### The Daily News

PRINCE RUPERT . . . BRITISH COLUMBIA

Published Every Afternoon Except Sunday by Prince Rupert Daily News Limited, Third Avenue.

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SUBSCRIPTION RATES By City Carrier, per week Per Month Per Year By Mail, per month. Per Year

DAILY EDITION . . . Monday, August 14, 1944

## EDITORIAL

#### PROFITABLE PROMOTION

Newspapers are given highest rating with nation- briefly in the city from Vic- standing today across 3rd Av- poles. They refused to sell their al advertisers, surveys in Canada and the United States show once again.

This means that those men who have the most to spend and desire the best return are not stinting on their advertising-war or no war. They are sold on the need of advertising - constant advertising. Even a bargain needs to be advertised.

In one American city, 38 businessmen are delighted at the resumption of publication of their local paper which had been compelled to suspend business.

"You never miss the water till the well runs dry," is an old saying applicable in this case.

There are many people in business who gain much from the efforts of their fellow citizens to build up the city and district, but who do little themselves other than grumble and complain. These are people who think advertising does not pay unless they can trace a direct sale to a special advertisement. They ignore the fact that to be successful you must advertise, advertise, advertise.

Successful advertising is due to the constant association of a name with a community of service. Big advertisers do not bother to trace sales. They want you to associate the word Hardware for instance with their name. Sooner or later you buy goods at the store whose name they know.

Advertisers do get results or our national and international advertisers would have quit instead of increasing their advertising.

Local merchants increase their business by doing more advertising, thus ensuring better publicity for their town as well as their wares. The increase in our circulation in recent years shows that the people here and elsewhere want to read the Daily News for its news and its advertisements.

#### GOOD NEWS

Ottawa may well deem it time they gave a little more thought to members of our armed services and those who have been discharged.

First came the announcement from Col. the Hon. Ralston, minister of national defence, that clothes allowances for discharged men would be increased from \$65 to \$100.

This will be applauded widely. It was not the Department of National Defence, however, that first discerned the need for the boost. The first sound came from the newspapers and it took columns and columns of type, together with pictures, to convince the department.

The newspapers are not seeking thanks for this, merely the recognition by the man in the street that newspapers still belong to everyone, ready to serve a good cause whatever the odds.

Better news still for the armed services is Colonel Ralston's announcement of a \$750,000,000 war service gratuity fund. Half the fund will be paid directly to the men, and the remainder will be used in connection with the Veterans' Land Act, military personnel education and other assistance programs.



#### Laurier's 34-Year-Old Promise to Prince Rupert is Being Fulfilled

W. J. Alder Recalls Dinner Here For Great Liberal Prime Minister

A promise which he heard made by Sir Wilfred Laurier in Prince Rupert 34 years ago is coming true today, W. J. Alder, Prince Rupert pioneer and former city commissioner, believes

The great Liberal prime minister visiting this city in 1916 looked on its isolation, deplored it, and promised to do something about it. "You remind me of entombed

in the old Prince Rupert Inn. estate business. "I want to tell you that we are going to dig you out."

toria, was a guest at the dinner. He remembered those words.

out at last," he said Friday with Inn was too expensive," he re- would take the poles to the the satisfaction of a man who called. "It was cheaper to build wharf and load them on a ship has waited a long time. "The a house." Skeena River highway is the The Alder Block, corner of willing to give the poles away

road since the town began." Prince Rupert Wednesday to be struction, he recalled. present at the official opening ceremony which he understood set back until September 4.

taking its place as a world port. the wind came." "It will not be in my time,

but this city will some day have 50,000 people as it was designed to. To make it great is the responsibility of young

"The town was a casualty of the last war. It must not suffer the same fate at the end of this one."

visiting his boyhood home in the last to be restored in the London, Eng., after living in the province. miners." Sir Wilfred told guests came here on his return to this \$100 to purchase 10 totem pole continent, and established a real from villages on

enue from the Daily News of- family symbols.

"Prince Rupert has been dug | "Living in the Prince Rupert offered them \$100 each if they

3rd Avenue and 6th Street, was and take the money for their "We have dreamed of that also built by him in the early work, but they would not sell days. It was blown over in a them." Incidently, Mr. Alder came to wind storm while under con-

"It rained continually then. and the workmen were so anwould be held August 12. He xious to get a shingled roof on was not aware that it had been | that they forgot about strength-

ruptcy in 1932, Mr. Alder took Terraceover as city commissioner.

