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## Keeping Prices Reasonable

GOVERNMENT, business, labor and the farmer must share the responsibility for high prices. Getting prices down is not just a business for any one of these. All should realize that vigorous combined efforts to reduce prices voluntarily and gradually now, insofar as it is in their ability to do, may prevent a sharp and forced cut later.

The government can help bring prices down by checking expenses, keeping rent controls, by restraining credit expansion and by not encouraging any of the elements of the population—labor and farmers as well as business—to seek a larger share of the national income.

Food is the biggest item in living costs and food prices are mounting, much of this being due to farm prices. Some farmers at least, should be in as good a position as anyone to begin the price cutting.

Industrial workers have made a good relative gain since the start of the war. Their wages will buy considerably more today than they did then although many may not "feel" richer because of recently increasing costs of living. But they might compare themselves with other sections of the community—especially white collar workers—many of whom are much worse off than when the war commenced.

Profits are booming in some industries and some of them may warrant both wage rises and price cuts.

Indeed, the two groups which have the largest opportunity today are big business and big labor. If they are tempted to look only to their own selfish advantage, they have the power to force short-run gains for themselves at the expense of everybody else.

For that reason some of the agreements for wage increases which are generally applauded should be looked at twice. Everybody is happy to see that they avoid strikes. But wage boosts that prevent price cuts may do real harm.

For price cuts benefit all consumers. Wage increases raise the purchasing power only of those who get the increases. The economists are concerned right now because people cannot buy all that they are requiring—at the prices now asked. We hear of a new-old shortage—lack of purchasing power. The best way to increase purchasing power is to increase it for everybody by lowering prices.

Politicians can play dangerously with theories of purchasing power. They are most dangerous when they seek purchasing power for one bloc or another of producers. Producers may be tempted to think that prosperity lies in high wages or profits on restricted production. But there is more lasting prosperity when it is more widely shared in full production at moderate prices and wages. That is the solid economic and moral basis for a drive to cut prices.

## KEEP PUBLICIZING

PUBLICITY and advertising must be continuous, permanent and persistent to be effective. Spurts now and then may draw transient attention but unless there is day in and day out consistency it is soon forgotten.

Editor William Baker of Ketchikan, thinking of all the publicity that many newspapers and publications, including his own and ours, have been giving Prince Rupert and its position with respect to Alaska, was surprised on a recent trip that many Americans, even those in the Pacific Northwest, did not realize one could drive to Prince Rupert and be only ninety miles from Alaska. It just shows that we must go on publicizing the fact in season and out and by every means possible. One good way is by getting the people here so that they will know at first hand and pass the word along.

What is true in advertising our community wares and advantages abroad is also good within the community where business men must be advertising consistently and steadily if the way to their door is to be really beaten. In Prince Rupert there is a tendency both as a community and by individuals not to realize there is nothing like publicity and advertising to pull the business.

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(104) **GEORGE QUAN**



DR. WILFRED SHUTE

DR. EVAN SHUTE

DOCTORS' DEVELOPMENT OF VITAMIN E CREATES CONTROVERSY—Dr. Wilfred Shute of Guelph, Ont., and Dr. Evan Shute of London, Ont., are the two Canadian doctors whose experiments with vitamin E treatment for heart conditions has led to a medical controversy. The report of the development of vitamin E has been made to the Kansas medical association by Dr. E. Shute. The brothers worked on the treatment for 14 years, assisted by Dr. Arthur Vogeslang of London, Ont., and Floyd Skelton, a medical student. Mrs. R. J. Shute, 72, mother of Evan and his brother, Wilfred, was one of the first patients to receive vitamin E for her heart condition and testifies that her recovery was a "miracle." She said she was on the point of heart failure when treatments helped her.

## TALKS ABOUT INDUSTRIAL RELATIONS

Observations on "industrial relations," the delicate balance of employer-employee attitudes, were given to the Prince Rupert Rotary Club Thursday afternoon by Oscar W. Pearson of Vancouver, district manager of Swift Canadian Co., who illustrated his talk with experiences of that company.

### IMPORTANT THINGS IN AVERAGE LIFE

Mr. Pearson outlined what experience and observation have indicated to be the most important things in the life of the "average" man:

1. The security that goes with steady employment.
2. The chance of advancement and to know that he can get on in the world.
3. To be treated like human beings.
4. A friendly attitude on the part of the employer which preserves personal identity and does not submerge the individual into the payroll as a mere number.
5. A sense of genuine human dignity—to feel that they are doing a job worthwhile and contributing something to society.

