

**THE DAILY NEWS.**  
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 H. F. PULLEN, MANAGING-EDITOR

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**EDITORIAL**

**Mr. Coldwell Says "Yes"...**

M. J. Coldwell M. P., leader of the Co-operative Commonwealth Federation party, very definitely advocates a "Yes" vote in the manpower plebiscite next Monday. As we feel it our duty to do what we can to swell up a large affirmative answer in the referendum, we gave considerable space to Mr. Coldwell's speech in support of the passage of the plebiscite. As there are many supporters of Mr. Coldwell's movement in Prince Rupert, we hope that his outspoken speech will influence even more voters here to turn out and vote "yes." As appears obvious now, the plebiscite vote can in no way be conjured up as involving any political issue. The people of Canada are rising above politics in this matter. Principal leaders have declared themselves as of the opinion that a "yes" vote is vital to the full prosecution of Canada's war effort.

Further in support of his advocacy of an affirmative answer in the plebiscite, Mr. Coldwell had the following to say:

"There is one other point I should like to emphasize. We all criticize the government for those inadequacies in our war contribution which we do not believe to be justifiable. This is right and proper. I, too, criticize the government and do so very emphatically because it already has all the necessary powers to organize an all-out war effort. But in my judgment those powers have so far been used mainly for the conscription of labor and of manpower for home defence. This is wrong and it is right and proper that we should criticize the government constructively for its failure.

"However, in my view, we the people of Canada are also to blame in part. For we haven't yet realized the power of public opinion when effectively expressed. It was the pressure of public opinion in Britain which removed Chamberlain from office in May, 1940. It is the same public opinion which has progressively rid the British government of deadwood and of most of the appeasers. It was public demand in Britain which brought such men as Winston Churchill, Ernest Bevin, and Sir Stafford Cripps to positions of leadership. Public opinion in Britain accomplished these things because the people there take their personal responsibility as citizens seriously.

"I believe we must achieve the same level of political thinking and action in this country. All of us must make our voices heard and our needs and aspirations articulate. Public opinion must begin to play an important part in Canada not only at elections and plebiscites but all the time. This is a responsibility which neither government nor Parliament can fulfill alone. It can only be met if all the people, every man and woman in Canada, take an active part in the organization of our life now and after the war has been won."

"Because of this I urge you to make every effort to get to the polls on Monday next and place your cross opposite the word 'yes'."

**John Wanamaker's Way...**

While still a very young man, John Wanamaker, a resident of Philadelphia, opened in that city a men's and boys' clothing store—quite a small store. The proceeds of the first day's sales were used to pay for an advertisement in a local newspaper, and this practice—of spending a portion of each day's "takings" on newspaper advertising—was never departed from. From the beginning the Wanamaker business grew.

It was not long before Wanamaker had to find new and larger premises and he found them in a rather dead section of the city. They had been a railway's freight sheds, away off from the best shopping district of Philadelphia and they occupied a whole block. They were made into an attractive store and newspaper advertising was used to pull buyers to the new store. Wanamaker was laughed at for his folly by other retailers but the business grew and before long the laughers began establishing businesses in the vicinity of the magnetic Wanamaker store. So a new shopping centre came into being.

Wanamaker may have been an extraordinary man, but was he? He just did obvious things in accordance with a purpose. He employed newspaper advertising more than most retailers of his day and city. He distributed information about his business among buyers, using the cheapest way of reaching them in large numbers, namely, the advertising columns of newspapers.

The Wanamaker way of making a retail business grow large and strong is a way which can be used today by every retailer in Prince Rupert. Shoppers want retailers' news, and they want it supplied to them in their newspaper, alongside news of what is going on locally and in a wider world.

It's interesting to know when reading the Daily News that the people of the whole district are doing the same.

**NEWS FROM EDMONTON**

Premier William Aberhart of Alberta has declined to make a statement in regard to the forthcoming federal manpower plebiscite. It is entirely a federal matter, he says.

