

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 . . . . .65  
Per Year . . . . .7.00  
By Mail, per month . . . . .40  
Per Year . . . . .4.80

### Organizing Publicity . . .

The Junior Chamber of Commerce put its teeth into a big subject at its publicity organization meeting last week and received a wide variety of ideas for digestion in the planning of a publicity campaign for Prince Rupert. Conditions may be such that all the aspects of such a campaign cannot be launched in the immediate future. However, it is fitting and high time that the organization be planned so that when the time arrives we will be in a position to publicize this city and district in the hope of attracting attention which will redound to our benefit.

There are many factors that tie in with a publicity campaign. If we publicize for tourist business we must have the facilities to receive and entertain tourists—to provide them with such an interesting and enjoyable time that they will want to come back themselves and have their friends come also—thereby developing the highly valuable type of word of mouth advertising.

If we publicize to bring industrial development, we must support that publicity with cold facts and sound arguments in favor of the development and utilization of the natural resources which we have here. Information must be gathered, tabulated and disseminated abroad by various media.

When tourists come to visit us, the publicity organization must be prepared to serve them in a planned and orderly way. The most of people, particularly when they only have a limited amount of time at their disposal, appreciate finding some means of aiding them to put that time to the best advantage.

As for the visitors who come to look into our possibilities from an industrial or business development standpoint, it also may fall well into the purview of the local publicity organization to be so organized as to furnish them with collation of facts and figures and general information. Then there is the important matter of follow-up.

There are many angles to the operation of an efficient and effective publicity organization such as could undoubtedly serve Prince Rupert to much advantage in the post-war reconstruction era. It involves a type of work that is becoming more specialized every day. Getting out a nice attractive booklet is, undoubtedly, part of a publicity scheme but a real publicity program in this day and age involves a great deal more than that. After all,

a booklet only reaches a few thousand people and, unless, it is exceptionally ambitious and attractive, does not command a very large measure of interest. We must get ourselves into the fields we wish to reach by other and more diversified media of public communication — newspapers, magazines, radio, moving pictures, word of mouth.

Publicity is a big job. It requires money, time and effort. Once organized and functioning, however, it is sure to pay large dividends to the community or district which fosters it.

The energetic young men of the Junior Chamber of Commerce have started the publicity ball rolling. Now it is well that we should keep it in motion for the mutual benefit and assistance of the city and district.

We should first settle upon the type of a publicity organization we should have—whether it should be a purely local or a district body. Possibly at the forthcoming convention of the Associated Boards of Trade of British Columbia, a district body might be launched. That might be most efficaciously brought about by first organizing here in Prince Rupert which would be the logical headquarters of office and operating personnel.

We could then arrange for representatives at other district points who would be members of the central publicity council—responsible for the promotion of their own communities in co-ordination with the district scheme.

We have heard a lot of ideas about what we might do to publicize Prince Rupert. It is obvious that we must get organized. Then we can get down to planning the job in hand. As already suggested it will need time, effort, ingenuity and a very substantial financial support.

### We Lose Dave Borland . . .

D. G. Borland, whose transfer to Vancouver as manager of one of that city's downtown theatres after ten years as manager of the Capitol Theatre here is announced, has been a good and useful citizen of Prince Rupert during his tenure here.

In addition to the efficient carrying on of his business duties he a, Mr. Borland has been generous of his time and ability to community service. He has helped in all good causes but probably his most valuable work was that during the earlier days of the war before entertainment and diversion of the forces was properly organized when he effectively stepped into the breach. Those were trying days, indeed, but Dave Borland was in the forefront of those who rose to the occasion with unstinting and conscientious effort.

The Daily News, like his many friends, regret to have to say farewell to Dave Borland but, also like his friends, we are happy to announce that the move involves a definite promotion, something that he richly deserves.

### SLIDE CLEARED, TRAINS ON TIME

First Canadian National Railways passenger train to arrive in the city from the east since a second rockslide buried the track near Amsbury a week ago, pulled into the station Sunday night at scheduled time of 10:45 after railway emergency crews had succeeded in clearing the rails of rock at 2:30 Sunday morning.

When the final boulders were removed, freight cars which had filled sidings at Usk, Terrace and other wayside points were immediately dispatched to their destination at Prince Rupert.

