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Newspaper and Business

THROUGH its news columns and through its advertising space, a newspaper exerts a tremendous influence on the community. Good relations with the local newspaper can be a long step towards good relations with the community-at-large.

Most businessmen everywhere recognize the important place the local newspaper occupies in any community. Most of them have friendly relations with the paper which serves their customers and prospective customers. Some wind up with bad press relations simply because they try too hard in the wrong direction.

Yet there is no magic nor wizardry needed in establishing friendly relations with your local paper. It isn't an expensive proposition either. In fact, it represents probably the cheapest way of all of establishing a firm foundation for good customer relations. As in most cases of this kind, there are a few things that should or could be done and a few things that shouldn't be done.

Here are a number of ways in which you can derive the greatest benefit from your community newspaper:

Use its advertising space. There is no reason for suggesting this, other than the fact that it is good business. Your newspaper's advertising columns represent a tested method of reaching regularly all your customers and prospective customers with your sales message, presented how you want it and when you want it. The drug store, the bank, their neighborhood shoemaker and Canada's largest manufacturing organizations all advertise, for no other reason than it pays off.

Get to know the key men on the paper. And once you have met them, keep up your contacts with them. You probably will see them regularly at community affairs, meetings, service clubs—the very places you would want to be yourself as a community leader.

When you are asked questions by your newspaper, answer them to the best of your ability—and answer them fast. Don't hedge, and don't give half-answers. Above all, don't ever give answers which you know are incorrect. If you can't answer a question, say so frankly and say why you can't. If something confidential is involved, the paper will respect its private nature.

If you have something which you think might make news, tell the paper about it. See if they consider it worth a story. If they do want to run a story about it, help them to obtain the material they want. If they don't consider your idea worth writing about, accept their decision without argument or bluster. Newspaper people know their business as well as you know yours, and if they decide that a story hasn't sufficient interest to their readers it can mean only one thing—the story hasn't sufficient interest in the light of whatever time and space problems are facing the newspaper at the time.

Now a bit about the pitfalls—the basically silly things that people sometimes do which are bound to lose them newspaper respect. Some of these are bound up in basic principles. Others are just petty annoyances to a newspaperman.

Don't try to force a publicity story on a paper simply because you are an advertiser. That's the same as selling a man a car and then having him come back and ask for a refrigerator free. Your advertising space is something you bought because it was useful to you. A story in the news columns must ride on its own merits.

Never suggest that a paper use a story as a favor to you, simply because you are friendly with its personnel. As a dealer, you can't go around giving away your merchandise to your friends. Don't ask your newspaper to do it either. If you have a good story, the paper will want it because it is good. If it isn't good, the fact that the paper likes you won't make it want the story any more.

Don't be surprised—and certainly don't complain—if the paper handles a story somewhat differently than you would have written it yourself. The newspaper doesn't try to tell you how to sell your products. Don't get the idea that you can give the paper any pointers on how to sell its product, which is news.

Those are the highlights of a good approach to sound relations with your community newspaper. They all boil down to good common-sense practices, plus the realization that a newspaperman is just another businessman doing his own particular job in the manner which experience has taught him is best.—Merit News.



FESTIVAL STAMPS—New set of postage stamps has been issued in Britain to commemorate the 1951 Festival of Britain. The 2/6d and 10d stamps, shown here in reproductions by the United Kingdom Information Office, depict, respectively, Nelson's flagship, HMS Victory, and the chalk cliffs of Dover. The 4d stamp shows the festival's official emblem. (CP PHOTO)

VICTORIA REPORT

... by J. K. Nesbitt

Mental Hospital Object of Pride—William Head Closes

VICTORIA.—British Columbians may well be proud of the Crease Clinic of Psychological Medicine at Provincial Mental Hospital at Essondale.

In a few years it has progressed so far and so well that the American Psychiatric Association has declared it one of the six finest of its kind in North America. That is no mean honor. Indeed, it makes the British Columbia clinic the envy of many in Canada and the United States.

The Crease Clinic received an association citation because it has "developed outstanding techniques and methods which have resulted in improved care and treatment of patients."

Two men in our Legislature were largely responsible for establishing the Crease Clinic—E. E. Winch of Burnaby, who hammered away for it year in and year out, and George Pearson of Nanaimo, who brought it into being when he was provincial secretary and minister of health and welfare.

Great credit, too, must go to Dr. A. L. Crease, retired director of provincial mental health services, for the hard work he did in getting the new clinic going. British Columbians, too, should be grateful to all the men and women who work there. They could earn much more in private practice but what they are doing is more important to them than money.

