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Prince Rupert and Alaska

SPONTANEOUSLY and without any coaching, a United States senator, head of an important committee of the United States upper chamber, which has been holding a series of hearings in most of the important cities and towns of the territory, told a Daily News interviewer at the end of the week that "Alaskans quite generally are banking on the use of transportation facilities through Prince Rupert for the establishment of a new trading route to the Middle West. The people of Alaska I found want some competition for Seattle and they all see the possibilities of Prince Rupert." A very significant and heartening statement indeed for Prince Rupert, we would say, emanating from an important American legislator, coming himself from the Middle West (Nebraska) and made after due travel, observation, listening and consideration.

When such admissions as this are made, it is to be expected that Alaskans and Middle Westerners will be doing something themselves about taking advantage of the port of Prince Rupert and the service it has to offer—something which for years modestly and with due propriety we have been trying to sell them, knowing it is a service which can be used to their own advantage and which traffic, of course, would be most welcome to use. We cannot tell the Americans and the Alaskans what to do in such matters but we can continue in every way possible our job of fostering and presenting the case of Prince Rupert and the advantages which it has in support of the claim that it is the true entry port of Alaska.

IN AID OF HUMANITY

TO CARE for Canada's citizens of tomorrow and yesterday, as well as the host of today's citizens who need help, is the aim of the Salvation Army's national Red Shield appeal for \$1,000,000 which starts today throughout the Dominion. While this a national drive for this excellent purpose, Prince Rupert citizens will have the opportunity of contributing their quota to so well deserving an effort.

There are few institutions, religious or otherwise, that have built up a reputation for giving aid to the needy as has the Salvation Army and could the spirit of General Booth gaze upon efforts, he would probably be amazed. There is no field into which the members of this body are not prepared to enter, in the rehabilitation and relief of broken men, women and children, and every citizen, no matter who he or she may be, feels deep within a profound respect and admiration for the organization.

Not least of the Army's efforts is the maintenance of the Red Shield centres, which are to be found in every large city, and which are today providing food and shelter for those unfortunate enough to require the aid that is there for them. In the words of Commissioner Charles Baugh, Territorial Commander for Canada, "The Salvation Army feels certain that the public of Canada, and the hundreds of willing workers who every year give liberally of their time, will assure the success of the appeal."

Canadian Newspapers

From the Monthly Letter of Royal Bank of Canada
INSTALMENT NO. 7

CRITICISM OF NEWSPAPERS

There are several points on which newspapers are criticized. Criticism is a good thing. As was remarked in an article in the Montreal Gazette this spring: "Serious, searching and regular criticism of the press is the ultimate safeguard of its freedom. The lack of it deprives the press itself of the benefits of the very principle of which the press is, in relation to everything else, the chief exponent." Probably the charge most often heard is that the press is sensational. Reporters on a good story are reluctant to prick the bubble that reflects the world in brilliant colors and turn it to a little soap and water. Editors know that their circulation is largely determined by the brightness of their copy; some persons mistake this brightness for sensationalism. There are editors, of course, who lapse into catch-penny huckstering, but it must be admitted there are not many such in Canada.

Canadian papers are not, as a rule, given to exaggeration, though they do sometimes slip into gibberish about miracle drugs and electronic brains. Bad popularizing of scientific subjects may do great harm, not alone by giving wrong information but by destroying faith in the newspapers which print it. Readers should bear in mind that most popularizers are writing to sell, and are not, as a general rule, principally exercised about spreading good. Their statements and judgments, particularly in health matters, should be checked with a professional man.

A criticism levelled against some newspapers is that they are organs of "propaganda." Propaganda is anything you read that makes you feel some action should be taken, and it

would be a poor news sheet whose articles and editorials never gave that feeling. The kind of propaganda to beware of is the insidious kind that is more often met with in "organs of opinion" than in Canadian newspapers—the kind that uses "color" or weasel words, mostly adjectives such as "ruthless, confused, bureaucratic, grasping." It would be well, when you come upon an article loaded with adjectives, to go back and read it with the adjectives left out, in order to make an unbiased judgment.

Another criticism, one that is too widely merited for comfort, is that newspapers color reports, particularly of political events and speeches. Some of us are prompted to inquire whether newspapers have kept up with the broadening education they

have had so large a part in making available to the public. This education has taught people to think for themselves, to recognize that there are at least two sides to every story, and to suspect oracles. Yet some newspapers continue to spoon-feed their readers. They attempt to lead them, openly as in editorials or by subtlety in colored articles (or, as newspapermen call them, articles that are "slanted" or have particular "angles" played up).

Newspapers should, in their own interests, be their own chief critics, because it is an inescapable fact that if they fail in self-control and come to regard freedom of the press as license, the time will come when the public will demand outside control. Then, should the government be persuaded to step in to control the newspapers, our chief guard against totalitarianism would be lost. The newspapers in Canada must realize their responsibility to protect freedom, and that they can do their part by avoiding error, bias, carelessness, prejudice, and false color. As F. I. Ker said in his address as president of The Canadian Press last April: "The press holds a mirror to the happenings of the day. Unless the mirror is as flawless as it is humanly possible to make it, its

Lesson in English

by W. L. Gordon

Words Often Misused: Do not say, "My wife loves to read good books." Say, "My wife loves her children, and likes to read good books." The word love is much abused.

Often Mispronounced: News. Pronounce the ew as in few, not nooz.

Often Misspelled: All right. This is correctly written only as two words. Allright is not recognized by authorities as proper.

Synonyms: Govern, manage, rule, control, conduct, direct.

Word Study: "Use a word three times and it is yours." Let us increase our vocabulary by mastering one word each day. Today's word: GULLIBLE; easily duped or imposed upon. "Great amounts of money have been lost by gullible people."

Mr. and Mrs. Fred Riffou, pioneer residents of Prince Rupert, are sailing tomorrow afternoon on the Coquitlam for Vancouver and will take up future residence in the south.

reflections will be destroyed. When distortion occurs in one newspaper, The Canadian Press and all who print its news may suffer."

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