible to believe it's 20 years ago at this time that Liberal Premier T. D. Pattullo was wooing the voters for his autumn election of 1941.

For eight years he had been the dominent political force in this province.

Also, in a few months now, Premier Bennett and Vancouver East CCF member, Arthur Turner, will be marking their 20th birthdays as MLA's.

Turner is senior to the premier, since, Bennett, in 1948, crying "a fig for this house," resigned his legislative seat, ran for the Commons and was defeated.

He got back the next year.

✦ ✦ ✦

Of the 48 elected 20 years ago only Turner and Bennett remain in the house.

Most of the 48 have departed from this vale of tears, to a land where, presumably, there are no politics, which will make it more peaceful, if duller.

The 1941 election made history on many scores. It saw five women win seats in the house — Mrs. Nancy Hodges, Liberal; Mrs. Tilly Rolston, Conservative; Mrs. Laura Jamieson, Mrs. Dorothy Steeves and Grace MacInnis, CCF.

The ladies never had it so good before, and never since, though now there are three in the house.

However, CCFers's Mrs. Camille Mather, and Mrs. Lois Haggen, and Mrs. Buda Brown, Social Credit, are not the battlers and speech-makers and hair-pullers the famous five were.

When Premier Pattullo issued his election call 20 years ago this week, his Liberals held 32 seats, the Conservatives, eight, the CCF, seven. And there was, of course, Thomas Uphill of Fernie.

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When the votes were counted Liberals had dropped to 21, the Conservatives had gone up to 11, the CCF to 15, and there was, of course, Thomas Uphill of Fernie.

Now the house line - up is this: Social Credit, 32; CCF, 16; Liberals, four. No Uphill, and not a Conservative.

Was ever there such a flip-flop as this in 20 years? The public can be mighty fickle when it feels its oats in the polling booths.

Old "Duff," viewing his defeat, thrust out a stubborn chin, ruled that his Liberals would go it alone, taking their chances on defeat in the house.

But the Liberal hierarchy, shaking in fear of the CCF, ruled otherwise. Pattullo was ousted, John Hart was elected Liberal leader, and so became premier, and the coalition was born.

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Under the velvet-gloved, iron hand of Irishman Hart, the Coalition flourished. But, when he went, internal bickerings, adroitly fed by W. A. C. Bennett, caused it to flounder about.

When the time was ripe for its floundering, Bennett jumped in.

From out of the mess he rose to the top, flying the Socred banner, which he had embraced. In a desperate move that has paid for him rich dividends, the premier, of course, taking the view that it has paid rich dividends for British Columbia and its people.

With the classics

Shall I compare thee to a
  Summer's day?
Thou art more lovely and
  more temperate:
Rough winds do shake the
  darling buds of May,
And Summer's lease hath all
  too short a date:
Sometimes too hot the eye of
  heaven shines,
And often is his gold complexion dimm'd;
And every fair from fair
  sometimes declines,
By chance or nature's changing course untrimm'd:
But thy eternal Summer shall
  not fade
Nor shall Death brag thou
wanderest in his shade,
When in eternal lines to time
  thou growest:
So long as men can breathe,
  or eyes can see,
So long lives this, and this
  gives life to thee.

—William Shakespeare

Short sermons

Sleep is the best cure for worry, provided you do it instead.

✦ ✦ ✦

The greatest talent of all is the ability to get others to use their talents fully.

✦ ✦ ✦

Most new ideas are old, but have waited for the right salesman.

Taking Kuwait to court

Iraqis claim to be convinced of the strength of their case. They say they have innumerable unquestionable historic documents to prove it. Let these be produced before an arbitration tribunal, along with the map which General Kassim brought out at this recent press conference. What tribunal? The International Court already exists at The Hague, but understandably the disputants may prefer to settle their differences without having to resort to outsiders. Here is yet another task for the Arab League to attempt.

It should be easier to put together an arbitration court than an armed force to replace the British in Kuwait, although, if they can accomplish that as well, so much the better. When once Iraq and Kuwait agree to arbitration it will not matter much how long their case took to come up. At present, General Kassim cannot abandon his claim without loss of face, but if it were sub judice he would have every excuse for not backing it with force. And if, at last, the tribunal did actually settle the matter, better still.

