

Thursday, July 19, 1951

An independent daily newspaper devoted to the upbuilding of Prince Rupert and Northern and Central British Columbia.
Member of Canadian Press — Audit Bureau of Circulations
Canadian Daily Newspaper Association
G. A. HUNTER, Managing Editor. H. G. PERRY, Managing Director
SUBSCRIPTION RATES:
By Carrier, Per Week, 20c; Per Month, 75c; Per Year, \$8.00; By Mail, Per Month, 75c; Per Year, \$8.00
Prince Rupert Daily News Ltd., 3rd Avenue, Prince Rupert.
Published every afternoon except Sunday by

Our Museum Handicapped

HERE in Prince Rupert is located a museum holding one of the finest and rarest collections of Indian lore on the continent. A lot of work has gone into collecting the items over many years and in the displays—such as the archeological midden which many visitors claim is the best they have seen anywhere.

It is a shame that such an attraction and valuable asset to a city should be run on a shoestring, as it is. Perhaps little can be done at present about the building but a fire-proof structure which could be insured would harbor a lot of prized private collections if owners could be assured of their safety.

A new building may come in the future if people of Prince Rupert are interested enough in their museum. But there is no need for the present building to be buried in two feet of grass and weeds. The approach to this tourist centre looks more like a forsaken ruin than what it's supposed to be.

But all that could be changed by a little support from Prince Rupert citizens. A drive for membership is now under way and for the nominal charge which is being asked most everyone but the starving can chip in. This is not the time to be cheap.

Even as the museum now stands, it is attracting a lot of visitors—tourists off passing ships and those who are motoring through—but many turn away at the approaches with the likely impression that walking the rest of the way "simply isn't worth it."

Outside appearances may not be everything, but certainly counts a lot. That's showmanship, and it has worked many wonders, especially when it can be backed up with something worthwhile.

New 'Industrial Empire'

AMERICANS seem to fancy the look of the expression "Industrial Empire" when they see it in type. The weekly U.S. News and World Report, published in Washington, prints it twice in the same story, which is all about the B.C. boom.

"Long neglected," it proclaims in a featured two columns, "British Columbia's boom is growing out of an unusual set of advantages. Friendly climate. Can work the year round. Beckoning to more and more enterprises. A land of plenty. Resources so large that their full extent is not known. British Columbia and Alberta are twice as large as Texas. With her Norway-like coastline, has dozens of deep inlets where good harbors can be built. Almost unheralded, a big Industrial Empire is developing as a next-door neighbor to the United States."

Can it be that the people born and dwelling in British Columbia have always been too close to the scene for a true, an actual perspective? It could be—this taking for granted such colossal resources and power. But from what is now going on and which will directly or indirectly affect practically everyone's future, we are beginning to visualize what a profound difference is coming this way.

Recognizing Fisheries

GOVERNMENT and industry, through publicity and public relations, should expand their efforts to acquaint the public at large not only of the fishing industry's place in the Canadian economy, but also of the richly human personal story of the fisherman who hazards his life and gambles with his economic security that the whole country can share in the benefits which the trade brings us through the markets of the world.

The story must be told with increasing emphasis of the part played by the individual fisherman as well as by the industry. The fish processors operate efficiently and, unlike many other industries, without benefit of direct subsidization from the public purse which is the government.

The fisherman battling the elements and gambling against unseen hazards, personal and economic, should have the respect and admiration of the whole country. His success means more money in the economic stream.—Richmond-Marpole Times.

Scripture Passage for Today

"O God, my heart is ready . . . I will sing and give praise."—Ps. 108:1.

As I See It



by
Elmore
Philpott

Those British Rations

HERE ARE two letters from women readers which throw light on two different sides of a big story.

One is from a lady who is sorry that I wrote the British are only short of fresh meat. She thinks my article may tend to stop the flow of parcels.

Another is from a lady who lived for years in Britain, but is now back in Canada. She is outraged because Canadian shops are full of canned meat from Britain.

"Fancy Britain sending us canned meat, selling here 39 cents for 15½ ounces net. Insane! Are they all D.F.s, or do we have them all on this continent?"

DON'T ASK me to explain why a British socialist (ye Gods!) government carries on long negotiations with Argentina to get more beef—then cans that beef and ships it to Canada!

I can't explain it any more than I can explain what they did in the Second World War—shipped out whole cargoes of British fancy biscuits, which we were buying and shipping back to friends. It hardly seemed to me the best way to deal with the submarine menace, which threatened to starve Britain.

I THINK I had better stick to the British rations. Here are the official figures. All other foods are ration-free—but there, as here, there are scarcities in some lines.

Per person per week:

Bacon—4 ounces.
Cheese—3 ounces.
Butter—4 ounces.
Margarine—4 ounces.
Cooking fat—2 ounces.
Meat—12 cents worth.
(Subsidized prices)
Eggs—5.
Sugar—10 ounces.
Tea—2 ounces.
Candy—20 oz. per month.

WHEN I WROTE that the British were short of two main items—fresh beef and pork—I assumed that everybody here knows the general picture there.

