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Christmas Buying Trends

CHRISTMAS GIFT SHOPPERS this year are buying cautiously—and practically—with one eye on the zooming cost-of-living and the other on slimmer pocketbooks.

Main reasons for lack of splurge or sales rush include increased cost of day-to-day household needs, commodity taxes, recent customs restrictions and higher duties.

Gift purchases are at par or below with those of last year while luxury goods are slow in finding homes.

With only two weeks of shopping before Christmas this is the buying trend as generally reported in Canadian cities:

One merchant said that, during the war, the stock phrase was, "I want it—how much is it?" Today, its just, "How much is it?"

Gift-seekers are aiming at articles that were short during the war while investing in more practical goods—such as clothing.

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NEWSPAPERS TOP MEDIUM

DAILY NEWSPAPERS still are the top medium for conducting advertising campaigns, according to a new survey. Moreover, newspapers were chosen by a substantially larger percentage of those questioned than in similar surveys conducted in 1938 and 1940.

According to Sales Management, "better than half of the recommendations" of type of media to be used were for newspapers. And since the earlier surveys, "newspapers have increased in mentions at the expense of practically all other media."

Results of the survey were compiled from interviews with 156 experts in the field. Those interviewed included sales managers, advertising managers and promotion managers in the offices of advertisers, and media directors and research directors in advertising agencies.

In answer to the question, "What advertising media would you use for test campaigns?", here is how the experts lined up:

Newspapers	56.3	39.4	46.9
Radio	21.6	14.9	17.1
Outdoor	5.6	2.2	4.1
Displays	5.3	19.9	15.5
Sampling	5.2	12.4	9.7
Car Cards	3.6	3.4	3.4
Direct Mail	.6	3.9	2.0
Other	1.8	1.9	1.3

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Of all the things you wear, your expression is the most important.

* * * *

DR. NICHOLAS MURRAY BUTLER

NOTED PRIMARILY as president of Columbia University, Dr. Nicholas Murray Butler, whose death is recorded, was an extramural man of affairs, taking part in local, national and international activities, ranging from presidency of the New York Philharmonic Society through candidacy for the Republican Presidential nomination in 1920 to a leading part in the movement for world peace.

Trained in philosophy and education, he made his opinions known by voice and pen on almost every subject of public concern, speaking his mind bluntly and decisively and without reference to the exigencies of the movement. He was specially outspoken in his opposition to the 18th amendment and the Volstead Act, fought in 1928 for the adoption of a "wet" plank in the Republican national platform and, when that failed, carried the endeavor over to the 1932 campaign.

On the latter occasion he predicted "the biggest political smash-up in the history of any American now living" if repeal of prohibition was not included in the platform. The "smash-up" came with the defeat of Herbert Hoover. Repeal followed under a democratic administration, bringing to Dr. Butler the gratification of having been an ardent champion of the change.

World peace, with arbitration and conciliation supplanting war as the outcome of international disputes, was a cause that enlisted Dr. Butler's best efforts for many decades. The Lake Mohonk conferences on arbitration, of which he was chairman in 1907, 1909, 1911 and 1912, were followed by years of activity as trustee and president of the Carnegie Endowment for International Peace. After he became president of that foundation in 1925, he made periodical trips to Europe, opposing trade barriers and armaments and advocating internationalism. He believed strongly in the League of Nations and the World Court of International Justice at The Hague and advanced his views before conferences, in chancelleries and in parliamentary circles.

But always he believed in the efficacy of education and educational methods to steer the nations on calm courses of peace and contentment. As he completed 30 years as president of Columbia in 1932, he said:

"Colleges and universities of the world are more powerful than governments, armies and navies."

Civic Candidates Present Cases

(Continued from Page One)

clared that the city is now realizing a 40-year dream and is in need of good city management. He urged the electors to support himself and the other independent candidates.

George Hills struck at Alderman T. B. Black, whom, he said, Mayor Arnold had declared her first choice on the aldermanic board. Alderman Black, he said, was one of the council members whom Mayor Arnold had "dressed down" for lack of attention to the bus franchise deal. Yet he is now one of the men whom the Mayor wants with her on council.

J. Ralph Morin asserted that he had no political affiliations and that he would support or oppose any measures "as I see fit."

Alderman T. N. Youngs said that two years on council had given him an insight into the needs of the community and suggested that the \$143,000 received this year would carry the city until 1951 if properly handled. At that time the sinking fund would be paid up.

"I have enjoyed meeting the ideas of the aldermen and the citizens and voting on them intelligently. We owe something to Prince Rupert in return for what it is giving us. The independent candidates are independent, and will do a good job for the city."

LABORITE AND INDEPENDENT

August Wallin declared that he "wished to see a more prosperous Prince Rupert, but there cannot be a prosperous Prince Rupert if labor is dissatisfied."

"I am sponsored by the Trades and Labor Council, but I am independent," he asserted. "The Trades and Labor Council has members of all political parties in it."

Mrs. J. S. Black said that Labor candidates were nominated democratically and that they would "make every effort to reduce taxation by municipal ownership and having the government assume responsibility for social service and education costs. She urged repair of streets, lanes and parks in the city."