"These are exactly the same things that our father and our grandfathers wanted. They wanted a home; to bring up their families well; to give their children the advantages of the times, and put something away for their old age. That is just what the average man wants now."

Standards of living and education have progressed until today the average man is better educated and more capable of independent thought. These educational factors which are establishing higher living standards are contributing to current unrest, Mr. Pearson said.

"It seems only natural that the desire of human nature to improve itself will manifest itself in some form or other. Surely, no one will quarrel with the right of an individual to join a union or any other or-

ganization that is set up under our democratic system of government.

"Unfortunately, the leadership of some of these organizations is not good and often gets into the hands of people who are more interested in politics or selfish motives than they are in the best interests of the membership.

"The worst feature that I see in our present situation is that certain leadership is building up a class distinction between capital and labor. However, I think there is increasing evidence every day that the rank and file of membership of many labor organizations are losing faith in over-radical leadership and that they will take care of some of these problems themselves.

"Relationships between employer and employee must be founded upon what is right and wrong between one man and another and in my opinion such things as closed shop, union maintenance and compulsory check-off are definitely inconsistent with the workings of human nature and out of step with our ideals of personal rights and liberties.

"Most of our problems are arising out of changing conditions which are gradually improving for all of us. We have passed through many phases and will pass through many

## Pull Together Spirit Asked--

(Continued from Page 1)

the Socialist answer. Allocation of coal, electricity and raw materials can be manipulated to limit employment in luxury and semi-luxury trades. Government licences for new factories and machinery can have the same effect.

Government help will be given to the less-pleasant and heavier industries to improve their working conditions. Special concessions may be made for certain labor groups; already extra non-rationed foods and consumer goods have been sent to mining areas.

Today manpower is badly distributed—so far out of line that, even with direct control of placements, ideal distribution would be impossible immediately because of housing shortages.

### SEEK MORE LABOR BY VARIOUS MEANS

While key industries are handicapped for want of labor, distribution, catering, entertainment and other consumer services are attracting more than their share. The country-wide football pools employ thousands of women in the Midlands alone—women who otherwise would be

available for the cotton mills and other factories.

More men for the coal mines is priority No. 1. The target is 720,000 by the year-end, an increase of 30,000 which is far from enough but as much as the government thinks can be done in 12 months.

Next come agriculture, seriously undermanned and facing the loss soon of 65,000 German prisoners-of-war; and the textile industries, one of the biggest export groups which has only 1,405,000 workers compared with 1,803,600 in 1939.

Britain's working population, at 18,122,000, is more than 1,000,000 higher than before the war; but requirements also are higher. The armed forces, for instance, take 1,000,000 compared with less than half that number. The public service employs 2,130,000 compared with 1,465,000. Raising the school-leaving age this year will keep 160,000 juveniles out of industry.

As demobilization continues this year, the labor force will rise to 18,300,000. Polish ex-servicemen, displaced persons from Europe and part-time employment of women is expected to add another 100,000.

But it will not be enough. "This need to increase the working population is not temporary," Attlee said. "It is a permanent feature of our national life."

## LETTERBOX

RED MEMBERSHIP CARDS  
Editor, Daily News:

In the recent controversy in Parliament on Japanese-Canadian citizenship, the C.C.F. appears to be making headway in their long and persistent campaign on the principle of one standard of citizenship for all Canadians whether their skins be white or yellow, brown or black. For instance, the case has been emphasized of the speech of one Progressive-Conservative who temporarily deserted his party in defence of the principle consistently maintained by the C.C.F. and the fact that two Progressive-Conservatives, four Liberals and one Social Creditor voted with the C.C.F. This is a signal that the force of light is commencing to take effect. All local Liberals now carry Red membership cards.

GEORGE B. CASEY.

more phases in which one group or another will exert strong influence and out of it we will arrive at an improved and better level."

Mr. Pearson was thanked for his address by Club President Dr. L. W. Kergin.

