

Published every afternoon except Sunday by Prince Rupert Daily News Limited, Third Avenue, Prince Rupert, British Columbia.
G. A. HUNTER, Managing Editor.

MEMBER A.B.C.

SUBSCRIPTION RATES:
By City Carrier, per week 15
Per Month 75
Per Year \$7.00
By Mail, per month 40
Per Year \$4.00

Newspapers in Great Demand . . .

The unprecedented interest in the news has brought an unprecedented demand for newspapers . . . a demand which in 1944 raised the circulation of newspapers in the United States and Canada to an all-time high . . . in spite of newsprint rationing, higher circulation rates, and the fact that millions of men and women now in the Armed Forces are unable to buy newspapers. For the six months ended September 30, 1944, the circulation of week-day newspapers in the two countries averaged 48,533,790 copies per day. This is a gain of 1,727,723 copies a day over the corresponding period of 1943, 6,851,527 a day over 1930, 12,997,105 a day over 1925, 18,976,553 a day over 1920. Compared with 1939, the year World War II began, the 1944 figure represents a gain of 6,606,100 copies per day.

In view of newsprint rationing and other wartime restrictions the chief circulation problem of the press today is how to meet the huge demand for newspapers. Unquestionably, people would buy even more newspapers if more were available.

To buyers of advertising these new all-time highs in newspaper circulation carry an important message. They show how essential newspapers are to the public, how dependent people are upon newspapers for information and guidance, and how valuable newspapers are for the advertiser with a story to tell or a product to sell.

Smile Until 10 . . .

The executive of a large department store was creating new sales and profits records. His earnings were the largest of his career.

Seemingly, this man had everything to make him happy and contented, but

such was not the case. He was worrying about the customers who were buying from him today—but who would not return to buy on the not-too-distant tomorrow.

He knew that courtesy was essential to build good will and enduring friendships, and he also knew that his sales clerks were not as courteous as they should be. His complaints of discourtesy among clerks had grown and grown, yet with the present scarcity of labor, he could not afford to severely reprimand them. This condition presented both a ticklish and dangerous problem that must be solved in the interest of future business growth.

To combat discourteousness in his sales personnel, he tried several methods. The reprimand method served only to increase turnover in sales clerks. Pep talks and morning meetings failed to better conditions, but finally a simple little idea lessened complaints and brought tangible results.

In washrooms and on locker doors, he placed small placards. The placards pictured the head of a sales clerk wearing a wide, contagious grin. Under the picture was printed "Be pleasant every morning until ten o'clock. The rest of the day will take care of itself."

He also placed a like sign on the desks of executives and enclosed a staffer reproduction of the sign in pay envelopes.

This little card engendered a spirit of cheerfulness and good will among employees—and among customers as well. Getting off to a pleasant start pays big dividends and creates an atmosphere of courtesy.

Five Little Words

There are five little words, we'd have you to know;

They are: "Pardon me," "Thank you," and "Please."

Oh, use them quite often wherever you go;

There are few words more useful than these.

These five little words are filled with a power

That money or fame cannot give.

So commit them to memory this very hour

And use them as long as you live!

LETTERBOX

ALASKA TO OVERSHADOW BRITISH COLUMBIA?

Editor Daily News:

What do you know about the B.C. coast—its opportunities for living, for recreation—that is, aside from your immediate locality? I know you, doubtless, consider what you know is enough, and just possibly it is—from your point of view but have you ever thought of the home hungry millions who will be "on the prowl" after this war? Just now there is a deep and significant interest being displayed in Alaska everywhere one goes. Will you let this opportunity pass to interest these people in settling and developing British Columbia?

British Columbia has everything Alaska has and a lot possibly more useful and fruitful to offer. Why not a soil survey of the more promising coastal areas? There are spots of agricultural promise on many of the B.C. Coast Islands but in most instances there is doubtful record of them and no detailed information about them and no means, except one own or charter a boat, for one to reach them.

Granted many of these places are small offering only a crofterlike existence, they would afford a home and livelihood for someone. If localities were requested to make initial surveys as a patriotic gesture and to improve their own neighborhood advantages, it is quite likely they would gladly contribute the time. Then confirming parties of qualified experts could make surveys and recommendations rapidly and economically.

The question of pulp mills and sawmills would doubtless be important as affording markets for timber cleared from individual holdings to make practical and economical that clearing.

