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FAMILY SHOE STORE LTD.

"The Home of Good Shoes"

THE DAILY NEWS.

PRINCE RUPERT, BRITISH COLUMBIA

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DAILY EDITION

THURSDAY, MARCH 5, 1942.

When Advertising Stops . . .

"The operation was successful but the patient died." That is the story told of a patient of a famous surgeon. It is what happened to many a firm that stopped advertising because of wartime conditions. The story is told of seventeen major companies which stopped advertising during the last war. When the war was over an investigation found that six of the companies had sold out or were absorbed by other companies. One failed and went out of business. One was deflated 97 percent in terms of personnel; one lost 81 percent of its sales volume; one ended with only two customers; one was operated by the banks for five years, and two found that competitors had grown at their expense. Prince Rupert merchants have in the past two years reduced their advertising, yet they hope to be successful.

Are We Afraid? . . .

Nearly everybody when talking of a possible invasion, says he or she fears an invasion. If we fear the war, it is lost already. We may not wish to be invaded but we certainly should not fear invasion. Are we a race of cowards? Fear is part of the defeatist attitude. When Britain was invaded in the time of Queen Elizabeth we do not hear that the people there were afraid, so they were not conquered. Fear is the one great failing in the people of any nation. By all means, let us prepare. Preparation is always wise but if we abolish fear we shall not be beaten.

We are being told again and again that the British people, although in constant danger of attack and often subject to attack by bombing, are not afraid. They feel that they are going to win, that they are a match for any enemy. Surely we are not afraid of the Japs just because our countrymen at Hong Kong and Singapore have suffered reverses. What we need is a good dose of courage.

American View of Changes . . .

Discussing the recent political changes in Great Britain the New York Post says:

"Of the changes in the English cabinet, it might be said that the people of England have finally freed Mr. Churchill from too-great control by the elder statesmen of the Conservative party. The new war cabinet definitely indicates a decline in Conservative power. Its leader is the prime minister himself, whom no Conservative considers a real Conservative.

"It must not be supposed that these changes represent an uprising against the Conservative party as such. Leading Conservative journals have been as eager in advocating change as any others, and are as delighted with the outcome. This is a political uprising against doing nothing, against party time-servers, against the plodding and the unimaginative. It is a demonstration of the vitality of democratic process in England, and of the eternal, living value of free and intelligent criticism. England now has a cabinet which is not hopelessly wedded to the past, which will explore new methods and new strategic concepts. The swift rise of Sir Stafford Cripps, who was ejected from the Labor party three years ago for advocating closer ties with Russia, and who now returns as leader of the House of Commons under a Conservative government, is a measure of the size of the change. That the British are not clinging to old political habits, but are willing to make such alterations as these is a good sign for the united nations and a bad one for Hitler."

SATISFIED WITH WORK

Miss Louise Gates, National Secretary of Y.W.C.A., Chats Following Inspection

Miss Louise Gates of Toronto, national secretary of the Young Women's Christian Association, inspected the local Hostess House of her organization during a day's visit to Prince Rupert yesterday and, before leaving last night, expressed herself as being well pleased with the service being carried out for the womenfolk of the service men under the direction of Mrs. Garbutt, the local hostess, with the advice and assistance of women of the city.

Miss Gates, who chatted with the local Hostess House committee over a pleasant cup of tea yesterday afternoon after having been taken around the city, explained how she was particularly interested in the operation of a Hostess House combined with Y.M.C.A. St. John, New Brunswick, was the only other place in Canada besides Prince Rupert where this was being done. There and here the experiment seemed to be working out quite satisfactorily.

Miss Gates learned while here the real problem that Mrs. Garbutt was having was in arranging accommodation for the wives and families of soldiers. This was a problem that other places besides Prince Rupert had although it might be more accentuated here.

Miss Gates, who came here from Vancouver and Vancouver Island, left on last evening's train for Edmonton, the next point she will visit in the course of her western tour.

The visitor commented on how war in the Pacific was bringing Prince Rupert into the public eye all over Canada.

Hospital Women Are Kept Busy

Board Hears Report on Activities of Past Year and Plans for Future.

Activities of the Women's Auxiliary of the Prince Rupert General Hospital during the past year and plans for future work were referred to in letters received at last night's meeting of the hospital board from Mrs. J. A. Hinton, retiring secretary for 1941, and Mrs. S. A. Kielback, Women's Auxiliary representative on the board, who was unable to be in attendance.

In spite of activities in other directions, Mrs. Hinton, in her report, stated that the Women's Auxiliary had been active on behalf of the hospital during the past year. Six mattresses, two Gatch beds, six bedside tables and four overbed trays and other equipment had been furnished. The year 1942, under war conditions, would probably be an even busier one for members of the auxiliary but they hoped to be able to carry on work for the hospital. The annual report of the Auxiliary was ordered passed on to the annual meeting of the association to be held March 20.

