

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.  
Published every afternoon except Sunday by  
Prince Rupert Daily News Ltd., 3rd Avenue, Prince Rupert.

## Profound And Dramatic

IN THE second section of today's issue, we report for laymen on current developments in Canada's far-flung chemical industry.

One can pull out all the big and splendid adjectives about the size and significance of this program and what it means for our industrial maturity and for the betterment of all Canadians. Yet words alone will fail to bring into the mind the full scope and meaning of what is now going on.

Take just one example, the new Columbia Cellulose plant near Prince Rupert, last week visited by a Financial Post representative. Here... has just opened a \$27 million plant for high alpha pulp production. Here was a major feat of imagination and engineering, and despite our familiarity with big figures the fact remains that \$27 millions is still a lot of money for one plant.

And almost before this want was in production, plans were finalized for increasing its output, much of which can be achieved by installing additional machinery within the present walls.

And the same week another associate of the same company was starting work on what will be at least a \$52 million project near Edmonton. There, in a chemical partnership with the oil refinery industry, cellulose will be carried a further stage toward its final usefulness to the consumers of textiles and plastics.

Back again to the north Pacific coast, to Kitimat, about 400 miles north of Vancouver. Now it is a fishing village, 47 small buildings visible from the sea. A very few years hence, Kitimat will be a major community of British Columbia.

There work has been begun for a 100,000-ton aluminum plant scheduled for completion by 1954. From there productive capacity is to be advanced to a fabulous 550,000 tons. By harnessing a series of mountain lakes and drilling ten mile tunnels through the mountains, Alcan will get a water-power head seven times Grand Coulee's, giving it power costs of one cent a pound compared with 1 3/4 to 3 1/4 for new power capacity on the U.S. Gulf Coast.

The cost of all this: The first phase, \$160 millions; the whole job \$550 millions.

The effect of such giant projects on the development of British Columbia, on the populating of interior areas, on the development of ancillary industries and services, for the improvement of the lives of people, will be profound.

And those are only three of the more dramatic examples, all from the far west, of what is taking place today.—Financial Post.

## What Is A Customer?

A CUSTOMER is the most important person ever in this office... in person or by mail.

A Customer is not dependent on us... we are dependent on him.

A Customer is not an interruption in our work... he is the purpose of it.

We are not doing him a favor by serving him... he is doing us the favor by giving us the opportunity to do so.

A Customer is not an outsider to our business... he is part of it.

A Customer is not a cold statistic... he is a flesh and blood human being with feelings and emotions like our own, and with biases and prejudices.

A Customer is not someone to argue or match wits with. Nobody ever won an argument with a Customer.

A Customer is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves.

## Scripture Passage for Today

"Her conversation hath no bitterness."—Wisdom 8:16.

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DO WE HEAR A DEEP RUMBLE?—By Charlie Knight in the Windsor (Ont.) Star. (CP PHOTO)

## ray..

Reflects and  
Remin sces

A Virginia man of 98 never had a doctor. He's the kind of a gentleman who could cause an apple shortage.—Great Falls Tribune.

British Columbia beckons to California's vacationists and they are coming by every means of transportation except one and that's the bicycle, says the travel editor of the San Francisco Examiner, Harry Jorgenson. Let 'em all come. Quite a few should be here today. There are reasons for this summer's movement north. Alcan and cellulose are a couple.

Why is it that, although as far back as anybody can remember farmers have always been losing money, yet it is rare that a farmer is seen in a bankruptcy court or in the almshouse?

A Canadian flier, seeking treatment for what he considered a back injury caused when he alighted in Sweden, was told that he was suffering from imagination. For eight years he endured pain, struggling, as well, to exist and keep a family. He is now to have an operation, an X-ray having proved the necessity. Eight years is a long time to depend on imagination.

Canada's Federal Minister of Immigration and Citizenship says immigrants should be encouraged to go west, instead of settling in Ontario and Quebec. It is most important that they locate in British Columbia and in the valleys facing the Pacific and up north. A good idea. Immigration from overseas has been helping settle Ontario and Quebec for the past three centuries.

Vancouver's first day of horse meat sales disposed of between four and five thousand pounds. Prices ranged between 24 and 48 cents a pound. A thousand customers were taken care of. Another carload is due today. Meat has sometimes been called tougher than harness. But it need not follow that this is.

