An independent newspaper devoted to the upbuilding of Prince Rupert and Northern and Central British Columbia, A member of the Canadian Press — Audit Bureau of Circulation Canadian Daily Newspaper Publishers Association Published by The Prince Rupert Daily News Limited

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THURSDAY, AUGUST 30, 1962

A progressive plan needed now

convention in Terrace, tourism is big in revenue to local merchants and will business and the tourist is king.

*All the speakers and delegates agreed that this lucrative industry log figure of a man to welcome the must be promoted and encouraged in tourists as they come into town. In order to reap the most benefits from Prince Rupert there is little, if anyit." But yet, local businessmen and thing to welcome the tourist. True, groups are apparently overlooking or Mrs. Jocelyn Bolton is at the museum, ignoring how to get Prince Rupert in but she can't be everywhere at once. solid with tourists.

reau to welcome the visitors and an- with an arrow underneath. swer all their questions about Prince

the intention of touring the town, every tourist. there are no maps, markers or any ngany of the visitors simply wander North America. around without knowing what can be

pert could be branded as a town where get left out.

As was pointed out at last week's As- tourists are not welcome. If this hap-Isociated Chambers of Commerce pens, it will mean a considerable loss cause unnecessary bad feelings.

At Prince George there is a huge She has her hands full as it is.

Yesterday, 13 cars of almost 150 Perhaps we could have an exag-Aprecican visitors arrived in town. gerated salmon mounted at some ad-They all wanted to shop but were ex- vantageous point on the waterfront. tremely hampered because most of the He could be standing on his tail holdsteres were closed. Also, there was no ing one sign saying "Welcome to representative of the Chamber of Prince Rupert" and another sign say-Commerce, the city or the tourist bu- ing "This way to the Tourist Bureau"

There should also be a sign at every arrival point giving brief facts When they get off the train with on Prince Rupert. This is important to

And for every "big deal" like the information to guide them until they trainload of visitors, that comes up, reach the tourist bureau. Generally there should be someone to greet the this applies for passengers arriving tourists personally. It will help to inby boat or plane also. As a result, crease our popularity throughout

Perhaps the city, the Chamber of Commerce, the Jaycees and the tour-"This doesn't do anything to boost ist bureau should get together and Prince Rupert among other tourists. come up with a progressive plan of ac-In fact, if this continues, Prince Ru-tion. It's needed and fast, before we

Protecting the public

Recent telecasts outlinging the powers and procedures of the Food and Drug Directorate of the national health department seemed designed to offset any impression that the directorate may have been remiss in connection with the thalidomide tragedy. They leave some questi**o**ns unanswered

It has not been made clear for instance why it took so long to take the drug off the Canadian market. It was banned from sale in Germany, the country of its introduction, in November, 1961; the directorate was advised it had become suspect as the cause of malformation; yet it was not until April of this year that the directorate stepped in. It is a disturbing factor and certainly an anomalous one, also, that while no drug can be marketed in Canada without the directorate's approval the directorate has no power thereafter to compel its withdrawal. It can only ask that the drug be with-

drawn. It is being pointed out that with its widesiread responsibilities the food and drug branch has more than it can handle. Its staff of 300odd and the budget of \$2,500,000 allotted to it is inadequate to cope with the current and imnænse proliferation of drugs added to the regu-1:0 extensive examination of food products

which come under its jurisdiction. If this be so it would seem that steps should

be taken to provide the directorate with the means to do effectively what the public has assumed it was always doing. There is no suggestion that the administration is inefficient, and in fact it enjoys a good reputation, but it seems apparent it is not equipped to cope with the mounting range of testing and examination which is imperative for the protection of the

It comes as a surprise for example to learn that the directorate does no clinical testing of its own and that in considerable measure it is forced to accept the documentary evidence submitted by a drug manufacturer when seeking a licence to market his product. This means that no independent assessment is made by the directorate before it releases a drug for sale.

There has been little in the past to suggest any incapacity because of limited facilities, or that a parallel to thalidomide may eventuate to the grevious harm of the public, but the welter of pills and so-called tranquillizers now flooding the market makes it more vital than ever that the utmost scrutiny take place before these are released

It seems plain that the powers and the budget of the Food and Drugs Directorate should be increased if this is what is necessary to ensure the widest possible protection of the public ---Victoria: Colonist.

IT'S YOUR BUSINESS

Western Europe following American footsteps

By DAVID GRENIER Toronto Telegram News Service

Geneva Park-Western Europe, over which American influence casts a long shadow, today is following in America's footsteps.

