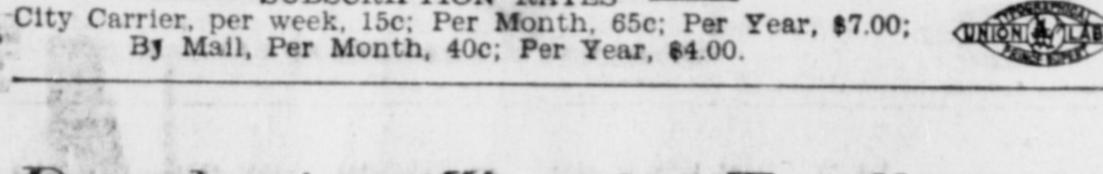
An independent daily newspaper devoted to the upbuilding of Prince Rupert and all communities comprising northern and central British Columbia. (Authorized as Second Class Mail. Post Office Department, Ottawa) --- SUBSCRIPTION RATES ----



## Developing Tourist Traffic

COSTERING 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

CUMMER 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.

parked near the Snack Bar.

Stanley Johnston, no relation

to Harry Johnson, no relation to

and said he had turned over the

September 12. Stanley John-

son is an employee of Mix Bro-

The jury consisted of Foreman

Black, G. Hull, H. Wright and

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

A little study can answer that

Management is not only a few

people at the top. Some men manage

ive employees, some a dozen. Some

manage a department, a floor, a

branch office. Those who success

fully manage small units climb to

larger units. Ability, ambition,

tourage, and initiative get all the

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 busi-

nesses. Every single man came up

the ladder the hard way, rung

Neither the men and women in

management. Nothing else is so

industry nor the money in industry

can be effective without good

important to the employees' welfare,

the investors' welfare, or the public

\* \* \*

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

way upstairs.

by rung.

welfare.

and Industry.

thers Construction Comanny.

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. Attree some time between 10 p.m. and 11 p.m. when they were struck, and without Harry Johnson, testified first warning. He said they were of the travelled part of the road keys of truck 27 to despatcher and on a gravel path on the Harry Johnson after work on right side near the Forestry Of-

Worobeck was the only witness to testify seeing Harry Johnson in the truck on the night of the W. Sheardown, R. Long, J. H

John Frank who lives on Lak- Wm. Reid. else 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 7 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 | me. further along the road. He ran past the light truck and came upon Mrs. Willie who was lying



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## Seattle - Prince Rupert Motor Trip easily conclude the first day's 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 un usual 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, difficulty finding suitable space. which prompted my husband and me to toss the minimum of baggage and the maximum of passengers (three children under eight) \*--

part for the North country.

from one end to the other are ant offspring whom we tried to few enough that their auto- underemphasize to craven heart graphs are being registered in ed room clerks. Prince Rupert. In spite of this rather sinister sounding statement, the trip is a safe and comfortable one and thoroughly interesting throughout.

The east per imperial gallon able. varies between 40 and 45 cents, but the mileage value obtained sented us with a lovely stream, management." is excellent with speed rarely ex- suddenly a waterfall appeared. entire 1,100-mile trip.

perhaps worse ones.

east on Canadian Highway No 1, pocket knife. to Kamloops if they elect to omit a visit to Vancouver. injured on the ground and Mr.

Willie who was bleeding at the Seattle to Victoria and Vancou- River, where we found exciting Crockett said he later saw the ver before turning toward the views and mountain scenery to truck that had passed him, northern part of the province, suit the most exacting demand.

into our '42 Oldsmobile and de- judgment for without reserva tions accommodations in both The road has been completed cities were almost impossible to only in recent years and Ameri- find, and of course we wer cans who have made the trip handicapped by three exuber

and headed toward the lower stepped too often to rest or look Accommodations are easily canyon of the Fraser River on at the scenery. Tomorrow would found, and experienced mechan- Highway No. 1. We breakfasted be different. ics are available everywhere in Vancouver and bought the through courtesy of recent war ingredients of a picnic lunch to had nothing unusual to offer training. Gas stations are plen- enjoy along the road. It so hap- that could not be found more tiful in every town and are fre- pened that on this day our 2- easily elsewhere. Even in Clinquently to be found in the small year-old became a 3-year-old ton, 20 miles north of Cache settlements between towns, and our pienie lunch had to in- Creek, which we will long and Throughout the province gaso- clude a cake and three candles, fondly remember as the last outline is sold by the imperial gal- in addition to a few presents to post near the pavement, the only

ready made.