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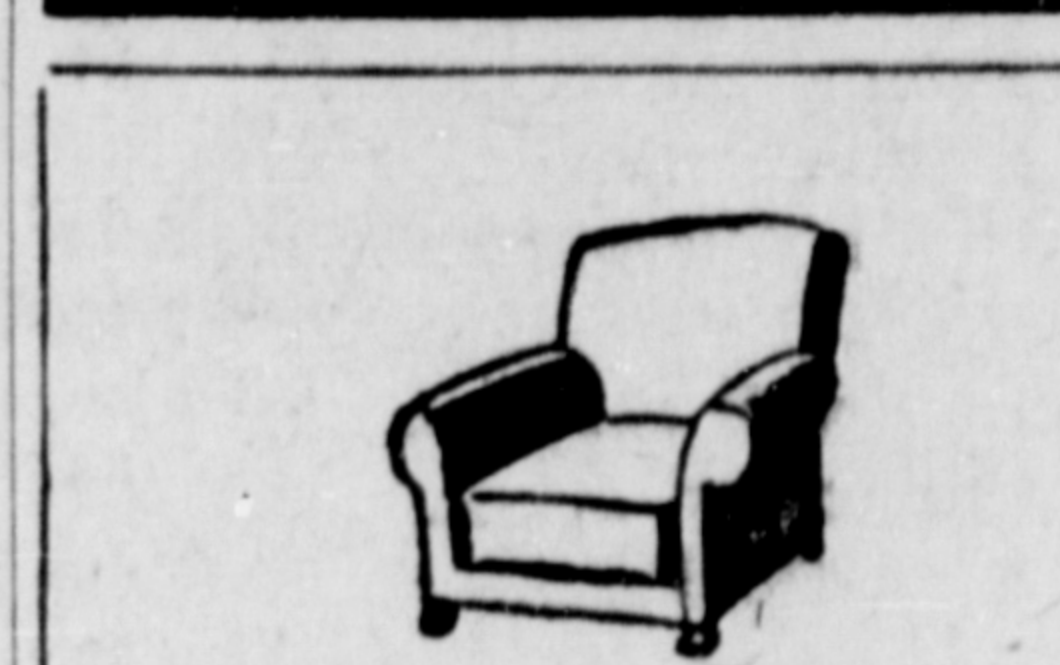
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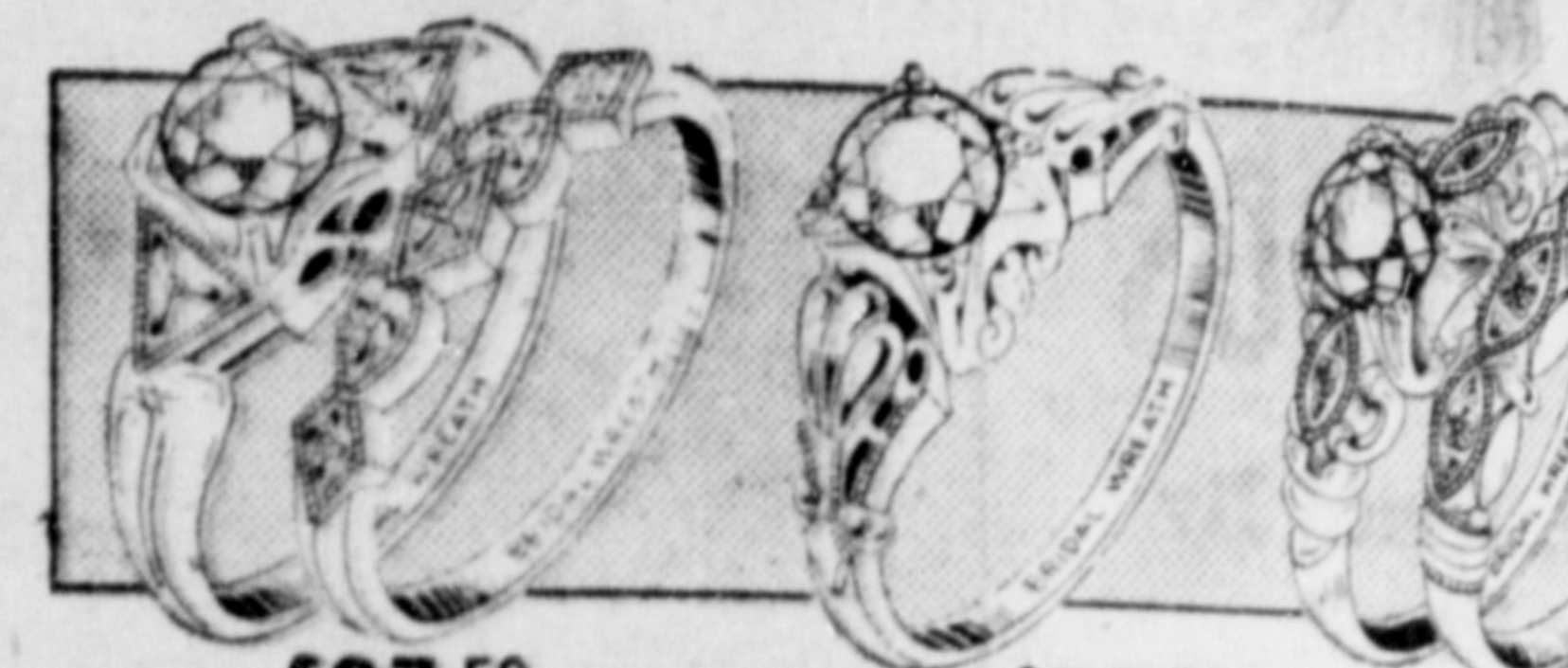
