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AUDIT BUREAU OF CIRCULATIONS MEMBER OF CANADIAN PRESS CANADIAN DAILY NEWSPAPER ASSOCIATION

DIFFERENT OBJECTIVE

NE of the easiest things man does is to accept a habit. As the various Victory Loan campaigns approached during the war years, about the first question a citizen asked was, "what is the objective this time" Since money was needed to win the war and to take care of our men and women in uniform, the money objective in each campaign became a challenge to Canadian people.

Naturally, when the new issue of Canada Savings Bonds was announced, men and women promptly asked: "What is the objective this time?" And as they got the answer, "There is no money objective," they were momentarily puzzled. A sale of bonds without a goal to aim at just didn't seem fitting and wasn't easy to understand.

It is literally true that no prescribed sum of dollars is sought during the sale of Canada Savings Bonds which opened on October 15. This sale was not prompted by a desire to fill up the money bags of the government treasury. It was launched to meet the keen desire of thousands of Canadians to continue their program of regular savings inaugurated by the Victory Loan and War Savings Certificates campaigns during the war years.

However, there is an objective associated with the sale of bonds to the public. It might be described as the determination of those who are responsible for the sale of bonds in all provinces of Canada that all citizens shall have an opportunity to buy bonds. That is why the story of the canvass of the new Canada Savings Bonds is being so widely told, and why investment dealers and the banks are setting up facilities which will enable citizens to buy, no matter where they may be located.

Put another way, each Canadian sets up his own objective this time. Canada Savings Bonds have been created to help a man help himself.

THE HOCKEY BROADGAST

CAILURE of the local radio station to emit the popular National Hockey League broadcast from Toronto on Saturday night occasioned disappointment among many a local radio and sports fan and some rather eplosive protestations. A letter from "Hockey Fan" in today's Daily News expressed a very general feeling. The station, itself, reports that it was barraged with 'phone calls wanting to know the reason why the broadcast failed to go on at the scheduled hour.

Probably the most effective way to get action towards restoration of the program would be for local organizations and individuals to get down to sending in written expressions of their desire for the programs they like and their disappointment when they fail to come through.

A plenteous series of communications to the parties concerned is the surest way to draw attention to a service which wants correcting. Just cussing here among ourselves or even at the local radio station is not heard by the people who have it in their hands to make the changes which would meet with our wishes and provide service to the public in this area of great spaces and relatively sparse population.

JAYCEES PLAN CONVENTION

1947 convention of the British they?" has begun outlining plans to _____ flock here next June.

tended to the provincial body "Your dinner is going to be ested as I am, so that we could Rupert group wants to be in a rated foods." position to handle the convention should this city be select-

agreed that holding the conven- Oiving. tion here would offer Prince Ruand felt that every effort should be made to create a good im- lars a day, it ain't vater!" pression.

The winter program is expected to include a radio auction, dances, and other entertainment features which will be presented to the next general meeting of the group.

ERADFORD, Eng., O-A drive has been started for permission to show Sunday movies in towns in Yorkshire's West Riding.

A golfer, trying to get out of Editor, Anticipating that Prince Ru- a trap. said, "The traps on this Daily News:

Chamber of Commerce of Can- "Yes, they are. Would you mind should be denied the privilege of ada, the local Junior Chamber closing yours?"

ceiving the delegates which may few months greeted her hus- put on just what they get. band one evening with a happy I would like to know if there An invitation has been ex- smile.

to convene at Prince Rupert, different tonight, honey," she possibly work out a solution or and although final selection of said. "One of the neighbors just petition the proper source. the 1947 site will not be made told me that you're supposed until early next year, the Prince to add water to those dehyd-

two Manhattanites met on the ing has reached 4,500 feet. Discussion of ways-and-means sands at Miami Beach. "Vel," took up the full time of a special says one, "if it ain't Oiving executive session in the Civic Vere are you residing, Oiv?" Centre last sight. Members "By der Roney Plasma," says

"Roney Plasma?" says der pert an excellent opportunity friend. "You mean Roney Plaza, to put good publicity across, stupid. Plasma means 'blood.' "Vell," says Oiv, "at fifty dol-

> WAIF WITH WANDERLUST LONDON, ()-Twelve-year old Willie (Wanderlust) James has run away from the Dr. Barnado Home at Woodford Bridge eight times this year, four times in September alone.

TOPSY-TURVY BANANAS Bananas grow "upside dow. -they point skyword.

LETTERBOX

ALSO WANTS HOCKEY

pert may be the venue for the course are very annoying, aren't In regards to Canada's national night, "hockey night," can I Columbia section of the Junior Second golfer, trying to putt, find out why we in Canada

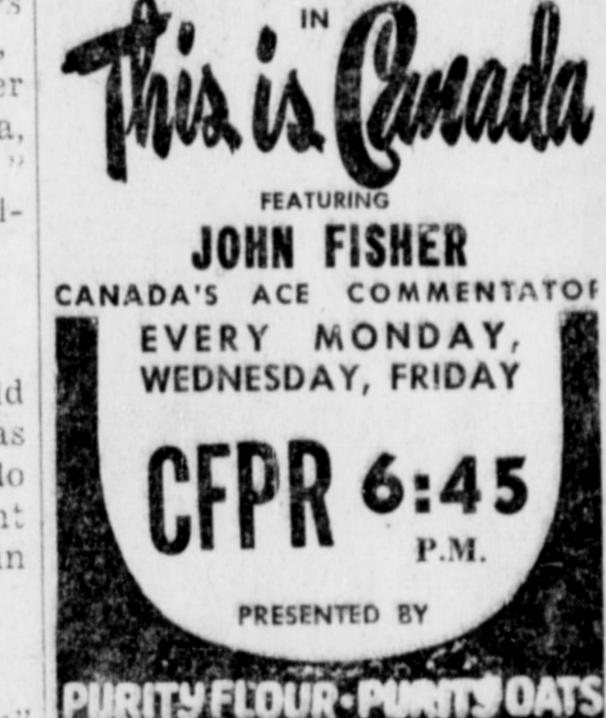
hearing these hockey games. The radio station claims it is provide ways and means for re- A beautiful young bride of a a commercial program and they

JAMES CLOUGH.

