(Authorized as Second Class Mail, Post Office Department, Ottawa) Prince Rupert Daily News Ltd., 3rd Avenue, Prince Rupert, British Columbia. G. A. HUNTER, Managing Editor. H. G. PERRY, Managing Director. MEMBER OF CANADIAN PRESS - AUDIT BUREAU OF CIRCULATIONS CANADIAN DAILY NEWSPAPER ASSOCIATION An independent daily newspaper devoted to the upbuilding of Prince Rupert and all communities comprising northern and central British Columbia.

--- SUBSCRIPTION RATES ----City Carrier, per week, 15c; Per Month. 65c; Per Year, \$7.00; By Mail, Per Month, 40c; Per Year, \$4.00.

Coastal Alaska Highway

THE PRESENT Alaska Highway is no "damned" good, says Brigadier-General James G. Steese, former President of the Alaska Road Commission, who adds that it is plain nonsense not to have a coastal highway from Alaska direct to Seattle. Ever since it was built in war's emergency, there has been considerable doubt of the efficacy of the present highway, passing to large extent through the prairies and missing British Columbia with its double attributes of unsurpassed scenery, for the pleasure and edification of the tourist, and the great natural resources, thereby opened up for possible development and exploitation from a commercial and industrial standpoint. Gen. Steese's outspoken comment is of interest here in Prince Rupert, particularly his reference to a coastal route for an Alaska Highway into Seattle. The closer it comes to the coast, the better we here in Prince Rupert will like it.

VERY SATISFACTORY

DOTH SIDES to the dispute which it was feared of for a time might tie up the timber industry of British Columbia in a serious strike that would have done nobody any good and most certainly would have caused a lot of loss and hardship, to say nothing of disruption and inconvenience, are to be congratulated on having reached an amicable settlement. Good sense and a reasonable spirit of conciliation have prevailed and the result has been most gratifying. What has been done in this case might well be done in all other disputes of such nature. It could be done by sitting down and reasonably considering each other's case.

THE LISTENING AUDIENCE

D ADIO EXECUTIVES and producers in recent A years have been regarding their output with a critical eye. Sensitive to the comments of listeners and columnists on the one hand and to the wishes of commercial sponsors on the other, they have tried to take the pulse of their audience with listener surveys and at the same time pondered means of improving the quality of their broadcasts.

The more conservative - minded wing of the radio industry came to the conclusion that listeners are satisfied with what they hear, and that any departure from established broadcast patterns would damage radio's popularity.

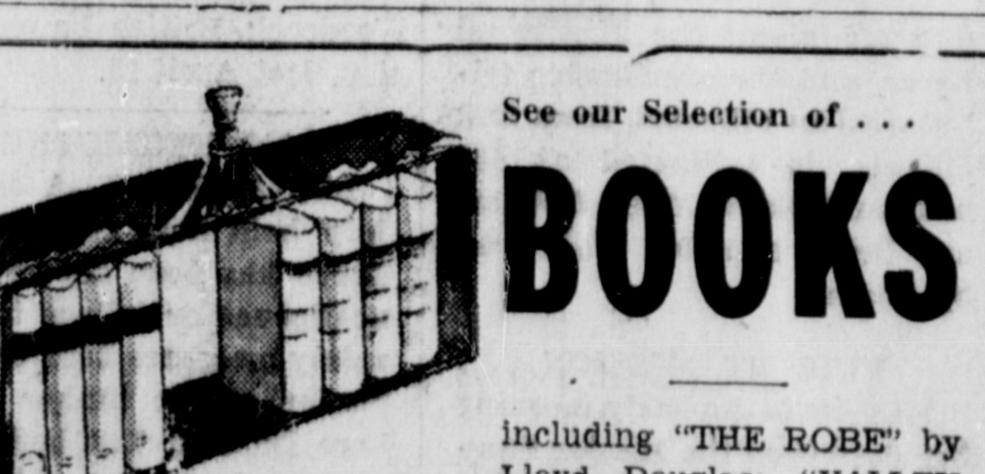
Others, including some top executives, are less willing to admit that radio is everything its listeners would like it to be. A considerable number of sets are turned on for hours on end from habit and without regard for the type and quality of entertainment offered.

Many stations are emphasizing public service programs of immediate interest and benefit to network programs on other stations. Similarily, many attempt to encourage local performers, less experienced and often less able than the stars of New York and Hollywood, but commanding staunch support in their home town and occasionally rising *to the top of the profession.

