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G. A. HUNTER, Managing Editor, H. G. PERRY, Managing Director.  
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## Developing Tourist Traffic

**F**OSTERING of the tourist traffic throughout British Columbia, emphasizing as far as practicable the attractive features of each season, is understood to be given consideration at any time now. This province, unlike any other part of Canada, lends itself to such a project. There are plenty of persons, having means, leisure and inclination, can find plenty to interest them in winter, as well as in summer. Even within present limitations, the tourist trade is said to have a value exceeding that of the fisheries and lumbering. It is a business we can sell, and at the same time, keep possession of. British Columbia is one of the major playgrounds of North America. Let the world know about it.

## AUTUMN IN THE NORTH

**S**UMMER officially ended this week, but that need not invite dismay. It can be quite pleasant in and around Prince Rupert for many and many a week, despite the formal announcement that the last day, if not the last rose of summer has departed.

On the whole it was an agreeable season, particularly so during the early weeks. It must be admitted that the city could have done with brighter skies earlier this month but there were many factors that compensated during this week.

Autumn in the north can show delightful days. As autumn comes on, indications multiply that the summer of 1948 will be among the busiest Prince Rupert has experienced. This is not saying the months just passed have not been exceptionally active. But it seems a certainty that next year will be even more so.

The splendid new Canadian National liner, which will bear the name Prince George, is to inaugurate service on this coast. That alone is a star attraction, even allowing for the immense popularity of the matchless inside passage.

The Canadian Legion will convene here in 1948, bringing numerous visitors, many of whom will be in Prince Rupert for the first time.

Construction of the celluloses plant, by spring, should be getting well into its stride, if not being beyond present expectations.

Truly, autumn in Prince Rupert, this year at least, is a season of hope.

## CORONER'S JURY NAMES DRIVER OF TRUCK

(Continued from Page One)

the home of Mrs. Tom Brooks after leaving the home of Mr. and Mrs. Atree some time between 10 p.m. and 11 p.m. when they were struck, and without warning. He said they were off the travelled part of the road and on a gravel path on the right side near the Forestry Office.

Worobeck was the only witness to testify seeing Harry Johnson in the truck on the night of the accident.

John Frank who lives on Lakelse Avenue near the Forestry office said he heard a crash about 10:30 p.m. September 12 and upon going out he found that his green, panel truck, parked at the side of the road in front of his house had one door smashed.

James Crockett, timekeeper for Mix Brothers Construction Company at Terrace said he was walking with his wife and friend toward town on Lakelse Avenue on the night of the accident when a truck passed him without lights and saw sparks fly when the moving vehicle hit a light panel delivery truck parked further along the road. He ran past the light truck and came upon Mrs. Willie who was lying

injured on the ground and Mr. Willie who was bleeding at the face.

Crockett said he later saw the truck that had passed him, parked near the Snack Bar.

Stanley Johnston, no relation to Harry Johnson, testified first and said he had turned over the keys of truck 27 to despatcher Harry Johnson after work on September 12. Stanley Johnston is an employee of Mix Brothers Construction Company.

The jury consisted of Foreman W. Sheardown, R. Long, J. H. Black, G. Hull, H. Wright and Wm. Reid.

## IS THERE ANY OPPORTUNITY IN CANADA?

Looking ahead ten years, young men in business wonder about the chances of getting up to the top. Is there any opportunity left in Canada?

A little study can answer that one.

Management is not only a few people at the top. Some men manage five employees, some a dozen. Some manage a department, a floor, a branch office. Those who successfully manage small units climb to larger units. Ability, ambition, courage, and initiative get all the way upstairs.

Opportunity is no new story in Canada. Last year a study was made of some of the chief executives who now manage Canada's largest businesses. Every single man came up the ladder the hard way, rung by rung.

Neither the men nor the money in industry can be effective without good management. Nothing else is so important to the employees' welfare, the investors' welfare, or the public welfare.

These views are presented in this newspaper by the British Columbia Federation of Trade and Industry.

## Seattle - Prince Rupert Motor Trip Described 'Voyage into the Unusual'

(By ELIZABETH K. LAMBERT)

Mrs. Elizabeth K. Lambert, of Fort Lewis, Washington, with her husband and children, made an automobile trip from Seattle to Prince Rupert this summer. The story of the journey was published in series in the Seattle Post-Intelligencer, from which the following is reproduced. Widely circulated in the western states, it undoubtedly will be of great publicity value for the Skeena Highway and Prince Rupert. This is the first installment of the series.

Souls who are looking for a voyage into the unusual will find a thrill of satisfaction in following the old, yet new, road to Prince Rupert, B.C.

It was an adventurous turn of mind, no doubt, which prompted my husband and me to toss the minimum of baggage and the maximum of passengers (three children under eight) into our '42 Oldsmobile and depart for the North country.

The road has been completed only in recent years and Americans who have made the trip from one end to the other are few enough that their autographs are being registered in Prince Rupert. In spite of this rather sinister sounding statement, the trip is a safe and comfortable one and thoroughly interesting throughout.

