

DIFFERENT OBJECTIVE

ONE 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.

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THE HOCKEY BROADCAST

FAILURE 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 explosive 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

Anticipating that Prince Rupert may be the venue for the 1947 convention of the British Columbia section of the Junior Chamber of Commerce of Canada, the local Junior Chamber has begun outlining plans to provide ways and means for receiving the delegates which may flock here next June.

An invitation has been extended to the provincial body to convene at Prince Rupert, and although final selection of the 1947 site will not be made until early next year, the Prince Rupert group wants to be in a position to handle the convention should this city be selected.

Discussion of ways-and-means took up the full time of a special executive session in the Civic Centre last night. Members agreed that holding the convention here would offer Prince Rupert an excellent opportunity to put good publicity across, and felt that every effort should be made to create a good impression.

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., (P)—A drive has been started for permission to show Sunday movies in towns in Yorkshire's West Riding.

» Smiles «

A golfer, trying to get out of a trap, said, "The traps on this course are very annoying, aren't they?"

Second golfer, trying to putt, "Yes, they are. Would you mind closing yours?"

A beautiful young bride of a few months greeted her husband one evening with a happy smile.

"Your dinner is going to be different tonight, honey," she said. "One of the neighbors just told me that you're supposed to add water to those dehydrated foods."

Next Winter's Story: Seems two Manhattanites met on the sands at Miami Beach. "Vell," says one, "if it ain't Oiving. Vere are you residing, Oiv?" "By der Roney Plasma," says Oiving.

"Roney Plasma?" says der friend. "You mean Roney Plaza, stupid. Plasma means 'blood.'" "Vell," says Oiv, "at fifty dollars a day, it ain't water!"

WAIPI WITH WANDERLUST LONDON, (P)—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 down" —they point skyward.

LETTERBOX

ALSO WANTS HOCKEY

Editor, Daily News: In regards to Canada's national night, "hockey night," can I find out why we in Canada should be denied the privilege of hearing these hockey games.

The radio station claims it is a commercial program and they put on just what they get. I would like to know if there are others in this town interested as I am, so that we could possibly work out a solution or petition the proper source.

JAMES CLOUGH.

SHEFFIELD, Eng., (P)—Results of oil boring at Bringley-on-the-Hill should be known soon. Drilling has reached 4,500 feet.

DRAMATIC STORIES FROM EVERYDAY LIFE

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EVERY MONDAY, WEDNESDAY, FRIDAY

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Simple as ABC

If you intend to buy a Canada Savings Bond (I doubt you do) all you need to do is...

Act now by telephoning or writing to us, send an Application Form or send a straight cheque with cheque attached.

Be sure to give your full name and address early—so there can be no mistake in registering you and delivering to you.

Count on us to attend to all details to complete satisfaction—at no extra cost to you.

Denominations: \$50, \$100, \$500, \$1000
 Interest 2.75%

Every Bond registered. If it is lost, stolen or destroyed it will be replaced by Canada upon proof of loss.

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20 YEARS AGO

October 23, 1926
 The Edmonton Board of Trade 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. Robb, 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!

ACCURATE INSTRUMENT
 An electronic stopwatch can count at speeds as high as 1,000,000 objects or movements per second.

LONDON, (P)—The Post Office has shelved plans for repainting letter boxes and telephone kiosks because of the linseed oil shortage.

NEW SCRIPTURAL LANGUAGE
 The Scriptures have been printed in another new language—Ancash Quecha—spoken by some 300,000 in Peru.

GLASGOW, (P)—The Clyde paddle steamers Queen Empress, Duchess of Rothesay and Eagle III are being scrapped after war service.

do your bonds show a serial no beginning R6?

DOMINION OF CANADA BONDS
 4 1/2% due November 1st 1956

HAVE BEEN CALLED FOR PAYMENT NOVEMBER 1st 1946

These bonds should be presented for redemption with all coupons of later date attached. No further interest will be paid on these bonds after this date.

STARTS WORK IN JUST 2 SECONDS

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"Haida Queen" — 18 PASSENGERS
 MONDAYS—Vancouver to Prince Rupert Direct.
 TUESDAYS—Prince Rupert to Vancouver via Queen Charlotte Islands.
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Just plant your dollars in the new Canada Savings Bonds and you'll feel very happy when you see what happens. They really make your savings amount to something. They put your money to work earning more money day after day, year after year.

At any time you can cash your Canada Savings Bonds at full face value, with interest, at any bank. But you won't want to cash them because every \$100 Bond pays \$2.75 interest each year for 10 years. They are the finest investment available today for your personal savings.

You can buy Canada Savings Bonds in units of \$50, \$100, \$500 and \$1000 —up to \$2000 per person. Your bonds will be registered in your own name, providing protection against loss.

But please remember this point. These are "Serve Yourself" Bonds. This time there will be fewer salesmen. They will not be able to call on everyone. So it's up to you to take advantage of this fine investment opportunity—without delay. You can buy them at any bank; authorized investment dealer; stock broker; trust or loan company—for cash or by the Monthly Savings Plan. Where your employer offers a Payroll Savings Plan you can buy Canada Savings Bonds by regular deductions from your pay.

In a recent survey 82% of those Canadians interviewed said they wanted to keep on buying bonds. Better put in your order today.

8 out of 10 will buy again....

Canada Savings Bonds