It seems logical and necessary that the Coast people get away from big ideas to make such mills less remote than is the present practice on the coast. There is no reasonable purpose accomplished by having big mills if the "raw material" has to be handled inordinate distances with attendant risk of loss or damage. Small pulp and sawmills are operated in the east and the products are assembled in car lots and handed to paper and planing mills. It seems that the eastern methods could be studied advantageously in B.C. This might eliminate the promoter who so often profits more from the wreckage of an enterprise than from its economical operation. Why not try "small enterprise"—co-ordination.

If you don't do something out on the coast, first thing you know these boys in the interior are going to control the "Gateway to Alaska." Alaskan opportunities and the Inland Route are going to overshadow not only British Columbia and its potentialities but its shipping industry, the Alaskan coastal shipping, and even compete with the coast fisheries. There are fish in the northern lakes—doubtless also in the Arctic. The prairie has her foot in your door.

Mere mention of the Alaskan Highway produces a remarkable

THIS AND THAT



"Compared to that bookkeeping job I had, it's a cinch!"

KENNEY IS PRESIDENT

Annual Meeting of Canadian Legion Held At Smithers

SMITHERS, March 1—Bulkeley Valley Branch No. 63, Canadian Legion, at Smithers, held its annual meeting in the Legion hall recently. There was a good attendance of members from all over the Valley to hear the reports of the President and the Secretary for the activities of the Branch for the past year and these were well received.

The Branch showed considerable progress both financially and in membership and there are now nearly 100 members enrolled.

In the election of officers which took place the following were elected to carry on the work for the coming year:

Honorary President, Alex Walker, President of Dominion Command.

Honorary Vice-President, J. Henderson, President of Provincial Command.

Past President, J. W. Turner, President, L. H. Kenney.

First Vice-President, Fred

Boyl. Second Vice-President, E. Hoops. Chaplain, Rev. C. E. Motte.

The executive of six members elected consists of K. G. Houghton, A. Hinde, N. H. Kilpatrick, Mac Storey, Neil McDonald and James Graham. Five new members joined the Branch during the evening.

The new President, L. H. Kenney, had previously served ten years as secretary of the Branch. After the close of the meeting the members enjoyed a social hour with singing and refreshments.

CO-OPERATIVE ICE HOUSES BEING FILLED

SMITHERS, March 1—Two large Ice Houses being built at Lake Kathryn for the Prince Rupert Fishermen's Co-operative have now reached the stage where they can be filled with ice and this operation started Tuesday when a crew of men began cutting and storing the ice. There is a fine crop of heavy clear ice on the lake this winter and the ice that will be stored is of the very best quality.

CARTOONIST BEREAVED

NORTH CHAPEL, Eng. — Mat. T. H. Bairnsfather, 85, father of Capt. Bruce Bairnsfather who became famous for his "Old Bill" cartoons of the First Great War, has died in this Sussex town.

IN THE SUPREME COURT OF BRITISH COLUMBIA

IN THE MATTER OF THE "ADMINISTRATION ACT" and THE MATTER OF THE ESTATE OF ALEXANDER DUNCAN, DECEASED, INTERVATE.

TAKE NOTICE that by Order of His Honour Judge Fisher, Local Judge of the Supreme Court of British Columbia, I was on the 15th day of February, A.D. 1945, appointed Administrator of the Estate of Alexander Duncan, who died on the 30th day of November, 1944. All persons interested to pay the amount of their claims to me forthwith and all persons having claims against the said Estate are required to file them with me properly verified on or before the 31st day of March, 1945, failing which distribution will be made having regard only to such claims of which I shall have been notified.

DATED at Prince Rupert, B.C. this 15th day of February, A.D. 1945.

NORMAN A. WATT,
Official Administrator,
Prince Rupert, B.C.

HUMAN EYE IS CAMERA

A most wonderful photographic mechanism but of such accuracy and delicacy that no man-made camera could possibly be compared with it was the way Jack Bulger described the eye in an interesting talk before the Prince Rupert Gyro Club at luncheon yesterday on the subject of optometry. To facilitate his description of the organ, he likened the eye to the mechanical camera. There was the lens, the shutter, the focusing instrument and the impression surface, all regulated and co-ordinated by nerve control. The function of the eye might be easily impaired, said the speaker who described some of the more common eye defects and some means of mechanical correction by optometry.

Dr. J. J. Gibson, president of the club, was in the chair and, besides Gyro members, there were present as guests P. Underhill of Vancouver and L. M. Felsenthal of Prince Rupert.

Lloyd Morris was welcomed as the latest new member of the club.

Buy War Savings Stamps.

OFFICER BORN HERE GETS D

Flying Officer R. O. Harlow was born in Prince Rupert and has been awarded the distinguished Flying Cross. Harlow was among a group of 38 members of the R.C.M.A. collective citation for awards is as follows: completing in various numerous operations an enemy in the course of most fortitude, courage, devotion to duty, F/O Harlow is C.N.R. resident.