Every dollar of the taxpayers' money spent at the Crease Clinic is well worth while. Last session the Legislature upped the expenditures from \$458,660 a year to \$747,867 in the current fiscal year.

This is to the good. With the extra money, the Crease Clinic will be able to press forward, to prevent mental illness, which is so much cheaper in the long run than trying to cure it.

QUARANTINE STATION CLOSES.—Speaking of progress in medicine—physical as well as mental—the closing of the Ottawa government's quarantine

station at William Head is a great tribute to the progress medical science has made in recent years.

Because communicable diseases are now brought under control before an epidemic starts, the quarantine station is no longer necessary.

The Department of National Defence has taken over the property, about 10 miles from Victoria, and it will be used in Canada's expanding defence program.

The William Head station was built in the mid-'90s when ships were arriving every few days from the Orient with thousands of Chinese. Smallpox and cholera were common. Often hundreds of people were held in quarantine for 10 days. There were many deaths. Great vats were filled with disinfectants and into them suspects were dipped, clothes and all. Often for days, a ship with the dreaded yellow flag flying, anchored off the station.

William Head looks back on an interesting, exciting history. Residents there recall the autumn of 1923 when the U.S. liner President Jefferson and the Canadian liner Empress of Australia arrived from Japan with refugees from the great Tokyo earthquake. They were housed at William Head for weeks, until strong enough to resume their journeys.

They were romantic days at William Head—days of the arrival of the white Empresses of the Pacific—the Empresses of Canada, Japan, Russia, Asia, China and India. Those days are gone forever—most trans-Pacific travellers now go by plane.

So now Canada's Pacific Coast quarantine station is going—a tribute to medical science that can prevent outbreaks of terrifying diseases before they get started.

Report from Parliament

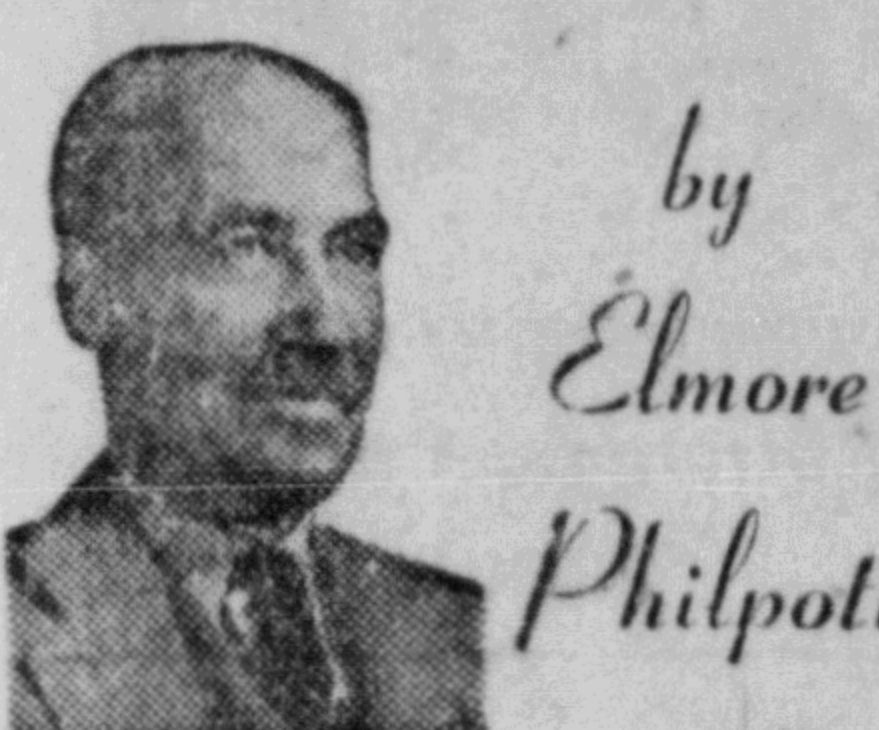
By E. T. APPLEWHITE, M.P.