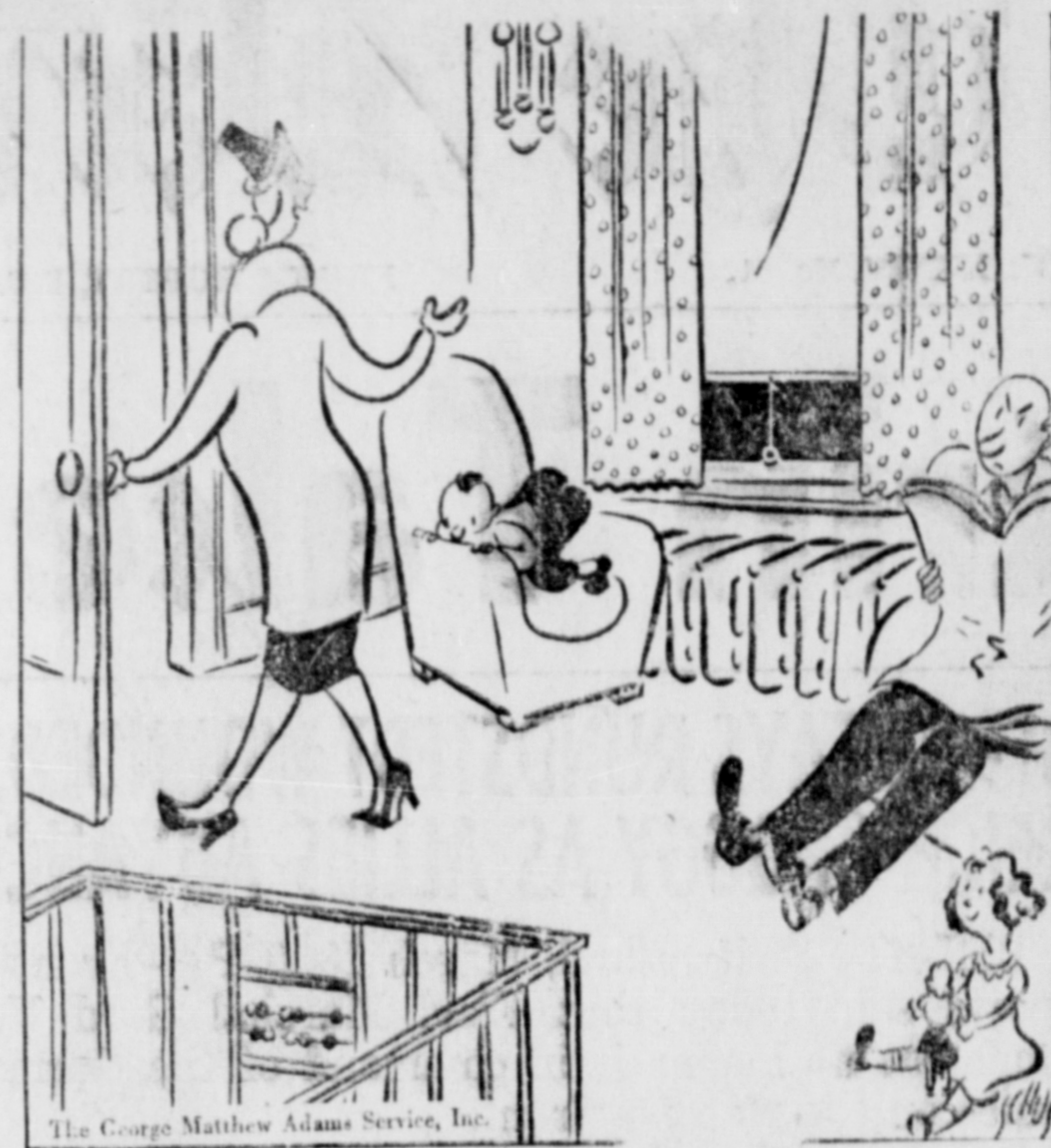
In spite of the week's delay in shipment of heavy freight, no acute shortages resulted in the city. Coal dealers admitted that their stocks were "getting low" but did not reach the stage of famine.

Meat and other essential products were trucked around the obstruction and arrived in sufficient quantity.