SHEFFILLD, Eng., (P-Results of oil boring at Bringley-on-the-Next Winter's Story: Seems Hill should be known soon. Drill-

DRAMATIC STORIES FRON

EVERYDAY LIFE



Simple as ABC I frou intend to buy a Canada Savings Bond (17 Cdoubt you do) all you need to do is sel an Application Form or send a straight or with cheque attached. Bir e sure to give your full name and add early—so there can be no mistake made

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20 YEARS AGO

October 23, 1926

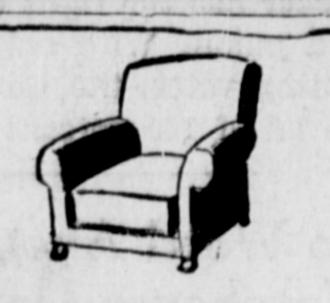
The Edmonton Board of Trada unanimously decided to send a representative to Prince Rupert to inspect port facilities here. It was thought likely that the delegates would be C. G. Robsci., president-elect of the Edmonton Board of Trade.

The cannery season on the Queen Charlotte Islands was closed. A number of cannery workers landed at Prince Rupert from the Prince Charles enroute to their homes at Vancouver.

A Daily News editorial opined that it was not trying to stir up trouble or to precipitate elections but the time was ripe for good citizens to start thinking about the civic elections. It deplored a tendency of people to shy away from civic office.

Classified Advertising Pays!





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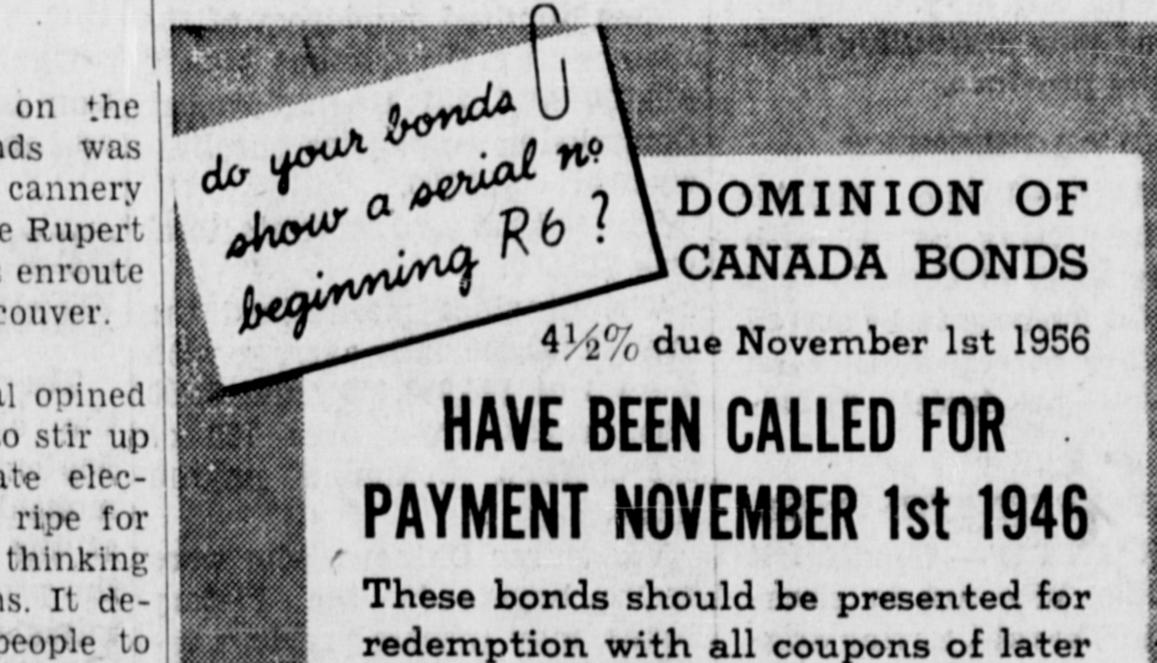
Phone Green 974 117 Second Avenue West Opposite Civic Centre

ACCURATE INSTRUMENT

NEW SCRIPTURAL LANGUAGE An electronic stopwatch can The Scriptures have been count at speeds as high as printed in another new lan-1,000,000 objects or movements guage—Ancash Quecha—spoken by some 300,000 in Peru. per second.

LONDON, (P)—The Post Office has shelved plans for repainting paddle steamers Queen Empress, letter boxes and telephone kiosks Duchess of Rothesay and Eagle because of the linseed oil short- III are being scrapped after war

GLASGOW, (7) - The Clyde



date attached. No further interest will

be paid on these bonds after this date.



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