Quietly, without any fanfare of trumpets, when the House convened at 3 o'clock on Friday, May 4, Prime Minister St. Laurent made one of the most important statements ever made in the history of Canada. He prefaced his remarks with what I would call a masterpiece of understatement when he said

he had a short statement to make that he felt confident would be welcomed by every member of the House. He told us that at 11:30 that morning (less than four hours before he spoke) Minister of Justice Stuart Garson had received final agreement by all ten provincial governments as to the terms of the proposed amendment to the British North America Act respecting old age pensions. Mr. St. Laurent immediately then gave notice of motion "That a humble address be presented to His Majesty the King in the following words: To the King's Most Excellent Majesty: Most Gracious Sovereign: We, Your Majesty's most dutiful and loyal subjects, the Commons of Canada in Parliament assembled, humbly approach Your Majesty, praying that you may graciously be pleased to cause a measure to be laid before the Parliament of the United Kingdom to be expressed as follows: An Act to Amend the British North America Act, 1867. Whereas the Senate and Commons of Canada in

parliament assembled have submitted an address to His Majesty praying that His Majesty may graciously be pleased to cause a measure to be laid before the Parliament of the United Kingdom for the enactment of the provisions hereinafter set forth. Be it therefore enacted by the King's Most Excellent Majesty, by and with the advice and consent of the Lord's spiritual and Temporal, and Commons, in this present parliament assembled, and by the authority of the same as follows: 1. The British North America Act, 1867, is amended by adding thereto, immediately after section ninety-four thereof, the following heading and section: "Old Age Pensions, 94A. It is hereby declared that the Parliament of Canada may from time to time make laws in relation to old age pensions in Canada, but no law made by the Parliament of Canada in relation to old age pensions shall affect the operation of any law, present or future, of a provincial legislature (Continued on Page 5)

As I See It



STUDENTS GET DORMS

BELGRADE, YUGOSLAVIA.—We hired a car (supplied by Putnik) and went to see some of the sights.

"What do you want to see?" they asked us at the department of information.

I named a few things that they would be in a better position to show me than would our own Canadian legation people.

So off we went across the River Sava to see some of the big construction projects of the new regime. Even before our arrival we saw proof of some of the mistakes—as well as considerable achievements of the New Yugoslavia.

Great concrete skeletons stand where the new Parliament Buildings and the vast International Hotel were to stand under the original Five Year Plan. You get conflicting explanations here as to the reasons. But it is clear that in the first burst of enthusiasm the planners of the new republic "bit off more than they could chew." They started many projects which they have been unable to finish.

But this should not distract from the fact that many great projects HAVE been completed. Some of these we saw for ourselves. Long rows of workers' apartments have been built—far too few for the desperate need here, but still comparatively more than we have built in the same time in our country.

THE MOST SOLID ACHIEVEMENT that we saw in this line was the immense dormitory building, which will eventually house 4500 students of the various university faculties. This project is far from finished, but some of the units are already occupied.

The buildings are of solid concrete—with boys in one and girls in the other and, incidentally, very strict rules of conduct. ("Stern priest—quiet village," the director quoted to us in this regard.)

THE ROOMS ARE BRIGHT, barely but sufficiently furnished. Each has running water. Most now have temporary stoves but eventually there will be one central heating plant for the whole immense layout—which is planned to include all university

faculties.

We examined some of the rooms and chatted with the students at random, naturally through our interpreter. It was final exam time, so we did not wear out our welcome. But we get the general picture:

The student pays 350 dinars a month for the room—and the government makes up the rest of the cost, which totals about 600 per month. Fees cost the student about 1200 dinars per month.

The dormitory is itself like a "republic within a republic." Whatever the students need, they buy right on the spot through their own co-operative. Among other things, they run co-op buses from the dormitory over to the various faculties—which are in Belgrade proper.

THE DIRECTOR OF THIS project is a dark lean man, around 40 years of age, who also teaches history and geography. We spent some time in his room, then went upstairs to that of the Commissar, who is a sort of government supervisor for the whole works.

Contrary to what I expected to find (for I have a strong prejudice even against the very name, Commissar), we all liked this young chap. He is around 30, fair, lean, hard as nails—with one war-injured eye. He produced a bottle of Yugoslavia's national drink—plum brandy. I can't remember the exact name, but it sounded like "blitzo-fitz" to me. The Commissar explained to the ladies that his wife was away having a baby. He also produced some fine needlework which she had done and showed her picture proudly.

The director talked about their dreams for this institution. Even now, he said, the policy of the government is to make sure that no student is excluded from university on grounds of poverty. They planned later to send delegations to America and other parts of the world to see what they could learn to improve their own techniques. They would adopt any good thing—no matter from whence it came.

"If it is good it cannot be bad for Yugoslavia."

THIS COUNTRY IS A POOR country, in the sense that it is undeveloped and that the vast majority of the people are peasants, without any mechanical training. You can see right here in Belgrade that in some respects their plans are almost ludicrously over-ambitious, even before their break with Russian leaders, which gravely hurt their economy.

Yet, when you see in such things as this dormitory what they have done despite their primitive state—and when you think all across Canada of our universities, many of which have not begun to do, after generations of existence, what these people have attempted in a few years—you take off your hat to them. At least, I do.