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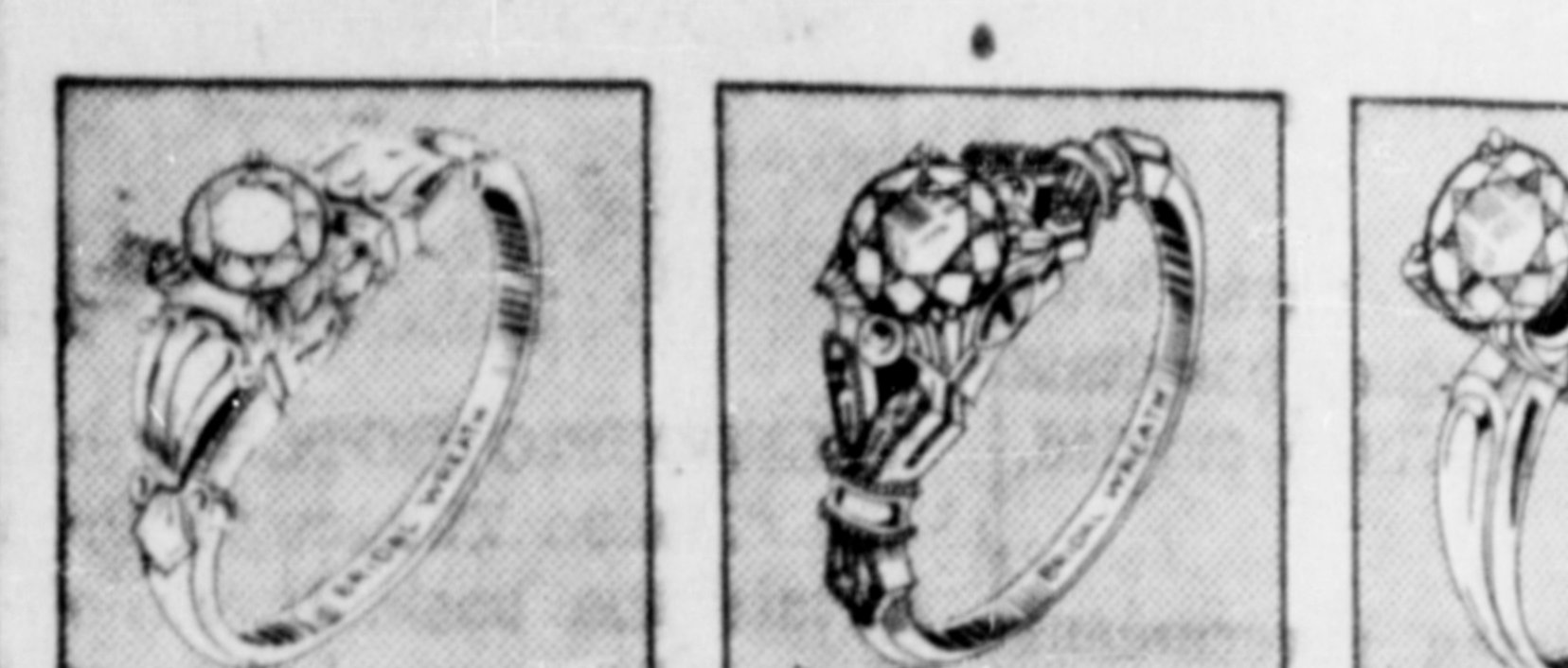
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