Affluent society . ., people's capitalism ---limiels that once were applied strictly to North Anerica are now being applied to western Europe and Britain. 6%

ancient society that was slow to move and slaw to change has acquired a new dynaneisme is moving towards the kind of classless trucinite and mass economy that North Amer-

this is one facet of the picture of the new Pairope emerging at the 31st Couchiching Conference here, sponsored by the Canadian Insti-

tate on Public Affairs. gpeakers stress that one of the most dynamic forces in this social, cultural and economic explosion has been education Cross Ford, director, Vocational Training Branch, Department Labor, Ottawa, pointed out how technical education for instance, has been harnessed in the national interest.

What sort of effect is it having on society?

rirst of all, the upgrading of worker skills is Meaking down class barriers,

Becondly, greater mobility of labor-workers moving to now jobs in new areas instead of walling for the Johs to come to them—is helping te mustain Europe's high rate of economic

Trend towards wider distribution of pro-

Mennie own their own homes as well as a stake in industry, pointed out R. Moinberg, chief reconomic advisor to the Deutsche Bank, Frankfurk am Main.

shareholders in German industry has swelled to $2\frac{1}{2}$ million from 500,000 in the past few years. This has had a significant effect on the trade unions the added. Once they favored further nationalization of industry; today this is no longer true.

For William Clark, director of the Overseas Development Institute, London, the economic progress of the postwar period has resulted in the emergence of an affluent society in Britain. This new society is far less class-ridden than

pre-war society. The taxation, system, as, wellas new social welfare measures, have proved great levelers. The result of this, Mr. Clark contended, is

that money differences are not so important as they once were. The new dividing lines are probably cultural.

But there are still many interesting differences between the European-style and North American-style affluent societies. For one thing, Europeans accept the fact

that government plays a bigger role in economic affairs: free enterprise isn't the only path to

For another, the makeup of European society remains different in such respects as religion.

In Europe unlike North America-the increase in affluence has been accompanied by a decline in interest in religion

Nor has affluence been without its problems. Another European development has been. Raymond Aron, director of studies at the Ecole Pratique des Hautes Eludes, Paris, argued that Fromen society was not so affluent as some might believe and that social tensions existed despite economic success.

Perhaps, he also suggested, the traffic between Europe and North America was two-way. Burope was being Americanized—but America was also being Europeanized.



HISTORIC GRAND PRE PARK and the old chapel which saw much of the story of the expulsion of the Acadians, described by Longfellow in his immortal "Evangeline," is one of Nova Scotia's most popular tourist attractions. Visitors enjoy the opportunity for a leisurely stroll around the beautifully landscaped park located in the lovely Annapolis Valley.

(Nova Scotia Information Service Photo)

INTERPRETING THE NEWS

U.S. disturbed by Cuban action

By HAROLD MORRISON Canadian Press Staff Writer

The United States is deeply perturbed by the reported Soviet arms buildup in Cuba. White the situation has not yet become "intolerable," there is every indication that Cuban-American relations will worsen. The immediate worry in American quarters is not that the reinforced Communist structure on the Caribbean island will directly endanger the U.S., but it will assist and pro-

long the Fidel Castro regime

and help to spread its influ-

ence in Latin America. At the same time there is concern over the limited suc cess of the Alliance-for-progress aid program, at raising living standards throughout Latin America. The 10-year, \$20,000,000 program, in which the U.S. foots half the bill, has accomplished little in its first year.

Inflation and unemployment, entrenched reaction and revolutionary turmoil have played havoc with pledges of many Latin American countries to reform government administration and taxation sys-

Many Latin American officials, in turn, have blamed U.S. alliance officials for failing to understand their diverse prob-

Economically, the Castro regime may be faring no better than some of the other impoverished countries. But Soviet aid may veil the true state of Cuban industry and the battalians of "technicians" Castro is reported to be importing from the Soviet bloc may help to starngle any major show of restlessness among the Cuban

U.S. authorities say the flow of Communist equipment into Cuba is continuing and growing. Imports are described as including ground - to - air missiles, radar, military communications, trucks, tanks, guns and small arms.

The stronger Castro becomes the more difficult it will be to dislodge him. This thought may be in the minds of the Americans as well as the Russians. And the longer Castro stays

in power the more damage he may do to the U.S. cause in the Latin area.