Accommodations are easily found, and experienced mechanics are available everywhere through courtesy of recent war training. Gas stations are plentiful in every town and are frequently to be found in the small settlements between towns. Throughout the province gasoline is sold by the imperial gallon which consists of five quarts. The cost per imperial gallon varies between 40 and 45 cents, but the mileage value obtained is excellent with speed rarely exceeding 40 miles per hour on the entire 1,100-mile trip.

Before embarking on the trip the driver and passengers of the car should make a trial run on some of the worst dirt and gravel roads they can find to decide whether or not that discomfort will outweigh the many sources of enjoyment to be found only by traveling on such roads—or perhaps worse ones.

The early part of the trip will, of course, be dictated by the discretion of the driver or his location with regard to British Columbia. Most motorists will enter Canada by way of the Seattle-Vancouver highway and will turn east on Canadian Highway No. 1, to Kamloops if they elect to omit a visit to Vancouver.

We made a loop trip from Seattle to Victoria and Vancouver before turning toward the northern part of the province. This proved to be an error in

judgment for without reservations accommodations in both cities were almost impossible to find, and of course we were handicapped by three exuberant offspring whom we tried to underemphasize to craven hearted room clerks.

It was with a feeling of relaxed freedom therefore that we abandoned the congested Vancouver area to its hotel clerks and headed toward the lower canyon of the Fraser River on Highway No. 1. We breakfasted in Vancouver and bought the ingredients of a picnic lunch to enjoy along the road. It so happened that on this day our 2-year-old became a 3-year-old and our picnic lunch had to include a cake and three candles, in addition to a few presents to make the occasion more memorable.

The highway graciously presented us with a lovely stream, suddenly a waterfall appeared, and our birthday party site was ready made.

Picnicking at the noon meal became a habit on the trip and the whole family found it a welcome break in the daily driving routine. It also afforded an opportunity to supplement the usual grim restaurant fare with the fresh fruit needed by the children. Unfortunately British Columbia does not sell sliced bread and it had not occurred to us to supply ourselves with a butcher knife. Ultimately we learned to like cracker sandwiches and developed a positive passion for canned date and nut bread which slices nicely with a pocket knife.

The first day's driving on Highway 1 brought us deep into the lower canyon of the Fraser River, where we found exciting views and mountain scenery to suit the most exacting demands. The highway is paved as far as

Cache Creek, which town might easily conclude the first day's drive.

The harder souls will prefer to push onto the north, while the more easy going, like us, will long since have selected a pretty tourist camp in the canyon and settled down to admire the sheer cliffs and slay mosquitoes.

There are numerous satisfactory auto courts in this area for it is a well traveled route which connects with the popular Banff - Lake Louise highway. Even our oddly composed party which demanded at least two double beds in a room had no difficulty finding suitable space.

In fact we were feeling a bit selective and eventually chose a place called the Big Horn which boasted a swimming pool and was conveniently and picturesquely located in the canyon just two miles south of Spences Bridge. A restaurant and filling station in conjunction with the tourist camp attended to the needs of our stomachs and our car. We jotted the day's mileage in a notebook—209 miles from Vancouver. Not very far, we agreed, but the road through the canyon was slow, and we had stopped too often to rest or look at the scenery. Tomorrow would be different.

Up to this time the trip has had nothing unusual to offer that could not be found more easily elsewhere. Even in Clinton, 20 miles north of Cache Creek, which we will long and fondly remember as the last outpost near the pavement, the only landmark of moment is the old-hotelery in British Columbia still operating but "under new management."

We had breakfast at Spences Bridge but by the time we reached Clinton, 60 miles beyond, and had had our first taste of Canadian gravel roads, we were all enormously hungry. The "oldest hostelry" beckoned and we trooped into the low ceilinged old dining room in a body. A few fellow travelers were also having coffee and their conversation immediately included us a delightful experience to those accustomed to the businesslike

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## Employment Hits Post-War Peak

OTTAWA, (C) — The Department of Labor reported Tuesday that Canada now is experiencing its most extensive labor shortage since the end of the war, with unemployment down to less than two per cent of the labor force and unfilled jobs outnumbering the applicants by 33,000. It was forecast that the situation may be more acute by the first of the month.

loneliness of the average restaurant.

A young couple from Ohio asked if we were driving all the way to Prince Rupert. When we admitted that much foolhardiness, they remarked that they had been told along the road the day before that a couple with three children were making the trip. We felt a surge of warmth and security to discover that our arrival was expected. At least if we got lost someone would probably come and look for us.

(To be Continued)

**"Ah-h-h! I Can Breathe Again!"**



If your nose sometimes fills up with stuffy transient congestion—put a few drops of Vicks Vapo-Rol in each nostril. It quickly reduces congestion and makes breathing easier in a hurry... gives grand relief from sniffly, sneezy, stuffy distress of head colds. Follow directions in the package.

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