Some sponsors are said to be wary of "highbrow" programs of seious music or of an educational nature, preferring to cater to a large audience with programs of a more general appeal. Yet the British Broadcasting Corporation has won a large and enthusiastic following for its Third Program by ignoring "popular" tastes and appealing directly to a more intellectual public.

All the experts agree that the listening audience is apathetic-letters of praise or condemnation come from a mere handful of more articulate enthusiasts. But what radio fans really like and what they'll put up with—that's the \$64 question.

EARLY ADVERTISING COPY WILL BE APPRECIATED



Lloyd Douglas; "VALLEY OF DECISION" by Marcia Davenport; "GONE WITH THE WIND" by Margaret Mitchell; "DRIFTWOOD VALLEY" by Theodore Fletcher; "A TREE GROWS IN BROOKLYN" by Betty Smith; "CHINA FLIGHTS" by Pearl Buck; "LEAVE HER TO HEAVEN" by Ben Williams. And others at

HE VARIETY STORE Where Your Dimes are Little Dollars

LEGION W.A. IN SESSION

Many Matters Dealt With at Meeting on Thursday Night

ing of the Canadian Legion Women's Auxiliary on Thursday one new member, Mrs. Alix Wallin, was initiated.

Civic Centre Carnival. Mrs. Wil- Rupert Auxiliary. liam Rothwell was made con-

A letter was received from the matron of the Salvation Army Hostel thanking the Auxiliary for the donation of a desk.

Mrs. G. V. Hanley read the report of the tea held at the home neer's Home. of Mrs. C. Anderson. .

sist the Legion branch at the picnic to be held July 13.

Mrs. Frank Ellison reported that the articles of clothing collected for overseas will be shipped to Mrs. Beth Currie, chairman of the committee, at New At the regular monthly meet- Westminster, for shipment over-

Mrs. J. S. Black, president, reported having visited the Legion Auxiliary at Terrace and a gavel The Auxiliary agreed to work was ordered sent to Terrace with in the refreshment booth for the the compliments of the Prince

> Plans were made to hold the fall bazaar on November 14.

Mrs. G. V. Hanley and Mrs. Hugh Killin were elected as sick committee with visits to include Miller Bay Hospital and the Pio-

Mrs. F. Ellison was winner of A committee was asked to as- the raffle.

Outside of those two groups,

there is still another species.

and quite recently I met one in

and voiced an inquiry. Thinking

she had addressed me and not

knowing that she didn't really

see me, I volunteered the infor-

mation. It was the wrong thing

to do-a very wrong thing in-

That night, I put a new line

in my prayers. "Dear Lord," I

said fervently, "If for any reason

whatsovere I ever forget how to

please, from off this good earth."

IN THE SUPREME COURT OF

BRITISH COLUMBIA

IN PROBATE

IN THE MATTER OF THE ESTATE

OF HANS HOLM, DECEASED

His Honour Judge W. E. Fisher, made

on the 21st day of March, A.D. 1947,

my appointment as Executor of the

estate of Hans Holm, deceased, was

All parties having claims against

the said estate are hereby required

to furnish same, properly verified

to me on or before the 31st day of

July, A.D. 1947, after which claims

to any claims of which I then had

filed may be paid without reference

And all parties indebted to the es-

DATED this 24th day of June, A.D.

tate are required to pay the amount

Executor, Estate of

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OLE KILDAL.

Hans Holm,

TAKE NOTICE that by order of

FF in this Prince Rupert by BIDDEE JINKS

Last week I got myself a Can- | are different; that we prefer the yon wave. It was not done in a more gentle ways and enterbeauty parlor but simply by rais- tainments which our parents en- groups of the church. ing up under a freshly painted joyed before us. It takes all sorts shelf. Less surprised than was to make a people but the law of Louie in New York when his first average still exists. Therefore, patron asked for one. I surveyed while a certain element yell the results and my mind was themselves hoarse over a flatmade up.

Until that moment it hadn't been possible. Considering it voungsters. from every angle, I had seesawed back and forth as to be They are women too. There is a whether the strip should bleached white against brown or Sprinkling of them everywhere leave the strip a natural and the a local gathering. We had met rest bleached. One glance in the mirror made it easy. It would be casually before. She looked at me neither, not until the fingers of age made their own etchings.

In case there might be something hazy about all this, I hasten to explain. It is the Steve Canyon wave craze that hit me and a few thousand other simple-minded women. No worse than the hysteria which followed "The Voice" after his debut, it is still bad enough to cause Steve be friendly and kind, remove me considerable unease-if he were anything but a comic-strip fig-

It began in New York when a buxom-bosomed sweet old thing walked into a fashionable shop and asked for a Canyon wave. "I beg your pardon, madam?" Louie played for time. "A Canyon wave, sir," said the dignified person of the bosom, "and I'll have the strip dark brown."

