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President



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# WEDNESDAY, JANUARY 23, 1963 Our swimmers do it again

prince Rupert can step forward for construction, carried a certain amount a well-deserved bow and while doing of pessimism. so it might extend special praise to — The five new marks by Miss Pierce three city youngsters who Tuesday coupled with her winning of the year's night established new Canadian swim- most outstanding swimmer award is ming records.

further laurels in the equatic world.

Each time one of these youngsters smashes a Canadian time it puts Prince Rupert that much more prominent on the map of this country.

The city can indeed stick its chest out with pride in view of the total 48 Canadian records it now possesses including the seven news marks racked up Tuesday night by the above competitors.

Not many cities this size in British tuan stride in a short span of less than Torward to even greater honors. four years. Not even Kelowna with its great Regatta can boast of such a that we are rapidly establishing a firm

us realize we really did benefit we will some day see this city reprethrough the large amount of sweat sented in BEG or Olympic competiand blood put into the building of this tion. And it could quite easily come modern indoor pool, which, prior to true.

to be applauded. The young Dunford Sharon Pierce, Vito Dunford and boy with his 20 records including a Shauna Lindsay are to be congratu- new one Tuesday night, has come a lated to no end for being the ones re- long distance and should certainly be sponsible for bringing this city even prompted to keep up the good work. Miss Lindsay, who appears to be an up-and-comer, is breaking into this water sport at an early age and could go a long way. She was equally outstanding along with Miss Pierce and

> Instructor Ron Gilchrist who has molded these swimmers to their present high status is in line for a pat on the back. His astute training over the short period of time he has been here has done wonders.

If these and other youngsters, who Columbia can boast of such an turn up at the pool at early hours of achievement over the years and it the morning for rigid training, can makes us here in Prince Rupert look keep the pace, and a continual flow of that much better when we can say our candidates for instruction is mainswimmers have made such a gargan-tained, then Prince Rupert can look

In the meantime, let us not forget place in the annals of Canadian swim-It is laurels such as this that make ming. With this it is naturally hoped



### One-shot suicide

By DAVID GRENIER Toronto Telegram News Service

the time.

That's what companies who resort to de- duct must live up to its package. ceptive packaging could find out, according to new study by an Ohio State University psychologist.

chology, James Naylor suggests that the deceivers may be only deceiving themselves.

which had been deliberately packaged to deceive consumers into thinking they were getting their money's worth.

The result: consumers who bought the packages weren't aware they had been short-changed, even after eating them. But the fewer chips in a package of given size, the fewer the repeat sales the maker could expect.

A product's "package" needn't necessarily be a carton or a box. And the product doesn't have to be detergent or potato chips. Redefine "package" to include everything

You can fool some of the people some of the that may be involved in merchandising a protime — but you can't fool all the people all duct — design, quality, advertising, after-sales servicing -- and it becomes clearer why a pro-

In this day and age, most households are equipped with a full range of gadgets and appliances. (Naturally there is some new demand Writing in the Journal of Applied Psy- as new families are formed, new houses bought and the like.)

But the vast market today is a replacement He cites a study of potato chip packages market. That's true of TV sets, automobiles almost any durable goods you can name — as well as soft goods.

And this replacement market is a hard market to satisfy. Competition is giving the consumer an unparalleled choice in practically anything you can name.

Under these conditions, making a product that doesn't live up to the promise of its package indicates a one-shot sale approach that could be suicide.

Because the difference between a healthy profit and a not-so-good profit or even a loss could stem from failure to get repeat sales

# Tell Children Sex Is Fun, He Advises "HE MIGHT ALSO TELL THEM IT'S GOT ITS DRAWBACKS ...

## 2. Decision in Korea

Communist and U-N armies

finally fought each other to a

standstill along the 38th par-

allel. On July 27 1953, an un-

easy armistice—which still pre-

The war had accounted for

300,000 casualties among South

Korean forces, 141,000 for the

U.S. and 14,000 for other U-N

members. Communist casual-

ties were estimated between

plaque is located in the Gen-

eral Assembly building com-

memorating the bloody con-

flict which for the first time

showed that the U-N had

(NEXT: The Suez Crisis.)

A Look Back

at Rupert

(50 Years Ago)

and most enthusiastic meeting

of Liberals ever seen in Prince

Rupert was held last night. In

the absence of Dr. W. T. Ker-

gin, president, the chair was

(40 Years Ago)

sccretary of the Canadian Club

has received a telegram from

Sir Henry Thornton saying he

will be pleased to address the

club at the earliest possible

(30 Years Ago)

ber of skiers climbed Mount

Oldfield this past week-end

and rejoiced over the ideal ski-

(20 Years Ago)

plies low, and half the water

pipes in the city frozen, the

people of Prince Rupert are

(10 Years Ago)

was re-elected chairman of the

Library Board at the annual

meeting this week and Mrs. W.