## College Memorial Honors Classmate

LONDON, Ont. (CP)—Jack Spalding, 22, was to have graduated from the University of Western Ontario this month. But Jack, in third year of a general arts course, died after a short illness last February.

Professors said he was one of the most popular boys in the university, whose death "ended what would have been a brilliant career."

Now a group of Jack's student friends have placed 50 modern French books in the university library to perpetuate his memory. Sparked by Gordon C. Heymans, the students contributed the money to purchase the works.

In the front of each volume will be placed a picture of Spalding.

## EDMONTON BOOM

(Continued from page 1)

Edmonton finally disposed of the debentures on the United States open market—but only \$10,468,000 worth at an interest rate jacked up to 4.04 per cent from 2.7.

When 1947 dawned Edmonton was just another Canadian city, essentially a commercial and distributing centre for a vast agricultural area and extensive mining development in the north.

Then, in February 1947, oil was discovered at Leduc, 21 miles south. Overnight a whole new era opened up for Alberta and its capital city.

This discovery—after Imperial Oil alone had spent more than \$20,000,000 in a 20-year drilling program only to come up with 123 dry holes—led to hundreds of others. Edmonton now is practically encircled by oil fields, some within 3 1/2 miles of its limits.

Value of building permits skyrocketed—from \$13,183,000 in 1947 to \$40,050,000 in 1949 and \$46,579,000 in 1950, both years the second highest in Canada. So far this year they are \$3,000,000 ahead of 1950's record pace.

Bank clearings, a good barometer of business value, soared from \$699,453,000 in 1947 to \$1,205,326,000 in 1950. They were up \$16,000,000 in the first five months of 1951.

CONSTRUCTION PROJECTS  
Total capital invested in manufacturing plants last year was \$112,000,000. Major projects under construction or planned for this year are expected to mean a similar outlay.

Under construction are a 16-storey, \$5,000,000 extension to the CNR's Macdonald Hotel; to be Edmonton's highest building; two oil refineries at a cost of more than \$20,000,000 for British-American Oil Co. Ltd. and McColl-Fontenac Oil Co. Ltd.; a \$5,000,000 modernization of the Imperial Oil Ltd. refinery.

Planned are a \$50,000,000 chemical plant by the Celanese Corporation of America and a \$750,000 factory by Great West Garment Co. Edmonton is a possible site for a \$14,000,000 pulp and paper mill proposed by Montreal financiers and a \$17,522,000 nickel refinery which Sherritt-Gordon Mines Ltd. has announced it will build in Alberta.

An average of 3500 to 4000 housing units are being built annually, but all are private projects because the city has admitted it hasn't enough money to go into housing.

Edmonton has never seen anything like it since 1795 when the original Fort Edmonton was established in the lusty fur-trading days. But the city, now covering 41.73 square miles, is accustomed to the limelight.

The North Saskatchewan River made Fort Edmonton one of the top trading posts on the continent when it was the main transportation artery in the northwest before the railways came; thousands of gold-seekers outfitted here during the Klondike gold rush of 1897; bush pilots made Edmonton their base while helping to open up the north; and the Second World War brought the "American invasion," when Edmonton was a key point in construction of the Alaska Highway and the Canol pipeline.

Oil has brought all the present turmoil, but it still is second to meat packing as the city's most important single industry.

## THE EXPERTS Say...

By KAY REX

Canadian Press Staff Writer

FISH EATING ECONOMICAL  
Fish eaters are happier than most others these days. Their favorite food often is as much as 25 cents a pound cheaper than beef, and there's also plenty of it.

The fisheries department reports good catches of most kinds of fish so far this year.

And it's easier for Canadians now to buy good fish no matter in what area they live. Fisheries Minister Mayhew recently told the House of Commons that more fish stores are opening across Canada. There was no reason why Canadians everywhere could not buy fish of good quality.

Of course wherever a housewife goes shopping these days it hurts the pocketbook. But she finds fresh fish selling cheaper than meat.

STEAMED SALMON  
Boiled or steamed salmon makes an excellent main course. To boil, tie the salmon piece in parchment paper or cheese cloth and boil until the meat falls away from the bone.

Steam by placing fish in kettle over boiling water and leave there until done. Allow one-third to one-half pound of salmon for each person.

