1910 — PRINCE RUPERT DAILY NEWS — 1963

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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President

Authorized as Second Class Mail by the Post Office Department, Ottawa, and for payment of postage in cash.

MONDAY, MARCH 11, 1963

B.C., Alaska should combine to promote areas

Edna Berteaux's report to the Greater Vancouver Tourist Association, extracts of which have been given by a Vancouver newspaper columnist, contains much of interest to the rest of British Columbia.

Mrs. Berteaux was the senior of four B.C. women who staffed a tourist information booth in downtown Seattle during the big fair, and the information is significant in that it was gleaned from thousands of American tourists BEFORE they entered our province.

She found that many Americans had heard of Victoria—"isn't that where there is a little bit of Olde England?" There we see the power of advertising, the image created by something different and therefore attractive. Contrast of old and new as always exerts an appeal to the senses and the imagination. It is something that is not always exploited by Chambers of Commerce in their particular regions, who lack the detached view of the professional tourist promoter or have become too accustomed to their surroundings to see their unusual aspects. Too much tourist literature harks on generalizations and platitudes — flowery words about the scenery which may not be particularly different from scenery elsewhere. It's the striking contrast that invites the visitor.

In northern British Columbia we have a tremendous contrast in old and new — for instance, Kitimat, hewn from wilderness into a modern model town, and to the north, east and west on the Queen Charlotte Islands, our fascinating totem poles and relics from early Indian cultures; the new superimposed on the ancient, and other examples can be found readily.

We have not gone out to deliberately create this, as Victoria has to a certain extent played up its English atmosphere; ours simply exists and is well worth taking advantage of.

Mrs. Berteaux also believes all tourist advertising and promotion should put more emphasis on B.C.'s protected coastal waterways, anchorages and marinas. Many questions about boating were asked.

Quoting the Vancouver Sun account: "Vancouver needs a public market. Vancouver needs a Fisherman's Wharf. British Columbia should advertise more with Alaska, such as 'Take the B.C. route to Alaska,' writes Mrs. Berteaux."

We in Prince Rupert, the key southern terminal of the new Alaska Marine Highway ferry system, should heartily endorse her recommendation. The effect of strong combined advertising between this province and the state to the north would be powerful indeed. Both would reap bigger tourist revenues.

An interesting observation was made by Mrs. Berteaux on the influence of national advertising. "There is little doubt that national advertising is the greatest media for getting out the public. For instance, one out of every five visitors arriving at the booth who had previously decided to visit Vancouver, would say: 'Oh. yes, we're going to stay at the Bayshore Inn—you know, your new hotel that was written up in Life and Holiday Magazine."

There we have it. It is not sufficient to beckon by wagging a little finger. It's the broad, sweeping gesture, much more difficult to make, admittedly, that brings the tourist. And here again, because of the greater expense involved, co-operation between communities and regions and even provinces in tourist promotion is almost essential.

Mrs. Berteaux also found out that B.C., probably the most exciting and undeveloped vacation area in North America, is little known to most American tourists. That observation is perhaps the most challenging of all.

The personalities of our election

By LUBOR J. ZINK

OTTAWA (TNS) — The seekers after power are on the search. Ostensibly they seek power for the parties they represent, but much of the quest this time is a clash of personalities of personal concepts of what is good for the country.

In theory the parties in the electoral propound four political philosophies which are sufficiently divergent to justify the four-way contest. This differentiation is, to my mind, largely fictitious.

All our political parties subscribe to the principles of parliamentary democracy. They all subscribe to social reforism which excludes revolutionary tactics for achieving the goals outlined in the parties' programs. They all speak of improvements in the national economic effort as a means for higher social justice in its individual application.

Where the parties differ is in the methods and the pace of their pursuit of the desired aims. And here the only serious difference is between the New Democrats and the rest.

The New Democrats talk of co-operative forms of production and distribution and of a centrally planned national economy. The other political parties believe the private enterprise system is indispensable for both economic progress and maintenance of freedom.

They agree, however, that reforms of the system are necessary if it is to meet its social responsibilities in the age of automation and changing world trade patterns. They also recognize the need for co-ordination of the collective effort but reject planned economy which they regard as the gateway to political dictatorship. Instead, they advocate various forms of harmonizing and stimulating private enterprise.