POLICE GET RE

NEW DELHI — The police service which is investigating cases of and corruption in all contracts and inspections goods and works for services has obtained victims since its inception June, 1941.

STOKE-ON-TRENT

At the age of 52 F. L. constable here, decided come a barrister. Now has been called to the

The Seal of Quality

BRITISH COLUMBIA'S

FINEST SALMON

BARR & ANDERSON LIMITED

Plumbing and Heating
Automatic Sprinkling and Coal Stokers

Corner 2nd Ave. and 4th St.
Phone Red 389 P.O. Box 1294

GEORGE DA

AUCTIONEER and VALUATOR

SALES CONDUCTED TO YOUR CONVENIENCE FURNITURE AND HOUSEHOLD EFFECTS PACKED AND SHIPPED

Estimates Free

Phone Red 111

THE REX C

Now Open for Business

CHOP SUET
CHOW MEEN

Opening Hours 3 p.m. to 1 a.m.

2nd Avenue (Arms)
Prince Rupert, B.C.
Phone 111

HYDE TRANS

Dry Slabwood, net
Dry Poplar, per cord
Sawdust, per sack

PHONE 588

Free Delivery Throughout the City

MONDAY — WEDNESDAY — FRIDAY
To East Section

TUESDAY — THURSDAY — SATURDAY
To West Section FROM 2 TO 5 P.M.

Kindly give us your order before 12 o'clock noon of your delivery day.

We serve Special Red Brand Beef. All choices fresh and cooked meat—fresh vegetables and fruits—complete line of groceries.

TERMS CASH. ALL PRICED FOR ECONOMY

RUPERT BUTCHER

PHONE 21 THIRD AVE. E.

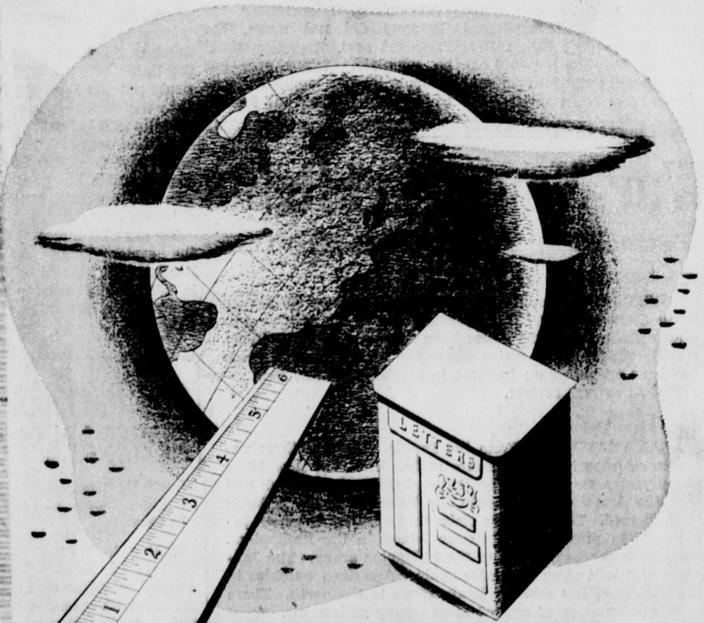
IF YOU'RE LOOKING FOR ECONOMY

... here's the place to find it. For our prices are always right. Come in for your needs and browse around, for personal or household articles.

You'll enjoy shopping at the

THE VARIETY STORE

"Where Your Dimes Are Little Dollars"



How Far Away are Your Fighting Men?

THOSE fine young men you sent to war, two years ago, five years ago. How far away are they now—sailors, soldiers, airmen?

They are only as far away as your letter box. Have you written to them lately, told them all the news of home, or have your letters fallen off? Brighten up their difficult days—and nights—and shorten the distance between you by letters. Send them news as well as ammunition. Let them know they are not forgotten . . . that the homes and the jobs they are fighting for are still here awaiting their return.

Write your sailor, soldier, airman tonight. An airgraph (5c) or an air letter (10c) will be delivered anywhere overseas in a few days.

*This means women, too . . . all the brave women away from home doing such a vital and splendid job in so many branches of the services.

Sicks' CAPILANO BREWERY LIMITED



NAZI IS SHORN OF BORROWED PLUMAGE—An American soldier guards a German soldier whom he is forcing to remove U.S. Army trousers and shoes he was wearing when captured. There have been many reports of Germans wearing U.S. uniforms, particularly in the area where the Germans made their ill-fated breakthrough in Belgium.