The letter from Mrs. Kielback announced the list of officers for the year 1942 under the presidency of Mrs. J. R. Morrison. It was proposed to hold a series of meetings to sew or mend hospital linen. Mrs. G. A. Rix having offered the use of her home. This would be in addition to other activities of the auxiliary on behalf of the hospital.

The report of the finance committee, Arnold Flaten, chairman, for the month of February, presented at the monthly meeting of the hospital board last night, showed expenditures of the Prince Rupert General Hospital for the month amounting to \$5,694.16 with capital expenditures of \$57.23. There were 1588 hospital days at a cost per hospital day of \$3.58.

TEACHERS' MEETING

Youth Conference, Soldiers' Education Program and Rural Salaries Discussed

The Prince Rupert Teachers' Association, in regular monthly session last evening with President F. L. Davies in the chair, discussed, in addition to routine matters, the forthcoming Youth Conference planned for Prince Rupert. Two observers to attend the planning meeting were named in the persons of C. E. Holland and Mark Hill. They will report to the next meeting of the association.

A development following the visit of E. Crute, educational organizer for the province in connection with the Canadian Legion Educational program, was a report by W. W. C. O'Neill, principal of Booth Memorial High School, to the effect that classes had been formed for members of the air force and that further typing classes would be started almost immediately. The assistance of the teachers in this connection was much appreciated.

To assist the Rural Teachers' Association a cash donation was voted. The decision of the provincial government that it was unable to increase the minimum salary for rural schools was a grave disappointment. Already quite a number of schools had had to be closed in rural areas. There would be an increasing number of vacancies as teachers took up military service or more remunerative work in essential war services. The children were already suffering as in some cases unqualified persons had been appointed to teach. This would leave a postwar handicap that the youth will have to bear throughout their lives. It was high time that parents took the matter up.

The choice of delegates to the annual Easter convention was left over until a later date.

HOSPITAL NOTES

The regular monthly meeting of the board of directors of the Prince Rupert General Hospital was held at the hospital last night. It was a session of over two hours and, in addition to an accumulation of routine business, such matters as protection of the hospital in the event of war action here and the handling of infectious cases were discussed. President Frank Dibb was in the chair and other members of the board present were G. P. Tinker, Arnold Flaten, J. S. Irvine, D. G. Borland, R. E. Benson and Dr. R. G. Large in addition to H. W. Birch, managing secretary, and Miss Mary Fraser, R.N., the new lady superintendent. It was Miss Fraser's first meeting and she was duly welcomed.

In a letter to the hospital board last night W. A. Walker, fire marshal for British Columbia, gave notice that the fire alarm system in hospital and nurses' home should be brought up to standard requirements. Fire escape facilities should also be installed in the attic where members of the staff were housed. Otherwise, the fire marshal's report said, conditions, including housekeeping generally, at the hospital were satisfactory. It was left to the finance committee and the house committee to go into the matter of making the improvements required by the fire marshal.

The monthly report of Fire Chief H. T. Lock, presented at the meeting of the hospital board last night, suggested that inflammable material such as ether and alcohol be stored elsewhere than in the attic. Miss Fraser, the lady superintendent, advised the board that the alcohol and ether had

PILSENER LAGER BEER

HIGHEST IN QUALITY
Most Refreshing

WINNER OF TWO FIRST AWARDS AT LONDON, ENGLAND, 1936

Vancouver Breweries Limited

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already been moved from the attic to the first floor. It was left to the house committee to ascertain if more suitable storage facilities could not be found, possibly in the basement. Conditions in the hospital from a fire standpoint were generally satisfactory, the chief's report stated.

The hospital board was advised at its meeting last night that, in compliance with a decision of the board a couple of months ago, the maids' home in rented premises at the corner of Fifth Avenue and Hays Cove Circle had been closed and the board had been released from a lease on the house which did not expire until September 30.

The hospital board, at its regular monthly meeting last night, set March 20 as the date for the annual general meeting of the Prince Rupert General Hospital Association. The financial statement for the year 1941 was received by the board and will be presented to the annual meeting of the association for its adoption.

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THE QUICK EASY WAY

The Buckley way. The new improved Buckley formula now all medication—no syrup, not only brings quicker relief but gives you more for your money. But be sure it's the genuine.

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Bring your furs to me. Prices on all furs have gone up 20%. Mink down 10%. Those same buyers from Cow Bay will pay 30% more if I am there and you will get a square deal. When shipping furs we wire money on receipt of goods.

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"The Old Reliable"

ANNOUNCEMENT

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SHOE REPAIRING DEPARTMENT

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WE ALSO CARRY DRESS SHOES AND WORKING BOOTS.

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Suits Pressed by Steam
While You Wait.

The New
WONDER BRA
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It fits every figure because the new Diagonal Slashes open or close to meet figure requirements and permit the bra to adjust itself to the cup. Trimmed white. Sizes 32 to 40.

Annette's
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PHONE 235

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It's Time to Choose Your . . .

EASTER GREETING CARDS

—CARDS BY COUTTS

The nicest selection you have ever seen is now on display, including Special Cards for Relatives.

COME IN—EARLY!

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Buy the New
VICTORY BONDS

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