"Without careful management by city council the same thin could happen again," he warned. And without a prosperous city government you cannot have

prosperous citizens." Alder Park, on Fraser Street, has a soft spot in the elderly gentleman's heart. He was instrumental in founding it during his commissionership.

"It was no better than a junk yard, and we made it beautiful, Mr. Alder said that he first he remembers. "The totem poles

With Mrs. Alder, who is now engineer F. N. Good and I went in Victoria, he built one of the over to the Islands and offered Mr. Alder, who is now visiting first homes in the city. It is the natives \$100 each for the

for us. They agreed. They were

#### SEX EDUCATION

LONDON @-Courses of sex instruction are being given to pupils of approximately 11 years ening the lower part. They were of age in all senior schools of He foresees Prince Rupert ready to shingle the roof when the West Suffolk education committee as an integral part of When the city went into bank- general health education.

### Half-holiday To Be Enforced

TERRACE, Aug. 14 - Weekly half-holiday rule will be strictly adhered to in future, the village commissioners have decided in putting teeth into the halfholiday bylaw. Complaints were received by the commission that several stores were disregarding the regulation.

missioners are busy on a program office in Terrace. of garbage collection. They have good results.

Rsidents have expressed satisaction over having their empty cartons, old cans, boots, bottles egg shells and other garbage disposed of for them.

Rev. E. W. Slater

Going to Princeton Members of the Masonic Lodge held an informal gathering at Willies Hotel Friday to bid farewell to Rev. E. W. Slater, who will soon leave Terrace to administer to a parish at Prince-

Terrace Board of Trade have met to discuss arrangements for the highway opening celebra-

A. E. Gurney, supervising en-Cleanliness of the town is of gineer of the Skeena Highway primary consideration and com- construction, is establishing his

> Many Terrace residents are expressing deep regret over the sudden passing in Prince Rupert of Louis G. Delamater. He had control in Terrace district for the last two years and had made many friends here.

City of Prince Rupert

# Proclamation

In recognition of the visit of United States Ambassador Ray C. Atherton to this city on August 7th, 1944, I hereby proclaim a public half-holiday, commencing at noon on that date.

H. M. DAGGETT,

Announcing . . .

Rupert Tobacco Stor and Newsstand

Centrally located at Third Ave. and Fourth (former C.P.R. Office)

A full line of magazines newspapers, tobacco, ties and stationery.

Meet Me at ..

JOHNNY'S (Our Coffee is Tops)

## NEW ROYAL HOTEL

A Home Away From F Rates 75e up 50 Rooms, Hot and o

> Water Prince Rupert, B.C.

Phone 580

Barr & Anden

HYDE TRANSFI

LIMITED Plumbing and Beds

Automatic Sprinkling Coal Stokers Corner 2nd Ave. and

PRINCE RUPER

Repairs, Re-shings

Free Estimates WEAR IT ON YOUR ARK



Get into step with our volunteer for overseas Wear the C.S. badge the ready to fight for victory

S. E. PARKER, FORD DEALER

Carl Zarelli, Prop

FRASER STRE Prince Rupert

Chinese Dishes



laboratory experiments that the quality of cast iron could be vastly improved by the addition of Nickel, it remained for the Canadian Nickel industry to lead the way in putting this knowledge to commercial use.

> In 1921 Nickel investigators began intensive laboratory research on cast iron. They reviewed previous experiments carried on by other scientists. They made countless experiments of their own. They proved that cast iron could be

and more resistant to corrosion and wear by adding Nickel. They sent out this information to buyers of castings. They instructed foundries how to use Nickel to get best results.

So Nickel alloy iron was adopted for scores of new uses. Another new market for Nickel had been developed to take the place of war markets wiped out in 1918.

Today Canadian Nickel is again diverted to war purposes, and again the industry looks to the future with confidence. Plans are ready to develop and expand old and new peacetime markets, so that the Nickel industry may continue, through its own initiative and enterprise, to make still greater contributions to Canada's welfare.



THE ACHIEVEMENT OF THE FUTURE THE INTERNATIONAL NICKEL COMPANY OF CANADA, LIMITED 25 KING STREET WEST, TORONTO