S. Kergin was re-appointed

chairman of the book commit-

tee, Mrs. G. A. Hill is secretary.

Jan. 23, 1953—A. D. Ritchie

today praying for rain.

Jan. 23, 1943—With fuel sup-

ing weather.

Jan. 23, 1933—A large num-

Jan. 23, 1923—Walter Gale,

filled by A. M. Manson.

Jan. 23, 1913— The largest

Today a bronze memorial

vails—was signed.

1.5 and 2 million.

CASUALTIES

By FLETCHER REYNOLDS

When the army of the Communist People's Republic of North Korea crossed the 38th parallel in June, 1950, in an attempt to conquer South Korea, little was expected from the United Nations.

The Soviet Union had earlier stalked out of the U-N Security Council, and word must have gone to North Korea that the U-N was "impotent." The stage seemed set for a coup similar to Mussolini's takeover in Ethiopia where the helpless League of Nations looked on.

TRUMAN ACTS Within hours, however, U.S. President Truman dispatched American troops to stop the Red attackers. And Western diplomats took advantage of the Soviet boycott of the Security Council to win approval of United Nations intervention in Korea.

Had the Soviets been present, such intervention would have been killed by the veto which each big power holds over U-N Security Council de-

Good fortune was on the side of the West which then went to the General Assembly and received ratification for the Korean action under the "Uniting for Peace" resolution. This, in effect, allowed the Assembly to by-pass the veto-crippled Council in the future.

### CANADA VOLUNTEERS

Sixteen member states provided troops to the U-N Korean effort: Canada, Australia, Belgium, Colombia, Ethiopia, France, Greece, Luxembourg, Netherlands, New Zealand, Philippines, Thailand, Turkey, South Africa, United Kingdom, and the United States.

Five nations supplied medi--cal units: Denmark, India, Italy, Norway and Sweden.

After initial North Korean successes, the tide turned and U-N forces swept north to the Yalu River bordering China. But the Red Chinese intervened in bitter November weather ("a new war," U.S. Gen. Douglas MacArthur called it) and U-N forces began a bloody re-

### gems of thought feel within me a peace above all earthly dignities, a still and quiet conscience. —

Shakespeare. May the kingdom of God within you — with you alway

-- reascending, bear you outward, upward, heavenward. — Mary Baker Lday.

When a man is wrapped up in himself, he makes a pretty small package.—John Ruskin.

### Short sermons Life is not a cup to be drain-

ed. It is a measure to be filled. Girls about the age of 12

stop making faces at boys and start making eyes.

In literature as in love we are astonished at what is chosen by others.

The life expectancy of males in Canada increased from 60 to 68 years between 1931 and 1956, and life expectancy of females increased from 62 to

# Teething Troubles

Baby's Own Tablets are often a real help at teething time when a laxative is needed to relieve constipation, little digestive upsets, freefulness and simple colic. To quickly and gently clear out the bowels, sweeten upset tummy give Baby's Own Tablets and see it you don't soon notice a happy change in the way baby feels. For over sixty years Baby's Own Tablets have been used by thousands of mothers. They are clinically and timetested. Ask your doctor about Baby's Own Tablets. Get a package at your druggist

. NEW! BABY'S OWN COUGH SYRUP made especially for babies. Soothing, quickly relieving...pleasant...won't upset digestion

Of the 4,389,766 Canadians who paid personal income tax in 1960, 3,357,041 were in the \$2,000-to-\$7,000 income bracket; only 17,689 were in the \$25,-

000-and-over income class.

Rideau Hall, the Governor-General's residence in Ottawa was built about 1840 by the Scottish immigrant to Canada named Thomas McKay.



### accentations de la constant de la co AROUND THE WORLD? Very few people actually own balloons these days. Pity. Such a nice, leisurely way to travel if you're not too fussy about schedules and things. Full of surprises, too. You'll never know whether you're going to step out of your air-conditioned basket onto the fields of France, the Indian Ocean, or the top of Mount Everest. Makes packing a little difficult, perhaps, but think of the fun you can have dropping sandbags on your friends. On the other hand . . . if you are in a hurry, and do care where you go in B.C., then naturally you'll fly B.C. Airlines. P.S. We traded all our balloons in, but we've got some dandy little sandbags. B.C. AIR LINES FOR DETAILED FLIGHT INFORMATION AND RESER-VATIONS AS WELL AS CHARTERED FLIGHT RATES

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# Alterations? Additions? Repairs?