The Edmonton Lions' Club is interesting itself in the fund for the British Waifs' and Strays' Society and has already succeeded in raising considerable money for the fund.

William Horder, general passenger agent for the Canadian Pacific Railway, Winnipeg, who was a visitor in Edmonton recently said his company would not open Chateau Lake Louise this summer but would operate Banff Springs Hotel as usual.

United States Army engineers have decided that the Peace River will have to be bridged at or near Dawson Creek in connection with

the construction of the Alaska Highway.

Wesley United Church of Edmonton celebrated the thirty-fifth anniversary of its founding with special services on Sunday last. Rev. W. G. Wilson, pastor of the church was a special speaker at morning service with Flight Lieutenant (Rev.) A. Forbes in the evening.

The board of directors of the Royal Alexandra Hospital has decided to pay 600 of living bonuses to its employees. The bonuses will be retroactive to January 1 and will cost the hospital approximately \$12,000 per year.

The Rev. W. F. Barfoot, Bishop of Edmonton, gave the Kiwanis Club a St. George's Day address on Monday.

Petty Officer Donald A. Stewart of Edmonton has arrived overseas in the naval service. He is the son of Mr. and Mrs. Norman Stewart, formerly of Edmonton and now of Prince Rupert.

Sergeant Air Gunner Alexander McMillan, aged 20, son of Mr. and Mrs. A. McMillan of Edmonton, is reported missing as a result of re-

cent operations of the Royal Air Force over the Rhur Valley in Germany.

Four British Boy Scouts, trained for "blitz" work, will arrive in Edmonton soon to describe and demonstrate air raid precautions in Britain.

W. J. Newell, retired conductor of the Canadian National Railways who ran for many years between Edmonton and Blue River on the transcontinental train, is dead in California.

The Edmonton Football Association is planning the revival of soccer on a wartime basis. A five or six team league is under consideration. There will be at least three military teams. The following officers have been elected: President, Tom Green; Vice-president, Colin McKay; secretary-treasurer, Duncan McLean; executive, J. Calvert, A. Orchin, William McLelland, William Lang and J. Pickles.

Fifteen hundred citizens of Edmonton went to three public meetings at the end of last week and heard warnings from civic leaders that enemy air raids might be coming even to Edmonton and

**Send Your Copy Early**

Local readers should be in the office by 10 a.m. on the day following the event—preferably the night before, a letterbox in the door being there to receive copy. Local news not in by 10 a.m. runs the risk of not being published. We prefer to have news contributions typewritten neatly and double spaced, if possible. However, legible writing will do.

that adequate preparations should be made to cope with them without delay. A.R.P. organization is already under way in Edmonton.

Mrs. R. C. Marshall, president of the Alberta Provincial Chapter of the Imperial Order, Daughters of the Empire, is urging an affirmative vote at the forthcoming federal manpower plebiscite.

**Twenty-Five Years Ago**

April 24, 1917

Alfred W. H. Montgomery drew attention at last night's council meeting to the shaky condition of Hays Creek Bridge. It was decided to have the city engineer make an examination as to its stability.

Halibut boats in port today with catches were the Lumen, Alameda, Adeline, Lincoln, Seymour, Viking, Crescent, Holdall, Alliance, Unity, Karl F. There is also a quantity of spring salmon.

There was an accident on Fifth Avenue last night when Lynch Bros. delivery rig got badly smashed and the driver sustained a severe cut.

**SOVIET WOMEN DOCTORS**  
 More than half of the 140,000 Soviet doctors are women.

**NEARLY 100 YEARS OLD**  
 The principle of the pneumatic tire was first invented in 1845.

**EVERY VOTER IN CANADA**  
*should make sure to get out and....*



**VOTE ON APRIL 27<sup>th</sup>**

**Polls open from 8 a.m. to 8 p.m.**  
 DAYLIGHT SAVING TIME

Issued under authority Department of the Secretary of State, Ottawa.