An independent daily newspaper devoted to the upbuilding of Prince Rupert and all the communities comprising northern and central British Columbia.

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#### 8 OUT OF 10 WILL BUY!

THE SLOGAN of Canada Savings Loan which opened today is simply and directly an expression of the will of the Canadian people. Over the period of the war years, Canadians acquired the habit of saving through Victory Bonds and War Savings Certificates. It is a habit which they like because when a cross-section of bond buyers and War Savings Certificates purchasers were questioned recently about their potential support of the new loan EIGHT OUT OF TEN signified they would be in the market. Definitely!

Not only that but before the question was propounded purposively, many people, realizing their Ninth Victory Bond payments would soon be completed, began to ask how they could continue to save systematically and at a good interest rate.

This public expression is a good one. It shows that people are thinking of both the present and the future. The need of the present to prevent inflation and when there is a shortage of consumer gods, such as now exists, every dollar spent unnecessarily is potentially an inflation dollar. Every dollar saved is not only non-inflationary but anti-inflationary.

The need of the future is security -security against illness, lack of employment and other troubles which beset the path of humanity. A financial backlog gives that sense of economic security so essential to peace of mind. With this peace of mind people can whole-heartedly concentrate on their jobs, their ambitions and the lighter things, such as hobbies, sports and so forth, that make for a well-balanced life!

During the next three weeks, Canadians should bear one thing in mind-there will be a very little direct contact between Canada Savings Loan personnel and prospective bond purchasers because no elaborate organization has been set up.

It will be up to every individual to use his initiative except in the case of large firms where an internal canvass will be set up-and personally or by letter contact his nearest investment house, trust company or bank and arrange for bond pur-

Remember EIGHT OUT OF EVERY TEN WILL BUY! Your duty to YOURSELF is to be ONE of those EIGHT Bond-buyers!

If the Civic Centre could raise \$24,000 a year for its operating budget our Centre would be the most talked-of organization in Canada. —Norton Young.

### LETTERBOX

'WEARY" AND "NOT EXCITED Editor, Daily News:

I read with interest, and hope the announcement \* that you quoted recently wherein a reliable source at Victoria had stated that three new pulp and paper mills might be established in Prince Rupert, one of which would be on the lower Skeena

And then I read that two of our local citizens took a "weary view" of the whole thing. What chance have we of getting new industries established here our citizens are too weary to get excited about the prospect? And one helps matters along by saying that he knows of better places than Port Edward! If that were the attitude of all our residents then indeed there would be no chance for the development of our city.

Of course there are difficulties in the way of establishing an industry. But there always are difficulties. At Ocean Falls they had to build a dam. But they did it. They have to bring the timber from Queen Charlotte Islands—but they do it. Belfast in held, would enable the Board of a woody stem above ground. Northern Ireland has neither coal nor iron, yet they build with hope and courage to help ships there. What we have in develop our resources. this district is a tremendously The remarks of the citizens have a railway. We have a har- song, "He's Dead But He Won't bor. But we do need people who Lie Down." It these people can't will have some vision. Rome was cay a word of encouragement not built in a day. This city has why don't they "lie down?" a definite future with great possibilities. But we need people

#### HIGHWAY WILL DEVELOP TRADE PRINCE GEORGE - A chat- Trade to invite large concerns

lenging appeal for merchants on the strength of factual inand businessmen to prepare now formation acquired. for a vast trade expansion when the Peace River Highway is nettled by Mr. Bryant's stand opened was made by Gordon D. that Prince George is unprepar-Bryant to fellow members of the ed to handle future business out Prince George Board of Trade.

His amazement over the great. wealth of the Peace River Block was voiced by Mr. Bryant in des cribing a recent trip up the Alaska Highway.

He expressed grave doubts as toes." to whether Prince George is at all prepared to handle the new business in submitting that Dawson Creek has better facilities for trade than has this city.

#### DAWSON CREEK VIEW

He reported that businessmen past 35 years. in Dawson Creek do not consider handle the business expected from completion of the highway. PEACE HIGHWAY

business research expert be re- ed an appraisal be made. tained to appraise potentials in the Peace River Block and areas contiguous to the C.N.R.

valuable stand of timber. We make me think of Gracie Fields'

TWENTY YEARS RESIDENT AND OPTIMIST

Mayor Jack Nicholson was of the north.

#### IRONS IN FIRE

He maintained that "schemes are going ahead" and that "facilities will be here," in declaring that "Prince George is on its

Harry G. Perry described himself as deeply impressed with the optimism expressed by Mr. Bryant as it reflects the conviction he has, based on an intimate knowledge of the north over the

"I have never felt more con-Prince George is in a position to fident about the variety of opportunities," Mr. Perry said in complimenting Mr. Bryant upon a most excellent, positive and Mr. Bryant advocated that a practical idea, in having suggest-

#### QUEER BANANA

The banana is one of the larg-Findings of such a survey, he est plants on earth not having

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Teacher, MRs.

**INCOME TAX** Returns Prepared - See R. E. MORTIMER



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# DAD'S-EYE VIEW?



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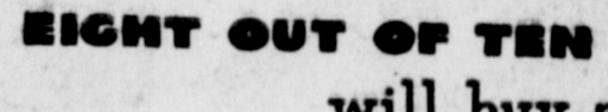


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