French dressing is just the thing to serve with the salmon which by now has been chilled, placed on individual plates and surrounded by lettuce leaves.

For the dressing: Place one egg yolk (very dry) in bowl and add dash of salt and pepper; whip with egg-beater while continuing to add salad oil and small amount of vinegar. Watch that vinegar! Too much or it will prevent mixture from whipping into the required fluffy dressing. Scalloped potatoes and tomatoes go well with salmon.

And for dessert strawberries and ice cream are just the thing at this time of the year.

TO CUT COSTS  
Powdered skim milk for cooking will help cut down on the

## Newsprint Price Undisturbed

WASHINGTON, D.C. (CP)—Price Stabilizer Michael Van Disalle said that the Canadian government authorities had again refused to withhold the \$10-a-ton increase in newsprint prices due to take effect July 1.

Disalle told reporters that he had talked by long distance telephone with R. M. Fowler, Montreal, president of the Pulp and Paper Division of the Canadian L. fence Production Board.

Disalle quoted Fowler as declining a request by American officials to hold up the scheduled increase, announced by Canadian newsprint mills, pending further talks. He said he had asked Fowler if it was not possible to suspend \$5 of the increase until talks are held with American publishers and officials.

## Reaches Canada After 34 Years

INDIAN HEAD, Sask. (CP)—Journey's end has at last been achieved by Mrs. Katie Heipier, who took 34 years to make the journey from Russia through Germany to the Dominion.

Mrs. Heipier with her husband and five children, fled Russia in 1917 during the revolution. They intended then to make their way to Canada, but got only as far as Hamburg.

In Germany life was unkind to Mrs. Heipier. Her husband died there and her children are still there. With the Germans, she suffered all the havoc of the Second World War. From 1943 on she lived with about 1,000 other homeless families in a huge air-raid shelter.

That shelter, a six-storey steel and concrete structure, had no windows. Its inhabitants were without natural light or fresh air.

Food was also a terrific problem in Hamburg in those days. People lived on a near-starvation diet. Mrs. Heipier dropped from 200 pounds to her present weight of 126.

Now she is living here with her sister, whom she had not seen for 35 years until her recent arrival.

Food budget. Home economists claim a savings of about 50 per cent when it is taken into account that a one-pound can of powdered milk makes the equivalent of four quarts of fresh liquid skim milk.

To mix: Put the required amount of lukewarm water into a deep vessel; sprinkle milk powder on top and then stir briskly with spoon, fork or egg-beater until thoroughly blended.

## Customs Work Is Increased

The Customs House staff at Prince Rupert find their duties considerably increased, as a consequence of the work entailed in the developments going on by reason of the aluminum and cellulose activities, as well as the general business and transportation routine.

## Regina Depicted In Terazzo Floor

REGINA (CP)—When Joy Sundeen was a resident of the Richardson, Sask., district, her friends often received letters in which most of the news was depicted by clever drawings.

Joy now is a 1950 graduate in architecture of the University of Manitoba and hopes to become a licensed architect after completing further examinations.

Working for a Regina firm, her drawings and ideas have paid off. The proprietor of a marble, tile and terrazzo company asked for a floor design which would be emblematic of his trade. The job was assigned to Joy.

The work called for a suitable design for the floor of the front office which would include 70 kinds of terrazos, or marble chips.

Miss Sundeen chose the map of Regina for the design. Various blocks are set out in the varied terrazos, including a few buildings, the railway with a miniature train complete with smoke, the airport, Wascana Lake and creek bed, and — a touch of humor.

In one section is the emblem

## Derelict Ship Being Scrapped

Wreck of the old American liner North Sea, which operated for many years on the Alaska run until 1947 when she piled up on an island in the vicinity of Milbank Sound where she has since been a marine landmark, now being cut up for scrap by Vancouver wrecking concern. She will be cut down to the water line for the steel the derelict contains, the material to be moved to Vancouver by scow. The demand for steel for defence industries actuated the salvaging job on the North Sea, which is in a difficult position for such operations.

Half a dozen men are engaged in the work and George Na came north from Vancouver. Bella Bella on the Camosun, the end of the week in connection with the job.

Last week the North Sea caught fire by accident from an acetylene torch and made quite a spectacular blaze for a time.