Alderman T. B. Black supported Mayor Arnold in denying that she had influenced the aldermen in changing their opinion on the bus franchise. He read a document which he said, had been drawn up in conjunction with Aldermen Ham, Brooksbank and Nickerson which stated in part "that Mayor Arnold did not consult the aldermen mentioned, or was consulted by them at any time in regard to the bus franchise" and it "was felt that, although the council had previously agreed unanimously to grant a franchise to Veterans' Stage Lines, there was actually no unanimous intent behind the action."

"Because of the above reasons," he said, "I personally concur in the issue being reopened for clarification and I could see no other alternative than a referendum asking the electors to instruct next year's council whether they are prepared to grant a franchise to anyone."

Alderman George Rudderham declared that he had been on council since 1943 and during that time the council had "kept

sizzling" its demand for money for rehabilitation of the streets. The \$143,000 was not obtained by the current council, but "by every council since 1943." Political affiliations, he said, "are no crime. I have them and I believe the so-called independents have them. But I don't bring them into city business. The independents may be Liberals or Conservatives but they are a unit in spite of their claims to 'independence.'"

SCHOOL BOARD CANDIDATES

School Board Candidate W. Joseph Scott congratulated the other candidates for putting up their names for office and appealed for support at the polls.

School Board Candidate George Dawes declared himself opposed to Roosevelt Park as a site for a new school and urged that a qualified First Aid instructor be placed on the staff of each school.

School Board Candidate A. J. Dominato was not present at the meeting.

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QUICK RELIEF. Instantly your eyes feel refreshed. Murine's special blend of 7 ingredients cleanses and soothes eyes that are tired from overwork or exposure to sun, wind and dust.

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FOR YOUR EYES

NEW ROYAL HOTEL

A Home Away From Home

50 Rooms, Hot and Cold Water

PRINCE RUPERT, B.C.
Phone 281 P.O. Box 196

ARMY NURSES KEEPING BUSY

Minister to Soldiers' Families —Some Get Into Far North

OTTAWA—It does not follow that, because there is no war, the army nurses are unemployed. As a matter of fact, they are busy. They have endeared themselves to the wives and children of service men as they did to the soldiers themselves overseas.

Today, at camps all across Canada where families of servicemen are living in married quarters, it is the army nursing sister who is looking after their health. Pre-natal clinics, vaccinating and inoculating, curing

colds and patching up cuts and bruises, she is generally looking after the welfare of all children of pre-school and school age. If mother is sick and in need of medical care, the army nurse is the first one she visits.

A few nurses have even followed the army into the fastness of the far north where quite often their patients, in addition to personnel, are Indians and Eskimos. Eight are stationed at Whitehorse and three are at Port Churchill.

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We want to say that our diamond stock is very carefully chosen.

That it is now extra large, and that diamonds will soon be hard to get on account of the new regulations.

Prices from \$25.00 up

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IF You Are Particular
—THEN CALL US FOR ALL YOUR PLUMBING AND HEATING REQUIREMENTS

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Prince Rupert Plumbing and Heating
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CHRISTMAS SHOPPING?

... I love it!

CHRISTMAS SHOPPING is no problem for me. I save myself time and worry... please friends and relatives out of town.

MY SECRET? I send Royal Bank Money Orders for whatever amounts I wish to spend, and mail them off with personal notes or Christmas cards, wishing them all the best. This way they get the things they really want. And if I'm late, I can always send my Money Orders airmail.

IN A LAST minute emergency, the Royal Bank will always send my "gift of cash" by wire. Don't let Christmas shopping get you down. Try my simple solution. It pleases everyone. Your nearest branch will help you.

Royal Bank Money Orders can be used to send a gift of cash to the United States or Britain as well as anywhere in Canada.

THE ROYAL BANK OF CANADA

PRINCE RUPERT BRANCH — — — A. FLATEN, Manager

Send Personalized

CHRISTMAS GREETINGS

made from your own KODAK SNAPSHOTS

Come in and see samples

WRATHALL'S Photo Finishing

UNION STEAMSHIPS

Announce withdrawal until further notice of service on Route 3

SS CAMOSUN
Vancouver-Prince Rupert-Alaska

Last sailing northbound leaving Prince Rupert Friday, December 5.

Last sailing southbound leaving Prince Rupert Sunday, December 7.

Everyone loves Slippers

Delight your FAVORITE with the most adorable slippers this side of the North Pole. All styles to please all ages. Select slipper gifts here now.

Merry Xmas

Brownwood

PRINCE RUPERT, B.C.

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With and Without Hoods, in all sizes

FOUNDATION GARMENTS

STYLED BY NATURE RIVAL AND LE GANT The corset that is different

JUST IN—Big Order

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STOCKINGS

New shipment, in all shades, with pencil seam

ANNETTE MANSELL

UPSTAIRS IN STONE BUILDING

EUREKA CLEANERS

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DELUXE TANK MODEL (with attachments)	99.50

ALSO—

FLOOR-O-MATIC

The machine that

Scrubs — Waxes — Polishes — Buffs

Price \$99.50

No increase received on these items as yet (prices subject to change without notice).

McRae Bros. Ltd.