Airlines Outgrow Their Hangars

MONTREAL (CP)—Airlines have outgrown hangars at the Montreal airport, and that posed a problem.

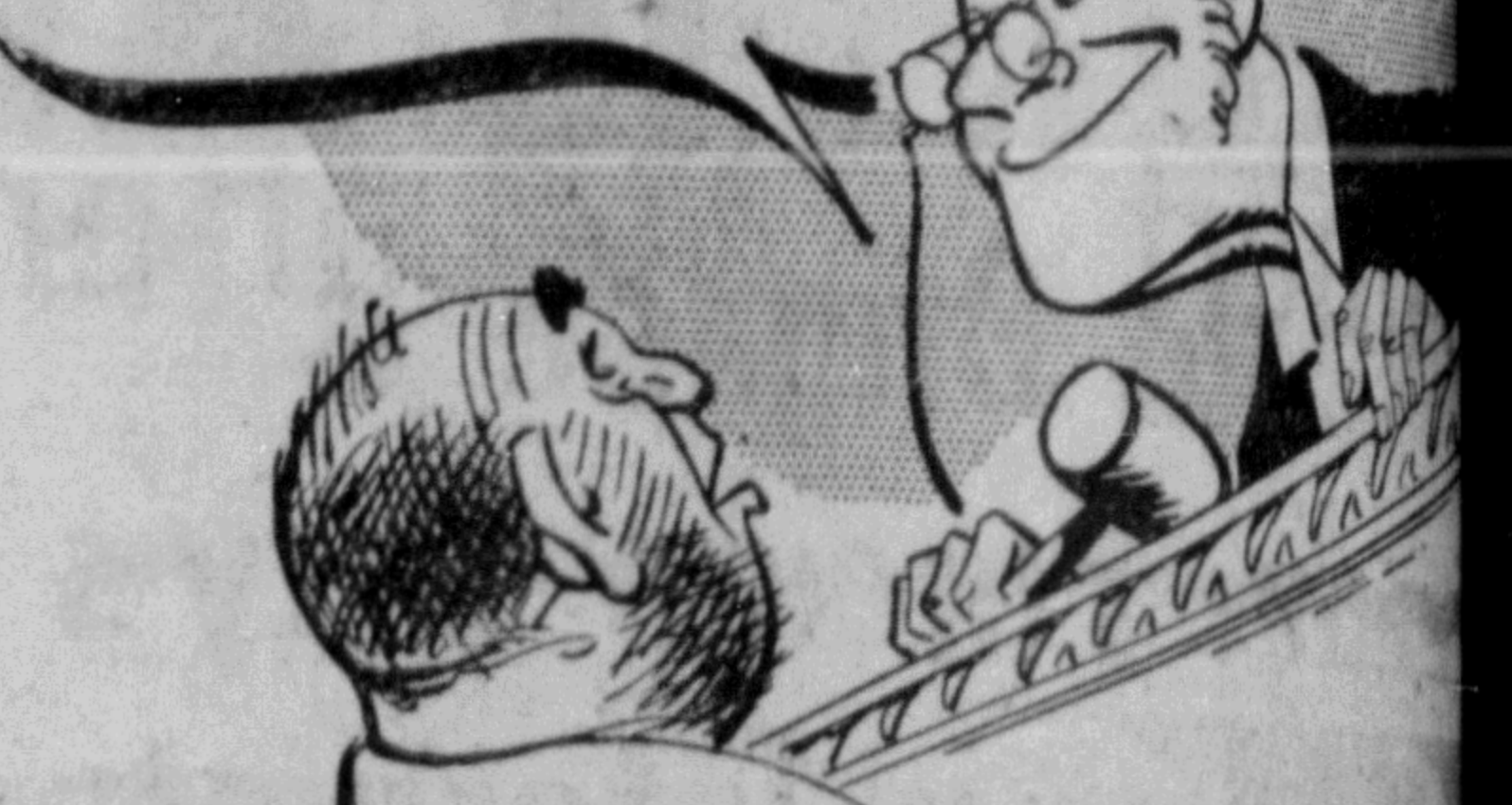
When the big 70-ton Stratocruisers began to arrive from trans-Atlantic hops they could not be rolled into hangars built to accommodate 40-ton North Stars and Constellations.

The Stratocruisers have a wing spread of 141 feet and the

tail is 38 feet high. They are 136 feet wide and high.

Chief Engineer Fred British Overseas Air Corporation figured out a solution. A rail line was built in the field. Trailers to move planes in and out of the hangars. The trick is to move in and out of the hangars. The tail height? A hole above the door. The care of the extra leg.

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