ATLANTIC BATTLE  
Total number of Allied merchant ships lost by enemy action in the Atlantic in the Second World War was 574.

of the tile-laying trade, a little man with a trowel on a party completed floor. There is another little man enjoying a meal from a lunch box.

Thirst knows no season  
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## WOMEN'S SHOES

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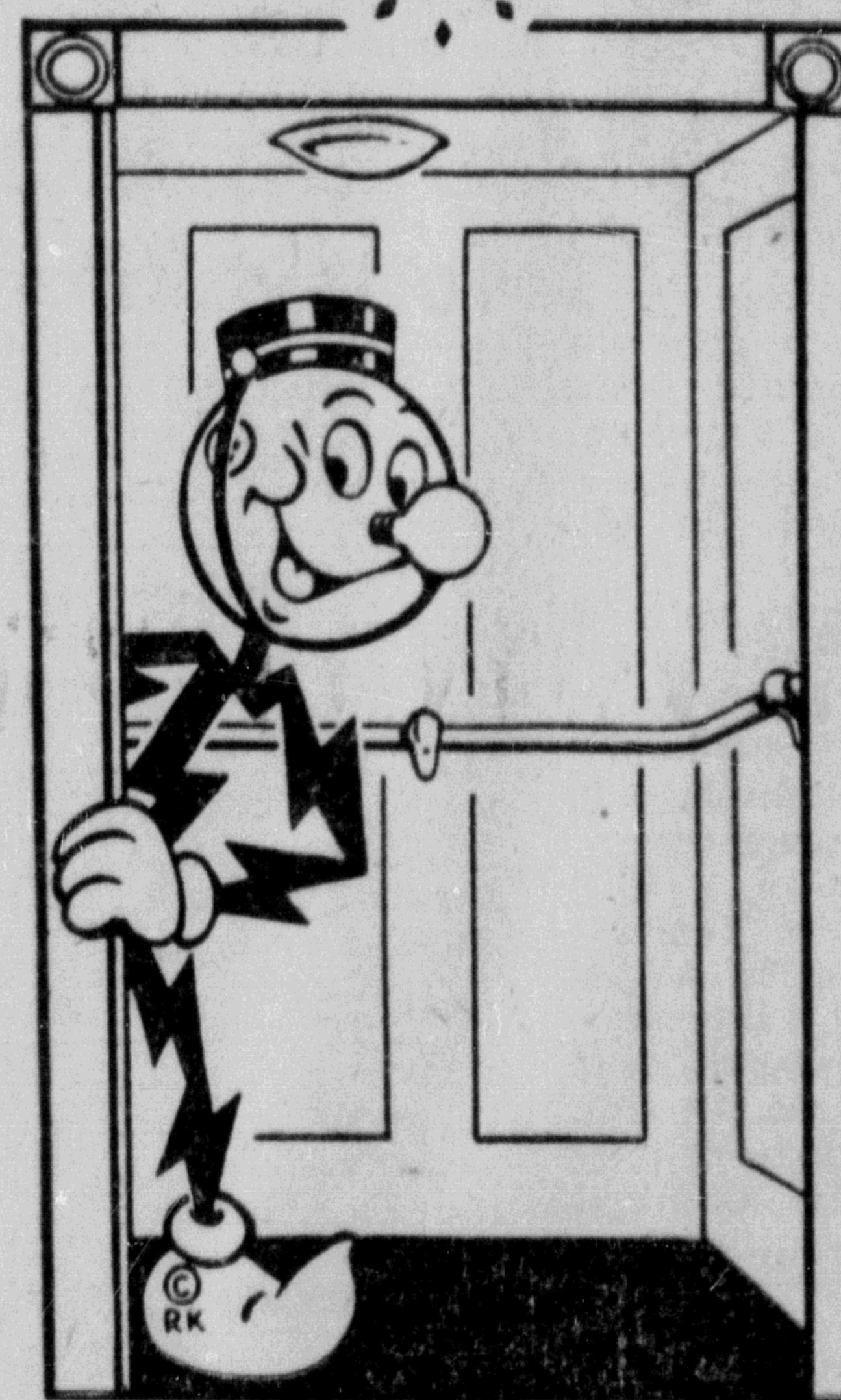
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