Every action has reaction By FORBES RHUDE

Canadian Press Business Editor

In taxation, as in the physical world, every action has a reaction, Ronald Robertson, director of the Canadian Tax Foundation, comments in an article in the current issue of the Canadian Tax Journal. "The prime example of this," Mr. Robertson adds, "is the

simple truth that the level of taxation depends on the level of government expenditures. We mortals never seem to be able to keep both sides of the equation in mind for any length of time."

The article is an abbreviated version of a paper presented by Mr. Robertson to the tax management course given by Queen's University School of Business in May, and it summarizes a number of objections to the present tax structure and suggests some approaches towards solutions.

Mr. Robertson says it now is being realized that none of the longstanding concepts requity, law, accounting, business or economics, as they pertain to taxation, can be accepted uncritically.

"We could do better if we could reach some consensus about a handful of desirable objectives and remove some of the folklore inevitably attached to tax questions."

The Tax Foundation has also issued a volume on cooperatives. It contains a new article by Prof. R. Craig Mc-Ivor of McMaster University on Recent Growth in Canadian Co-operatives; and papers on co-operatives presented at the Poundation's 1981 tax confer-

Latest technological advances in world textile production will be discussed at the Canadian Textile Seminar at Queen's University Beptember 5-7, sponsored by the Textile Technical Federation of Can-

As a result of the Common Market, relations between countries on either side of the Atlantic will be intensified, especially those between Canada and France, says a booklet issued by the recently-formed

Quote and unquote

Canadian arm of one of the

big French banks.

Eric B. Churchill, research director, Toronto Real Estate

"At present, since taxes are mainly levied on buildings rather than on land, if a person wishes to improve his property he is faced with higher taxes. This system acts as a deterrent to the maintenance of his property in good condition or its rehabilitation if it has de-

teriorated. "But where taxes are taken off buildings and added to land values, property owners with valuable land have a strong incentive to put it to the best, the highest, the most profitable use in order to earn the revenue to pay the taxes."

Claud Cockburn, columnist In the Sunday Telegraph, Lon-

"History is the propaganda of the victors."

Edwyn Stherling, U.S. Department of Justice, quoted by Insider's Newsletter:

"Time after time, confidence men have told me that when they had a really blg deal the sucker most likely to fall for 't was a bank president."

Caitlin Thomas, widow of Tylan Thomas, in Letter to My Daughter in Harpers' Maga-

"Never make the unpardonable error of thinking it is romantle to be poor."

of Gregory Clark Copyright: Canada Wide Any kind of noise is better than silence to a very considerable proportion of the public. And it isn't only the muchabused young who are involved in that accusation. On the verandah

The Packsack

of a resort hotel last week I got into conversation with an elderly woman who, in her working years had been a trained nurse specializing in nervous cases, as she put it. kindly. "If there has been one radi-

cal change in our way of life more important than all others," she said, "I would suggest that it is in sound. The increase in noise, since my early professional days, is something enormous. It has become so familiar a part of our normal lives that people today are frightened of silence. Where, in 1910, our community, except in factories, them.

was largely silent, even the downtown business section being relatively quiet, today, the average person must rush to the TV or radio to turn on noise, seize the telephone to hear somebody's voice; pursue company in order to chatter; jump in the car and go for a ride. Anything to escape sil-

"Yet, remection is possible only in silence. I think a great deal of the uneasiness of our time is due to the fact that we have no silence any more in which to indulge in reflec-

The lighter side Why aren't men as patient

in everyday life as they are waiting for fish to bite? troubles, don't bore your

If you must talk about your friends with them --- tell your troubles to your enemies, who will be delighted to hear about

By SAM DAWSON AP Business News Analyst

NEW YORK (A) Speculators have moved in on the silver market again along with many industrial users fearing shortages of soaring prices during their big season just ahead. But all hands are keeping a watchful eye on Mexico which has replaced the United States treasury as a potential arbiter of world silver prices.

Speculators sent the price up earlier this month. Then Mexico, world's largest silver producer, offered to sell at a price a fraction higher than the market one, and the rise was halted.

Now it is climbing again. The price went above \$1.10 an ounce in London Tuesday. European speculators were credited with sparking some of the demand.

The rest appeared to be coming from industrial users preparing for fall production

Prices have risen in the U.S. too, as manufacturers of silver items for the Christmas trade go into full swing. Also watching the price trend closely are the burgeoning photographic and electronic industries.

It is their increasing use of. silver, added to the traditional silverware and coinage uses, that sent demand for the metal far above current world production.

The gap between production and consumption in the non-Communist world last year came to 140,000,000 ounces. Production runs at better than 230,000,000 ounces 2 year.