Manchester Guardian

Madison Avenue boys deny claim they're lecherous, treacherous

NEW YORK (AP) — Are advertising men lecherous, treacherous, bawdy villains — ingrates who sip martinis with shapely blondes while the supper grows cold on the family stove over in suburbia?

"No, no, no," the man in the grey flannel suit screamed back today. "We love our wives."

Madison Avenue made known its feeling in an article called "Do Ad Men Make Good Mates?" in the trade organ Printers' Ink.

The article said 90 per cent of 383 edvertising men surveyed felt their marriages were happy.

"Our only conflict," said one ad man, "is her failure to recap the toothpaste tube."

"My wife is afraid that job demands, such as customer entertainment, are likely to make me an alcoholic," reported another.

A third said he and his wife had a problem over her "suspicions of infidelity associated with travel and job hours."

"We tend to marry more intelligent, better - educated woman, confine them in a suburban Alcatraz to a life of penal servitude and then wonder why they are not deliriously happy," said another.

The lighter side

"Why is Mr. Jones pacing up and down his front porch?"

"He's awfully worried about his wife."

"Is that so? What's she got?"

"The car."

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A renter asked his landlord what was to be done about the house, his complaint being that "The walls curve outward like a pumpkin."

"Oh they do?" the landlord retorted. "You got more room now—I'll just up the rent."

✦ ✦ ✦

"You pay a small deposit," said the salesman, "and then make no more payments for six months."

"Who told you about us?" demanded the lady of the house.

✦ ✦ ✦

A little boy answered the salesman's phone call. "Is your mother or father home?" the salesman asked. The answer was no. "Well," persisted the salesman, "anyone else I can talk to?" The boy said that his sister was there and that he'd put her on. There was a five-minute wait. Finally the boy got on the phone. "I'm sorry, sir," he said, "but I can't lift her out of her crib."

An immorality

Sing we for love and idleness,
Naught else is worth the
  having.
Though I have been in many
  a land,
There is naught else in
  living.

And I would rather have
  my sweet,
Though rose-leaves die of
  grieving,
Than do high deeds in
  Hungary
To pass all men's believing.

—Ezra Pound

Need identity

EDITOR'S NOTE: If the person who wrote a letter to the editor will call news editor John F. Pain, identify themselves by their true name and identify the contents of the letter, his or her letter will be published, under a nom de plume, if they so wish. Letters to the editor must carry the true name and address of the writer.

Quote and unquote

Conductor Leopold Stokowski:

"If a man accepts applause when people like what he does he should be man enough to accept hissing from people who don't like it."

✦ ✦ ✦

Miriam Chapin in Harper's:

"It is curious that many Americans were worried lest a Catholic president might facilitate Catholic control of American schools, while in next-door Quebec anticlericals who are themselves Catholics in good standing are trying to put laymen in control of theirs."

This Packsack of Gregory Clark

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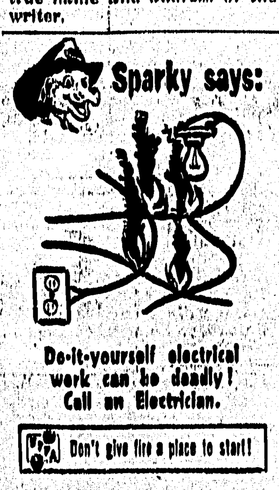
The cook in a small summer hotel I occasionally visit is a particular friend of mine. Her father was my fishing guide 50 years ago and a fine old man he was. I make it a point to go into the hotel kitchen whenever I am around to sit and have a chat with the daughter.

She can't bear the new manageress of the hotel.

"Lawdy - daw" she hissed at me. "Oppsy - poopsy! She floats around on her tiptoes. My deah, do this! My deah, don't do that! She makes me sick!"

A moment later, the new manageress came through the swinging doors of the kitchen bringing with her the remains of a broken tea cup.

"Thank goodness," she cried, putting the fragments before us on the table, "thank goodness it was I who broke the cup, not one of the poor waitresses whom I should have to scold."

When she departed, my friend the cook said:

"See? She can't even speak English. When she tries to say thank goodness it was me that broke the cup, she gets her I's and whoms all mixed up. Yet she swells around like she was educated!"