Thus the basic political division in Canada stems from socio-economic concepts and runs between the New Democrats and the social reformists of the other parties.

In the latter group, Social Credit represents the most conservative element. It is suspicious of any form of planning and the economic theories of its extremists smack of either fascist-type demagoguery or utter ignorance and irresponsibilty.

For practical purposes, the voter who wishes to avoid the danger of both left-wing and right-wing regimentation is limited to a choice between the Conservatives and the Liberals. Since the fundamental philosophies of the two "old-line" parties are almost identical, the choice between them has to be made on the basis of their approach to practical problems.

Here is where the personalities of the two serious seekers after power—Mr. Diefenbaker and Mr. Pearson—come into the picture.

Recent events have shown that the Conservatives and Liberal parties are today more closely linked with the minds and wills of their leaders than ever before in Canadian Political history.

In this situation the contest is not so much between conservatism and liberalism, but between the Diefenbaker and Pearson concepts of how Canada should conduct its public affairs, both internally and externally.

THE CHOICE on April 8 will provide an interesting indication of the level of political maturity of the electorate.

The Packsack of Gregory Clark

On studying the list, written last fall, of things to bring to the cottage on our first visit this spring, I found a new poker is required for the wood stove in the kitchen.

Down in the stove department of the big department store, I approached the only unoccupied salesman, a young fellow.

"Where," I enquired, "do I find a poker?"

"A what?" asked the young man astonished.

"Poker," I said, "A stove poker."

Bewildered, he led me to an older clerk.

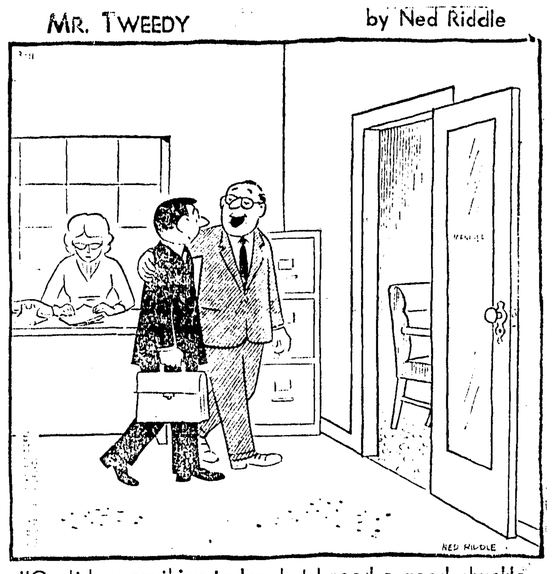
"This gentleman," he said, "says he wants a poker."

To him, it was obviously as ridiculous as Polly wanting a cracker.

"Ah," said the older clerk, "we don't carry coal stoves any more. You might find pokers up in the sixth floor, where they have those brass sets for grate fires."

As I left, I glanced back. The young fellow, an urban member of the modern technological generation, was listening with astonishment to his older colleague describing the curiosities of the past.

MR. TWEEDY by Ned Riddle



"Can't buy anything today, but I need a good chuckle. Come in and stammer through your sales pitch again."

THE CALGARY HERALD SAYS

Must be two-party system

Many of the woes which beset Canada today had their birth in an impotent minority government.

Minority governments are the products of the absurd four-party syste mto be found in Canada's federal political field.

If the nation is to conduct itself as an adult voice in international affairs, if internal problems are to be dealt with decisively and beneficially, if leadership for the Canadian people ever is to emanate from Ottawa, then there must be a return to the two-party system.

The power to return stable federal government rests with the people.

The nation has been weakened, internally and externally by the twenty-fifth Parliament in which no party held a clear cut majority. Neither was there enough of a cohesive quality among the four parties to provide anything resembling responsible government.

The twenty-fifth Parliament was an elegant tribute to the travesty that democracy becomes when unacceptable splinter parties appeal to the electorate at large.

The pitfalls of the multi-party system became most evident in France. Government after government toppled, because it was almost impossible for one party to win a majority and France deteriorated.

No nation can grow strong, or remain strong, when its government is hamstrung by the lack of a majority; when it must govern by precarious alliances rather than through diligent adherence to its own principles.

The two-party system has proven its worth over the years. It offers alternative sets of people and policies, the most acceptable of which is able to govern in a forthright manner at a given time.