the driver and passengers of the became a habit on the trip and adian gravel roads, we were all car should make a trial run on the whole family found it a wel- enormously hungry. The "oldest some of the worst dirt and gravel come break in the daily driving hostelry" beckoned and we roads they can find to decide routine tI also afforded an op- trooped into the low ceilinged whether or not that discomfort portunity to surplement the old dining room in a body. A will outweigh the many sources usual grim restaurant fare with few fellow travelers were also of enjoyment to be found only the fresh fruit needed by the having coffee and their converby traveling on such roads-or children. Unfortunately British sation immediately included us Columbia does not sell sliced a delightful experience to those The early part of the trip will, bread and it had not occurred to accustomed to the businesslike of course, be dictated by the dis- us to supply ourselves with a cretion of the driver or his loca- butcher knife. Ultimately we tion with regard to British Col- learned to like cracker sandumbia. Most motorists will enter wiches and developed a positive Canada by way of the Seattle- passion for canned date and nut Vancouver highway and will turn bread which slices nicely with a

The first day's driving on Highway 1 brought us deep into We made a loop trip from the lower canyon of the Fraser This proved to be an error in The highway is paved as far as

Cache Creek, which town might Employment Hits

settled down to admire the sheer cliffs and slap mosquitoes.

There are numerous satisfacit is a well traveled rouse which the first of the month. 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

In fact we were feeling a bit selective and eventually chose 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 mile-It was with a feeling of re- age in a notebook-209 miles laxed freedom therefore that we from Vancouver. Not very far,

Up to this time the trip has lon which consists of five quarts. make the occasion more memor- landmark of moment is the oldhostelry in British Columbia The highway graciously pre-still operating but "under new

We had breakingt at Spenses ceeding 40 miles per hour on the and our birthday party site was Bridge but by the time we reached Clinton, 60 miles beyond, and Before embarking on the trip Picnicking at the noon meal had had our first taste of Can-

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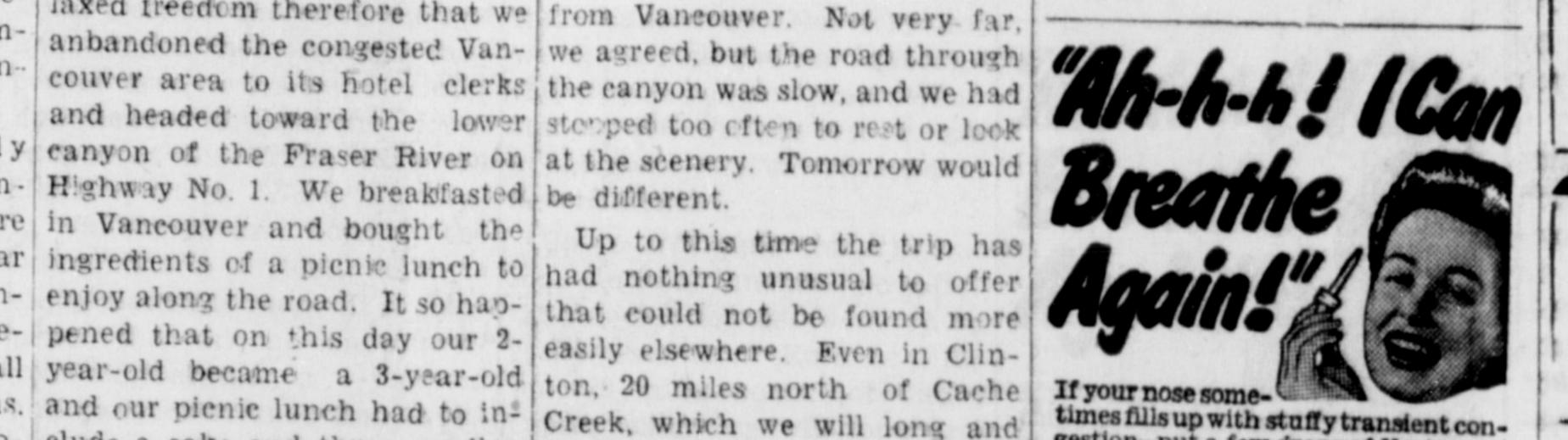
## Post-War Peak

OTTAWA, (P) - The Depart-

loneliness of the average rest-

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

(To be Continued)



times fills up with stuffy transient congestion—put a few drops of Va-tro-nol 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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