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Canada Becomes An Entity

WHILE most magazine-reading Canadians will experience a spark of pride at the number of articles current in American periodicals boosting our country, the spark is not likely to ignite any fire.

For better or worse, there is a streak of caution in Canadians which rarely allows them to fall for their own publicity. We are basically leary of ballyhoo and, if Canada really is having the boom that everyone talks about, we will be the last to believe it.

This is probably a good thing. Behind every so-called boom there is almost invariably a set of sobering factors which must intrude themselves sooner or later.

Commenting along these lines in Saturday Night magazine, Michael Young remarks: "British Columbia's big aluminum boom hasn't been without its wet blankets either. When the Aluminum Company of Canada began its gigantic development in the west coast province we began digging for superlatives only to be stopped by ominous warnings from the B.C. fisheries that the power dam first proposed would block the salmon's spawning run and dry up a multi-million-dollar industry on the west coast."

"So the superlatives had to be put away while the pros and cons of this dispute were hashed out. Alcan finally found a site for its dam that didn't interfere with the family life of B.C. salmon, but by that time the gilt had been taken from the gingerbread."

Nevertheless it is gratifying that Canada is riding high on the printed page. However optimistic the reports may be—and they certainly do have some foundation—they at least serve the purpose of making the country better known.

At last we seem to be gaining an identity a little more accurate than that of a British colony inhabited entirely by mounted police.

BUSINESS SPOTLIGHT

Pacific Salmon Now Mooted For Shoe Leather, Handbags

By FORBES RHUDE
Canadian Press Business Editor

The salmon, courageous fighter of fast-flowing rivers and flavorsome food of mealtime, may find a new career.

A release from the Leather Industries of America, association of tanners, announces the showing of women's shoes and handbags made of salmon leather. The release adds:

"Although not yet in mass production, tanners expect that shortly salmon will be popular for shoes, handbags, belts, etc. Production bugs now are being worked out and it is expected that this leather will be inexpensive and plentiful."

The successful tanning of salmon skin, it says, has been attempted on and off for more than 300 years.

BUSINESS CHEERFUL

American business men may be somewhat apprehensive of the time when armament and building programs slow down, but apparently they are optimistic about the immediate future.

Sam Dawson, of the Associated Press, looking over the situation, says: "Manufacturers, wholesalers, retailers, bankers, stock brokers, and some government officials are lining up on the side of the optimists in appraising prospects for the rest of the year."

"A poll of 1277 business executives by Dun and Bradstreet shows the majority looking for increased sales volume during the rest of the year, and most of them expect their operations to be profitable."

"Nearly all plan to maintain present employment levels and some expect to hire more men. Sixty-five per cent believe present prices will be maintained for the rest of the year. Sixteen per cent look for higher prices, while 19 per cent predict their own selling prices will be lower."

"Another group that believes the country can expect a gen-



UNDER OUR ROOF

Well, here we are in Vancouver—Hamish and Little Augie and Col. S. Skeffington-Smuts (ret.) and me—after leaving The Island under forced draught in a rowboat, with the police in hot pursuit.

We seem to have shaken off the police, but right now we are in rather embarrassing circumstances on account of we left home so hurriedly we forgot to bring any money.



John Sturdy

(Frantic telephone calls to my wife have so far failed to produce anything like a money order, and although we are bound for Prince Rupert and the North, it looks as though we will be in Vancouver until we pay our hotel bill.)

The whole situation is most distressing because the hotel has advised us that we won't get any more room service until we settle the bill, and we are slowly but surely starving. Of course, the obvious thing to do would be to go out on the street and beg the price of a meal from someone, and I think we would certainly do that, except for one thing. The hotel management has put a double lock on our door, and we can't get out.

"If you had any luggage," the manager explained, "we would hold that until you paid your bill. However, as you have no luggage, our only alternative is to hold you. And quite frankly, we would rather have the luggage."

So here we are, the four of us, cooped up in a hotel room with only ourselves for company. As a matter of fact, that isn't quite correct, because somebody left a radio in the room and we have it turned on from morning to night, and consequently we are visited by a constant stream of characters—all of them women. For instance, there are Aunt Jenny and Helen Trent, and Our Gal Sunday and Big Sister and good old Ma Perkins, and Young Doctor Malone and the Second Mrs. Burton, and Nora Drake and the Young Widow Brown.

DOWNRIGHT MISERY

All these radio ladies suffer terribly. As Little Augie says: "We think we've got troubles! Pal, we don't know what the word means."

I'm beginning to think that Little Augie is absolutely right. I never knew that such downright misery existed in the world until Helen Trent and John's Other Wife came calling via the radio. We may be locked in a hotel room, penniless and starving, but we are well off compared to some of these women.

By the time noon comes around and there is a break for the news, we're limp from listening to tragedy. And nothing on the news seems to matter. There may be an earthquake in California and a train wreck in France, and people getting killed all over the world, but somehow these items don't effect us at all. Frankly, we're too exhausted from suffering with that lady who is trying to find romance after the age of 35, to care two hoots about what is

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SEASONED SEAMAN

If the Canadians' ship ever does come in, Brother Abbott will take care of the docking—Brandon Sun.

There is already a "Pike's Peak" in Colorado. Just where to place "Ike's Peak" may have to remain a matter of conjecture.

Employees representing all departments of the Dallas News assemble for service at 8:30 a.m. Started a month ago with an attendance of about fifty, it is now double that. There's an opening prayer, five-minute inspirational talk, and a closing prayer or hymn. Every business has its own way of starting the day. There could be worse than this.

THEY NEVER LEAVE

Stampede spectators call the cowboys at Calgary a race apart. They say they have the bravery of the lion-tamer, the talent of the polished artist, the aerobic ability of a ballet dancer and the toughness of leather itself. And yet, sometimes you hear it said there are none left in the west.