Silver held off the market by speculators is now estimated as high as 20,000,000 oun-In the U.S. many of the

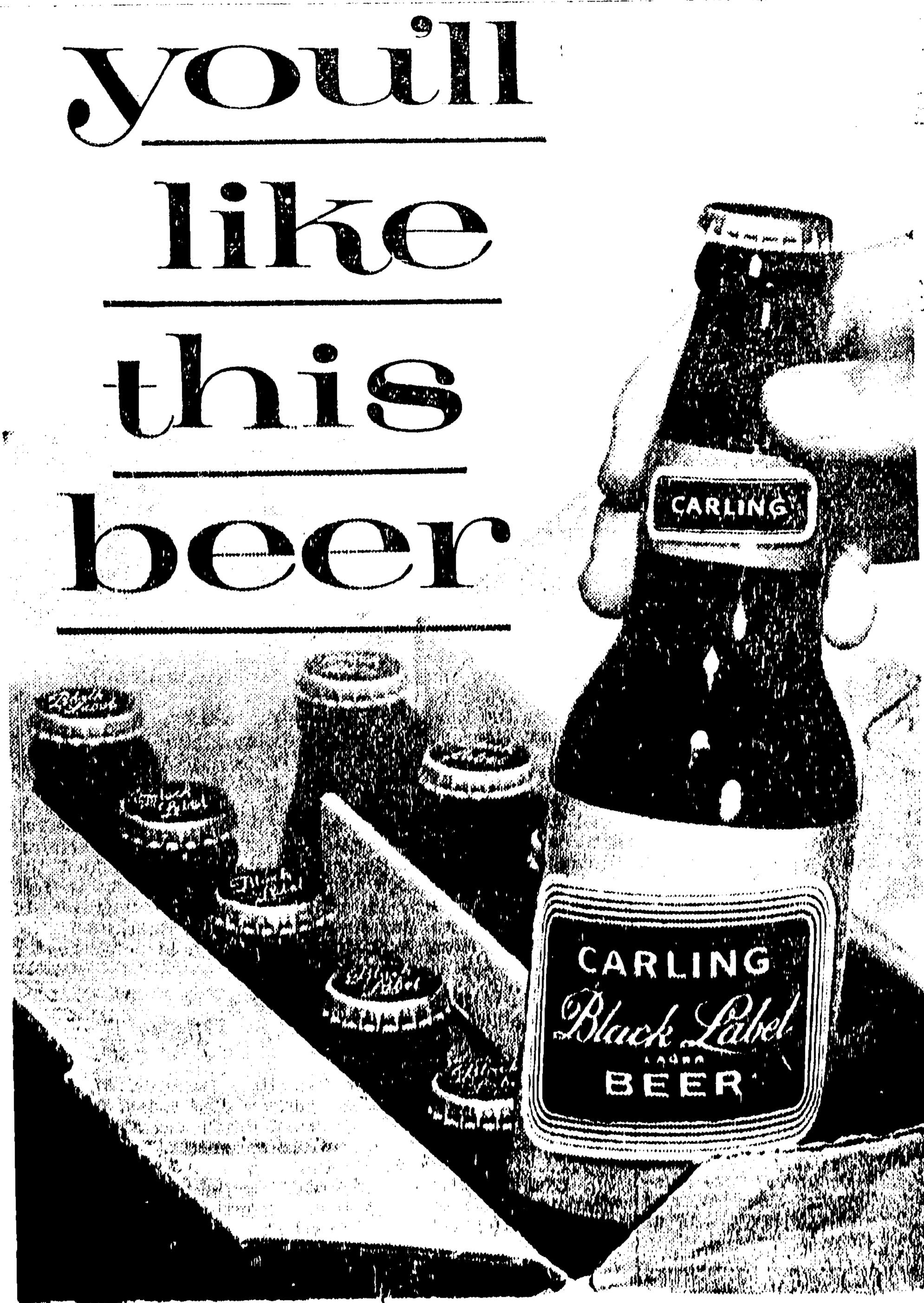
fabulous silver mines-in Arizona. Colorado and New Mexico-have long been closed. Most U.S. production of silver now is a sideline to the mining of lead and zine and copper. Price weakness in lead and zinc in recent months has closed many of these mines and silver production has dropped along with it.

Last year the U.S. imported 40,000,000 ounces of silver. With the U.S. treasury out of the market this year as a supplier, U.S. manufactmers

have had to turn more and

more to foreign sources.

Mexico, with a large supply on hand and more coming steadily from its mines, has acted occasionally to steady the price.



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