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# Who will succeed Gaitskell?

### By JANE ARMSTRONG

LONDON (TNS) --- With a general election looming, the loss of Hugh Gaitskell's leadership is a critical and possibly disastrous setback for the Labor Party.

In the present state of the parties, Labor is in the ascendancy and the Macmillan Tory government sliding down-

Gaitskell, according to opinion polis, was fast becoming a bigger-than-party figure, a vital factor in capturing those alone decide whether the complexion of a new British gov-

ernment will be red or blue. Whatever they say publicly, Tory MPs feel a secret relief over this cruel blow to Labor's fortunes which has deprived them of Britain's best potential prime minister.

Last week a former Tory minister discussing Maemillan's prospects which he rated less than nil, told me "the only thing that can save the government is the removal of

He believed that without two million floating voters who - Gaitskell the Labor Party would split in a battle over leader-

Listening to a bunch of professors at a recent meeting, I was astonished to hear a new phrase: Americo-Canadian, "How's this? I enquired.

"There are French-Canadians," explained the professor, "and Anglo-Canadians. These are the two basic groups in the control of th , historically. The terms which has now refer to those Canadians who, culturally or politically, attach have themselves com- 配置 sclously to the street French or the British origin, But within the past half cen-

tury, an entirely new and very

imposing group of Canadians has emerged. They are the Americo-Canadians."

"You mean," I enquired. "they are the ones who feel towards the United States, culturally or politically, the way the others feel towards the British or French origin?"

"Not at all," said the professor, "The United States citizen refers to himself as an American with no more right than does a Canadian. The Americo-Canadian is one who feels no particular pull towards any outside cultural or political source. He is a Canadian wholly attached to his situation, cultural and political, right where he is, in North America."

It is a heartening thought for dispirited Tories that their own flagging troops will be saved from massacre by civil war among the enemy. But is it wishful thinking?

There are only two serious contenders for leadership of Labor Party. They are George Brown, 49, now deputy leader, who represents the now-dominant right wing; and Harold Wilson, 47, shadow foreign secretary, popularly but erroneously regarded as "left" but, in fact, committed to neither

### NEUTRAL CHOICE

The choice of a "neutral" is faint possibility on the chairman - leader principle which, for example, brought in an outsider like Clem Attlee as a solution to deadly rivairies. Sir Frank Soskice, 61, for-

mer solicitor general, or James Callaghan, 51, now Labor shadow chancellor, might fill such a role if a compromise were urgent.

Both are well liked; both possess the merit of leaning to the right without arousing the antagonism of the left, However, a current canvass

of Labor MPs narrows the is in: stakes overwhelmingly to Brown and Wilson, despite misgivings about both, Of Brown, one back-bencher

told me: "Hurdly anybody likes George. He has been in too many rows and dropped too many clangers to have wholehearted support."

# QUIZ HALL

Each correct answer counts 10 points. Score yourself as follows: 100 genius; 80 to 90 superior; 70 to 80 excellent; 60 to 70 ood; 50 to 60 average; 40 to 50 fair. FOR MEN: -

Match each animal with its appropriate name: Mule - Lion - Eelephant - Dog - Bruno - Jumbo -Dobbins --- Leo

2. Which letter is used in designating the size of nails? B --- N --- B --- K

4. Whose wife told him to curse God and die? Lot -- Jacob -- Joshua -- Job FOR WOMEN: -

5. Who composed the songs in the production "Mr. President?'' Johnny Mercer -- Irving Berlin -- Richard Rodgers ---

Johnny Burke 6. The Mardi Gras is held in: Louisville, Ky. -- New Orleans, La. -- Mobile, Ala. --Little Rock, Ark.

7. In which war was Molly Pitcher a heroine? War of 1812 -- War with Mexico -- American Revo-Intion - War Between the States

8. How many sets of sinuses does a person have? Four - Two -- Eight - Six FOR YOUNG PEOPLE: 9. The largest natural bridge in the world, so far as known,

Arizona -- Utah -- New Mexico -- Kentucky 10. The world's tallest skyscraper is the Woolworth Building in New York City. True or False ANSWERS: -

andre Antending in New York City is the tallest, Lat. 7, American Revolutions & Four; 9, Utak; 10, Pakse -- The --- Bruno; 2, D; 3, True; 4, Job; 5, Irving Beelln; 6, New Orleans; L Mule --- Jumbers toot --- toot (saidded --- Jumbe)