The Liberals and the Conservatives are parties best equipped to offer Canada a two-party system. They have governed Canada in the past. When either governed the nation well, it remained in power. When it didn't, the voters had a responsible alternative.

Every basic principle of democracy is contained within the platforms of the Liberal and Conservative parties. The voters need go no further afield to find policies which protect free enterprise, the dignity of the individual and the sovereignty of the nation.

The voters should reject splinter parties with completely unacceptable platforms such as unorthodox monetary programs and socialism. Such parties will never secure a mandate in this country.

A Look Back at Rupert

(50 Years Ago)

March 11, 1913—A report of the city medical health officer was read at last evening's meeting of the city council recommending that a temporary isolation hospital building be erected on lot 14 of the hospital block.

(40 Years Ago)

March 11, 1923—In view of the fact that he has served two years on the police force and has had only two weeks, holiday in that time, Constable G. P. Logan, who retires at the end of the month from the force, was granted another two weeks holiday by the commission.

(30 Years Ago)

March 11, 1933—The Anna S, Captain E. Skogg, was in port yesterday from Pearl Harbor with large catch of herring that went nearly as fast as it came in. There is still a big run in the neighborhood of Pearl Harbor.

(20 Years Ago)

March 11, 1943—B. Thornsteinssen, inspector of schools, gave an interesting talk on his work before the Prince Rupert Rotary Club at it's regular weekly luncheon today.

(10 Years Ago)

March 11, 1953—Agnes Pierce of Fashion Footwear again crashed the honor line, Division "A" of the Mixed Five-Pin league with a sizzling game of 308 and a three-game count of 725.

gems of thought

PLEASURE

Do not bite at the bait of pleasure till you know there is no hook beneath it.

—Thomas Jefferson.

✣ ✣ ✣

False pleasure will be, is, chastened; it has no right to be at peace.

—Masy Baker Eddy.

✣ ✣ ✣

It is the paradox of life that the way to miss pleasure is to seek first. —Hugh Black

FACES OF CANADA

W. A. C. BENNETT

Free enterprise, this face declared,
Must never, never be impaired;
Now those to whom that line was fed
Think "power" has gone to his head.

H. Halliwell.

the lighter side

Inflation: When those who have saved for a rainy day get soaked.

✣ ✣ ✣

Man is nothing but dust, and a woman sure can settle him!

✣ ✣ ✣

An orator is a man who says he did not expect to be called on and then refuses to be called off.

✣ ✣ ✣

With all the modern equipment now, about the only thing in a household that is hand-washed these days is the people.

✣ ✣ ✣

The only thing worse than being on the wrong side of an argument is to be on the right side with nobody listening.

✣ ✣ ✣

To be happy with a man, you must love him a little and understand him a lot—to be happy with a woman, you must love her a lot and try not to understand her at all.

✣ ✣ ✣

Taxes are just like golf. You drive your heart out for the green, and then end up in a hole.

✣ ✣ ✣

There are more important things in life than money — but they won't go out with you if you're broke!

Unemployment questions, answers

Q. For ten years I have been a carpenter, and I have my card. Last winter I worked for two months as a lumberjack. If I refuse to take a similar job this winter, will I be refused benefit?

A. Insufficient information has been supplied to permit a specific answer. If you refuse work as a lumberjack all the circumstances of your case will be studied by the insurance officer who will decide whether or not you had, for the purposes of the Act, good cause for refusing that job.

. . . or will you now be able to see your son or daughter through university with the aid of a

ROYAL BANK TUITION LOAN?

It can make all the difference!

These University Tuition Loans keep the door to higher education open to students who would otherwise have to drop out. *They provide up to $1,000 a year, through four years.* And they are available on unusually liberal terms and on a relatively flexible basis. In special cases, repayment may be extended beyond the four-year university period.

You will find your Royal Bank manager fully aware of the problems created by the high cost of higher education, and ready to give you every possible help in carrying out those all-important plans for your child's professional or other training.

Loans are usually made to parents, guardians or sponsors of students entering Canadian colleges or universities.

A folder describing Royal Bank Tuition Loans is available at any branch.

ROYAL BANK

Prince Rupert Branch ..... R. F. MARGETSON, Mgr.

Branches also in Terrace and Smithers.

Grand Opening Tonight

(and every night!)

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