Instead of trying to keep up with the Joneses why not entertain yourself by watching them go around in circles.

While it's becoming tiresome, there is doubtless a necessity for Hitler's lawyer to ask the Vienna court to rule on whether the former Fuehrer is living or dead. Until this is done certain legal

matters cannot be definitely settled. The lawsuit concerns stolen property. Natural enough, when it has anything to do with Adolph.

CAN HEAR BETTER

An appeal for a return of "the foot cop" gains headway in the United States. A child was missing for days. The whole community searched. An old retired police officer found her in an abandoned garage. He had an explanation, and it was this: "You can't hear a little girl's screams while riding around in a patrol car."

Voluntary plan or compulsion? The Minister of Health, Eric Martin, tells B.C. that hospital service on a free-will basis can be made so acceptable that coercion hasn't the slightest chance. To have the knack of making people in debt feel that good, is almost uncanny.

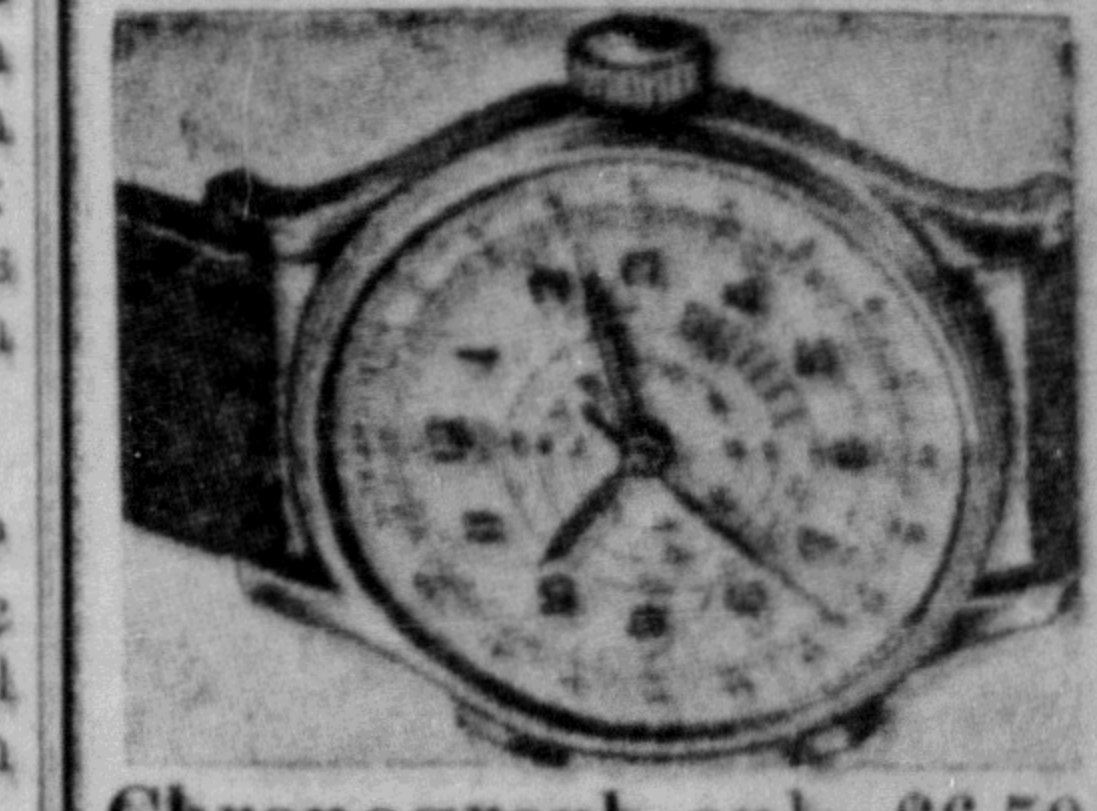
There's said to be about fifty females employed as typesetters on newspapers in Canada. They are capable, as well. Wonder if they ever think of contrasts. We mean nursing or school teaching scales of course.

Friday mornings' rainbow in Prince Rupert had neglected little. The time was about 7:40. It lasted for possibly quarter of an hour, and appeared to be complete in every little detail with the colors strong and steady from end to end of the western sky.

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Paper Invites Contributions Of Social News

The Daily News endeavors to give all possible coverage of social and personal news of town and district and will appreciate contributions of such items. Reports of club activities, weddings, teas and personal notes are invited. To contact a reporter, phone 749.

NOTICE TO All Flat Rate Water Heater Consumers

The following amendment to Schedule "B" and Schedule "D" of our Tariff for Electric Service has been approved and authorized by the Public Utilities Commission of the Province of British Columbia, to become effective on October 1st, 1952:

AMENDMENT:

"All water heaters shall be thermostatically controlled with approved thermostatic devices.
Suitable insulating coverings shall be installed on all water tanks serviced by said heaters.
Thermostats and insulated tank coverings shall be provided, in place, by the Consumer.
The Company reserves the right to withhold or suspend supply where the consumer does not comply with the above mentioned provisions."

All consumers having flat rate water heaters which are not both thermostatically controlled and tanks covered with an approved insulating jacket, should apply to this Company prior to October 1st, 1952, if they wish this service to be continued after that date.

The installation of these devices at the consumer's option may be done by any electrical contractor. This Company will, however, make the required change-over on a straight cost basis, for any consumer who applies for same before the above mentioned date. Blank application forms for this purpose will be mailed to all water heater consumers within a short period.
The monthly rate of \$3.60 per 1,000 Watts for water heater service remains unchanged.
The kind co-operation of water heater consumers in this matter will be very much appreciated.

Northern B.C. Power Company, Ltd.
Per: T. B. BLACK, General Manager.

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