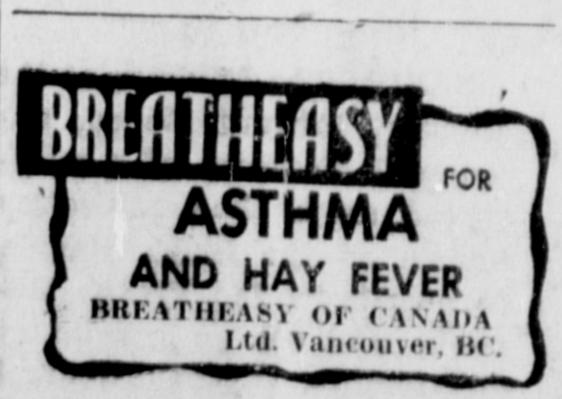
Something familiar about the name sent Louise scurrying for the funnies. He came back in a no knowledge. few minutes and did a hair-do truly as he had never done be-

Since then it has become a common procedure for Louie and others in the same business. Not only in the United States either! It has sneaked across the line, not quite in keeping with the longer skirts, but getting here slowly but surely. Our city? So far the skirts are leading.

It all makes one wonder what goes on in a woman's mind-and why. A recent survey from ringside seats at boxing and wrestling bouts brings us, as sweet femininity, into a new light.

According to eye-witness reports kept over a period of time, it has been proven that women are more blood-thirsty than men. When the slugging gets really tough and the clinches cruel it is the women in the audience who practically paw the air in their delight and cry exuberantly "up and at 'em." When authorities tried to place more binding rules on the game, it was the women again who were loudest in their defence of a "good, clean fight."

Slightly bewildered. I still take the attitude that most of us



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ARE MOVING TO NELSON

E. J. Fitzpatrick Superannuated From Public Works

After 30 years with the provincial Public Works Department, 17 of which have been spent in Prince Rupert as foreman, E. J. Fitzpatrick has been superannuated and, with Mrs. Fitzpatrick, plans to leave on Monday night for Nelson where they will take up residence.

So far no successor to Mr Fitzpatrick has been appointed by the Public Works Depart-

Last night, Mrs. Fitzpatrick, who has been a faithful church worker during her residence here was guest of honor at a fairwell party given by the Catholic Wonen's League in the Parish hall. She received a number of lovely gifts as tribute to her friendships. The function was concened by Mrs. W. Lahti, C.W.L. pre-

Earlier in the week, Mrs. Fitzpatrick was honored by farewell parties by the three sewing

At last night's party, seven tables of whist were in play, prizes going to Mrs. C. N. Young and Mrs. Ted Smith. Refreshments were served by the ladies. tened nose, a greater group are climaxed by a beautifully decorated cake made by Mrs. J. J. Gilreading stories to heavy-lidded

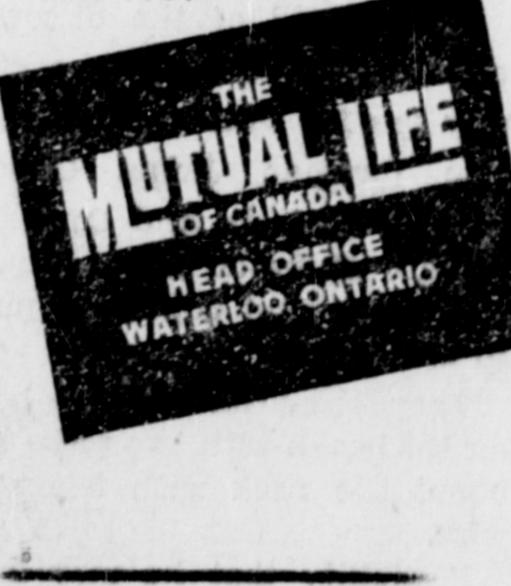
Mr. and Mrs. Fitzpatrick will



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be no strangers to the city of Nelson, having lived their for eight years before coming to Prince Rupert. Two of their sons live in the Nelson district.

Passengers leaving on today's C.P.A. flight-were Mrs. A. Beitush, W. A. Milisap, E. S. Richardson and A. C. Barber for Sandspit and W. McIntyre, F. Davies, T. A. Bate, Miss Edith Murvold, I. J. Skog, J. Hill and T. McMeekin for Vanvouver. Passengers arriving Friday from Vancouver were G. Jones, Miss Jack, R. H. Joyce, Miss B. Smith, W. La Pierre and E. Bernard.

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