Today maintenance crews are tidying up the scene of the slide and have begun work on a bypass which will allow uninterrupted service should a third rockslide fill the cut four miles west of Amsbury.

This is a section of track passing along the river side of the cut, skirting the slide area. This is being done as an added

### THIS AND THAT



"I'll be glad, dear, when we can again find a girl to stay with the children . . . so you can get out occasionally, too!"

measure of safety despite the fact that railwaymen express the opinion that the slides have but back the rock bluff sufficiently to obviate the danger of another avalanche.

A plastic suitable for insulating and wallboard material is produced from potato pulp.

### Becomes the First Cingalese Bishop

COLOMBO, Ceylon, March 13. (Reuters)—Rev. Lakdase de Mel, vicar of St. Paul's Church at Kandy, has been appointed to the newly-created post of assistant bishop of Colombo. He becomes the first Cingalese to hold this office in the Anglican Church.

Dr. de Mel, 43, is the son of the late Sir Henry de Mel and graduated from Oxford. He was ordained a deacon in England in 1926 and worked in London before returning to Ceylon in 1927.

### Better English

By D. C. WILLIAMS

1. What is wrong with this sentence? "I don't know but that I made a mistake."
2. What is the correct pronunciation of "exchange?"
3. Which one of these words is misspelled? Withdrawal, withal, withhold.
4. What does the word "savor" mean?
5. What is a word beginning with pec that means "relating to money?"

### Answers

1. Say, "I may have made a mistake."
2. "Accent" last syllable, not the first.
3. Withhold.
4. To partake of the quality or nature. "The whole thing savored of politics."
5. Pecuniary.

### TERRACE WINTER UNUSUALLY

Lowest Temperature Above—Exceptionally Snow

TERRACE, March 13. Winter just past proved to be an unusually mild one. It brought moderate temperatures, the zero being the minimum. The snow was a total of 24 inches. The snow pile in depth of 6 inches. Old-timers recall snowdrifts topped the fences and readings as low as 10 or even lower than this.

### BRAZIL FIGHTS INFANT DEATH

RIO DE JANEIRO, March 13.—Brazilian medical authorities are co-operating in a campaign seeking means of reducing the high infant mortality rate. Of every 1,000 Brazilian children born alive, 245 die before their first birthday. The states like Curitiba, where the average is 114 per 1,000, centres showing that where one child dies before reaching a year, 100 births in Brazil average 1,000.



## He gave his life FOR THE RIGHT TO INVESTIGATE

Roger Bacon, great scientist of the Middle Ages, carried on scientific research in metals, in agriculture, medicine, chemistry. He studied the laws of optics; suggested the use of eyeglasses; carried on experiments in magnetism, and produced gunpowder. Imprisoned for fourteen years as a magician of evil, his health finally broke down, and he died in 1292 soon after his release.

LIKE Roger Bacon of old, scientists of today seek to solve many problems

through scientific research. In the Nickel industry they have explored many fields in their search for new uses for Canadian Nickel. Today practically all industries have improved their products or their manufacturing methods by using Nickel. When the war is over the Nickel research laboratories will again turn their efforts to developing the known uses for Nickel and discovering new ones.

Canadian engineers, designers and metallurgists have free access to the scientific and technical data gathered together by International Nickel. A request for information is all that is necessary. Still wider knowledge of the ways in which Nickel may be usefully employed will further increase the demand for Canadian Nickel, and Canada will benefit accordingly.

**YOUR Red Cross Needs YOUR Dollars for relief of suffering NOW!**



Suffering mounts as the war progresses and victory nears. The merciful ministrations of your Red Cross are needed more than ever—for prisoners of war, wounded and sick, victims of Nazi persecution.

**GIVE!**  
your dollars generously in response to the 1945 Red Cross Appeal.

**CANADIAN RED CROSS**

This space contributed by

**GORDON & ANDERSON**

**GREEN SPOT TAXI 65 TAXI**

Delmore Frozen Fruits and Vegetables — Raspberries, Strawberries, Sliced Peaches.  
**Enterprise Fruit Co.**  
PHONE 343

**J. L. CURRY CHIROPRACTOR**  
If pain—Chiropractic!  
If nerves—doubly so!  
Smith Block Green 995

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

**Canadian Nickel**

**FORWARD THROUGH RESEARCH**