We all know that Britain is engaged in a grim struggle to make ends meet. We also know that, as compared with Europe, we in North America are disgraceful wasters—that much of the old world could live on what we waste.

But if you analyze the above figures carefully you can see that, except for meat and sugar, the British are eating just about as well as people are eating here—for the obvious reason that more and more of our people can't afford to buy foods to feed themselves as they did formerly. British pensioners are better off than our old people are.

THE HARDEST hit person in Britain is the housewife in a family where nobody eats in restaurants, and where nobody gets fed in big factory canteens. The British rich, as everywhere, get by very nicely, as no restaurant or hotel meals are rationed. Also, every big factory feeds its workers hot noonday meals—and these also are ration-free. That is, the housewife who has



"DEVOTED SERVICE"—For 42 years, Mrs. Amy Foot, 93, of Parry Sound, Ont., has taken weather observations three times a day for the Dominion Meteorological Bureau. For making 38,000 reports without missing one, she has been awarded the Imperial Service Medal. Andrew Thomson, controller of meteorology for Canada, is shown making the presentation. The medal usually is awarded for faithful service by railwaymen or lighthouse-keepers, but was given to Mrs. Foot for "devoted service." (CP PHOTO)

to make up her menfolks' lunches gets no more food per week than does the mother who has menfolk getting big factory meals.

I THINK that the shortage the British feel most of all is that of tea and sugar. This isn't a question so much of physical effect. I have always held that nobody could ever beat the British in a war, unless something had first cut off their tea supply—for all the rum issues ever consumed never had one-millionth the effect on British morale that tea has.

It's no use to say that if they can't get tea let them drink coffee—which is unrationed and sells for much less than here. They want tea.

So I would say—yes, keep on with those parcels. Even if you have to send back the meat, canned in Britain and shipped here to earn dollars—they need it. Don't forget the sugar which they need to preserve fruits or make those cookies.

SCOURGE ON WANE
Deaths from tuberculosis in Canada have decreased by 50 per cent in the last 20 years.

"Most Tickled Man I Ever Talked With"

Says Druggist Beer
"We are sold ourselves on the merits of Moore's Emerald Oil, as we know of one case of Eczema on a man's face, of 10 years' standing. Emerald Oil did the job but he was the most tickled man I ever talked with. He told me he had contemplated suicide he was so discouraged." Centerville, Iowa.

It's in just such tough cases of longstanding that Emerald Oil has proved its worth and where the druggist, as in this case, goes all out to recommend it, if just has to be good. If a bad skin condition bothers you, don't hesitate or worry any longer—just get a small bottle of Moore's Emerald Oil and prove for yourself how good it is. On sale everywhere.

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Tourists Are More Thrifty

OTTAWA—Tourists in Canada, this season, are not so free with their pennies. That is, they are less liberal than in other years. This is stated by Colonel G. H. Ellis, assistant director of the government tourist bureau. His reports are from all parts of Canada.

The tourists appear to be more intent on moving from point to point as economically as possible. The trend is said to reflect high living costs in the United States. There will be, however, a fair prospect of more activity between now and September. Ontario and Quebec should, in these months, handle perhaps three-fourths of all the tourists. Weather to a large extent will be the deciding factor. One feature of business this year has been the fact of fewer complaints of tourist accommodation. The general average has been quite equal to what prevails across the line.

Alcan Chief to Get Acquainted

R. E. Powell, president of Aluminum Co. of Canada, due here from Terrace July 29 en route to Kitimat, is merely making an informal familiarization tour to get a first-hand view of the huge power development and manufacturing project which Alcan has commenced in the area. Mr. Powell has expressed a desire that publicity be kept to a minimum on this occasion.

Stops will be made at such points as Vanderhoof, Burns Lake and Terrace and, following arrival here, Mr. Powell and his party will embark on a special yacht for Kitimat and Kamano Bay.

The Alcan chief will be accompanied by his wife and party of friends.

Hon. E. T. Kenney, minister of lands and forests, will meet Mr. Powell and party at Terrace and is expected to accompany them into Prince Rupert.

LIVERPOOL, England (C)—"What's your name?" the policeman asked the motorist, "Innocent," replied the motorist. After some confusion the man named Herbert Innocent was fined for speeding.

Want FRESHER BRAN FLAKES?

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Spooning, Speeding Banned in Montreal

MONTREAL (CP)—Speed maniacs and amorous citizens stay away from Ville St. Michel.

The reason: Mayor Charles Lafontaine and Recorder Didier Leroux will not tolerate that the town's vacant lots be used for "necking" purposes and its streets as racetracks for foolish drivers.

Outsiders, 112 of them, paid out \$1100 in less than an hour's session of the court recently.

Said Recorder Leroux: "The war is on in Ville St. Michel against Montrealers who look down on this residential suburb as Montreal's backyard and want to do their necking there."

Said Mayor Lafontaine: "Ville St. Michel has long been considered as a town of no importance where everything was allowed. This is no longer true. We like Montrealers and will welcome them as long as they

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are respectable. Otherwise they go."

This campaign is the Mayor Lafontaine has initiated recently. Some time ago he conducted a raid on a gambling establishment in the district.

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