

## ARE WE TOURIST CONSCIOUS? ARE WE SELLING OUR CITY?

(M. E. ANDERER)

I was along the waterfront recently just after an American warship had docked at the Government wharf. By that time some of the officers and ship's company had been given shore leave and they were anxious to see the town. As they came ashore they looked west and then east wondering how they might reach our city. There was not a direction sign to help them. In three cases they started east towards Cow Bay, still wondering how they might reach our well-hidden town and then they noticed the overhead bridge so they turned back and made their way over it. That brought them to the naval buildings at the foot of McBride Street and still there was no sign to indicate to them where the main part of the city was. What a welcome!

Now first impressions have a great effect on people, and this is particularly true of tourists and visitors. Is it not important, even necessary, that our tourists and visitors get a good impression when they land? Notices that "smoking is forbidden" and that people entering from other parts must pass the customs are a poor "welcome mat." We should be able to do better than that.

Our visitors come by one of four routes—train, steamship, road or air. It is surely the duty of the operators of each of these facilities to make sure that the

tourists are informed properly and sympathetically before they arrive here, of the points of interest in the city and its attractions. I have heard officials on the steamships say: Prince Rupert? That's where it always rains." Now that might be an attraction, for a desert dweller, but it is not a recommendation to the ordinary tourists and, moreover, it is not true. This is one aspect of the tourist business in which the public relations officials of the companies concerned need to do some educational work. Up-to-date folders should be freely provided and supplied to the tourists. This might well be supplemented by information given by officials and employees of the companies. On a recent trip east by train I could not help but be very unfavourably impressed by the lack of initiative by the railway company in this respect. I took upon myself the responsibility and, as it turned out, a very pleasing one, of telling my fellow travellers of the country as we passed the

points of interest. The Skeena River, the canneries, the towns, the timber, the farms, settlements, the Bulkley River, the many lakes, the possibilities of development, the history of past accomplishments and failures—each provided topics of interest. And as I left my fellow travellers they were loud in the expressions of appreciation for the information given. It had made their trip so much more interesting. I had been able to answer some of the hundreds of questions that are in the mind of every traveller as he sees these places for the first time. That is a service that should be given freely and generously to all travellers.

The same thing has happened as I travel by boat. My companions want to know the names of the islands, the lighthouses, the narrow passages, the next port of call, when we would get there, how many miles between places, what the industries are, why people live there. Question after question is on their lips and little attempt is made by the companies to answer or anticipate situations or adequate steps taken to meet them. These charges may be fairly levelled against the transportation companies in very many cases.

### WERE GUILTY OURSELVES

But we are guilty ourselves. In our city there are three groups to be considered in connection with tourist travel. There are the taxi companies, there is the general public. How does each group do its part in meeting the

demands of the tourist trade? Do the Business Interests wait until the tourists walk into their stores? Or do they advertise their wares? Is there any preview given to their prospective visitors? Are there signs along the road telling travellers where they may obtain the best souveniers, or the best meals, or the best accommodation? And do the signs tell the travellers how to get to these various places? I have seen cars stop inside the city limits as the travellers wondered how to get into the city. I have seen cars stop at McBride Street with the travellers wondering again where they might go for meals or other requirements. Is this indicative of a wide-awake community desirous of catering to a trade that should ever be on the increase? Does it make a traveller feel that he is wanted here or just tolerated?

Of course our taxi companies show the tourists over the city and it would surprise some of our citizens to know what a good job the drivers do in taking the visitors to the many attractive gardens and homes.

Our city has many interesting attractions. We should boost them far more than we do. Our museum, our tottem poles, our parks including Roosevelt Park, our Yacht Club, courthouse with its very attractive grounds and sunken garden at the rear, and then our waterfront. I have never had a visitor yet who was not tremendously impressed with the unloading and sorting of the halibut catches. Some have watched the process for an hour. There are very few places in the world that can duplicate this feature of the life of our city. There are the storage plants, the Canadian Fish and Cold Storage, the Northern Fishermen's Cold Storage, the Prince Rupert Fishermen's Co-operative Association, and the many fish companies.

The Dominion Government itself is very lax in its consideration of visitors. Nowhere is there any information displayed in the post office to assist the tourist. There should be a large and clearly worded notice board telling on what days and at what times the mail leaves, where it leaves for, with the times of the closing of the mail for each train or boat or plane. I can well believe this would be a valuable service to many of our citizens.

Our Public Relations Committee has done a good job and will do an even better one with its increasing experience. But the business men of the city must do their full share to anticipate the needs and expectations of the tourist, and every citizen must do his share too. The citizens have a well-founded reputation for hospitality but we must make an extra effort to make all tourists feel that they are welcomed here. We must become more tourist-conscious. It will pay dividends from a commercial point of view, but it will pay for bigger and more satisfying dividends from a social point of view. We must not only convince people that we are the "Gateway to the Great North-West" but also that we are imbued with that spirit of friendliness and hospitality for which the west is famous.

Smith: "I got a small car for my mother-in-law the other day."  
Jones: "I wish I could make a swap like that."

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PORT EDWARD CELLULOSE COMPANY LIMITED  
Dated July 23rd, 1947.

**EARLY NEWS IS WELCOME**

Local news items, to ensure publication, should be in the office by 10 a.m. Contributors are asked to bear this in mind. Items of social and personal interest are always welcome.

### CAPT. PALMER PASSES AWAY

Captain William Q. Palmer, for 35 years in marine service and veteran mariner, died a few days ago in Victoria. He was particularly well known on this coast and in the ports from Skagway south. He was a familiar figure in Prince Rupert.

### TOO LATE TOO CLASSIFY

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FOR SALE—Three room cottage with shower, near Conrad school. Owner leaving, will sacrifice \$1,000 or \$1,250 furnished.—Armstrong Agencies, Phone 342. (189)

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**BLONDIE** by CHIC YOUNG  
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OH, GOLLY, IT'S BLONDIE LOOKING FOR ME TO CUT THE GRASS!

DAGWOOD, YOO-HOO! WHERE ARE YOU?

BEAT IT, DAISY, BEAT IT!

THAT DAWGGONE DOG WILL SNIFF ME OUT OF THIS CLOSET EVERY TIME

HE CAME TEARING OUT OF THE FRONT DOOR AND WENT AROUND THE BACK

YOUR HUSBAND CAME AROUND THE WAY LIKE A CANNON BALL HEADING THAT WAY

PAPA'S UNDER THE PORCH - I CAN HEAR HIM BREATHING

DAGWOOD, COME OUT OF THERE!

HE DUG HIMSELF OUT OF THIS SIDE LIKE A MOLE AND HEADED AROUND THE FRONT

HE SCRAMBLED UP THAT CORNER AND ONTO THE LEDGE AND INTO YOUR BATHROOM WINDOW

THERE HE GOES DOWN THE CLOTHES CHUTE!

LOOK ALL THE DOORS WE'VE GOT HIM TRAPPED IN THE CELLAR!

NICE TRY, THOUGH, POP

HERBERT, YOU LADY GOOD-FOR-NOTHING - I WISH YOU'D TAKE THE SAME INTEREST IN YOUR HUSBAND THAT DAGWOOD DOES IN HIS

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