

An independent daily newspaper devoted to the upbuilding of Prince Rupert and all communities comprising northern and central British Columbia. (Authorized as Second Class Mail, Post Office Department, Ottawa.) Published every afternoon except Sunday by Prince Rupert Daily News Ltd., 3rd Avenue, Prince Rupert, British Columbia. A. J. HUNTER, Managing Editor. H. G. PERRY, Managing Director. MEMBER OF CANADIAN PRESS — AUDIT BUREAU OF CIRCULATIONS CANADIAN DAILY NEWSPAPER ASSOCIATION

SUBSCRIPTION RATES  
City Carrier, per week, 15c; Per Month, 55c; Per Year, \$7.00;  
By Mail, Per Month, 40c; Per Year, \$4.00.

## The Alternatives

THE AMERICANS resuming their air base at Tripoli and the British commencing large scale concentration of defence forces at the Island of Cyprus are incidents that make more grim the outlook for the future of the Mediterranean theatre. There are the portents there, to be sure, of tension and insecurity but it is a situation that must be faced. At present the Eastern Mediterranean appears to be the focal point.

Even as President Truman, General Marshall and other leaders of the United States administration appeal for full and immediate support of the aid to Europe program as part of the campaign to head off the encroachment of another form of totalitarianism, the western nations are looking to their defences.

Aid to Europe or large defences for the western nations in the vulnerable areas appear to be the only formulae for the prevention of war.

This seems to be a grim but realistic fact.

## AIMING TOO HIGH

TRYING TO FOLLOW in the footsteps of Horatio Alger heroes has frustrated a lot of fine college students, says Dr. J. Paul Leonard a California educator, and it's high time the boyhood yarns were tossed out the window.

Dr. Leonard conducted a searching study of 200 students carefully selected as a cross-section of a student body of 3,200. Sixty-two per cent were determined to enter the professional lines, such as medicine or engineering.

This 62 per cent bothered Dr. Leonard, since only about five per cent of Americans actually find work in the professional field. Dr. Leonard feels this remaining 57 per cent struggles futilely seeking a goal impossible to achieve, and the result is personal tragedy — maladjustment, discontent, frustration.

In his words: "There is a great wastage in education by students pursuing a number of courses for which they are not suited, only to discover they have to start over again."

Dr. Leonard plans to establish guidance panels to which students can go with their problems. And he proposes to build college courses to fit individual needs. The result, he hopes, will be college graduates vocationally adjusted to their roles in life, adequately trained in the basic skills, prepared for marriage and parenthood and ready to assume an active part in a democratic society.

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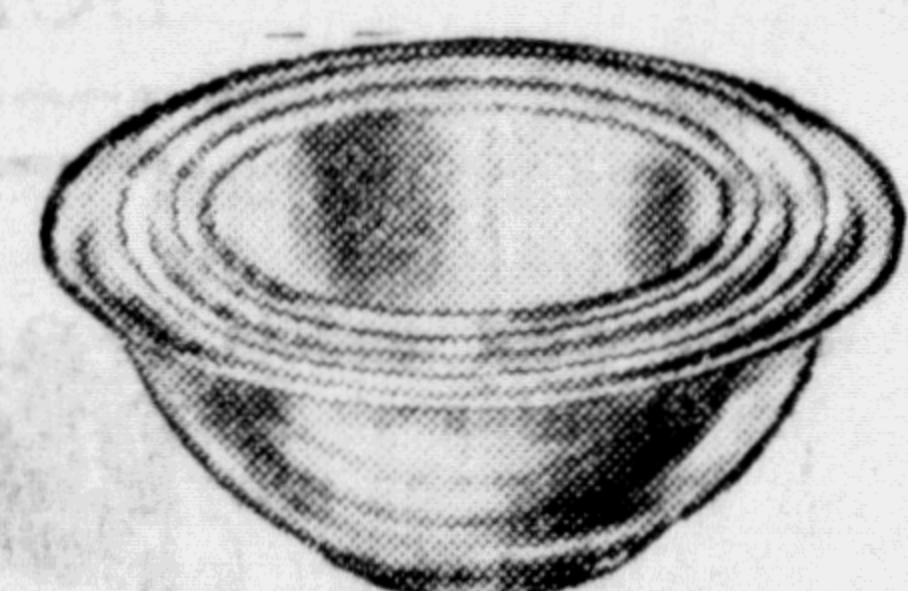
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## REVIVAL OF GRIT PARTY

### Special Committee Named to Line Up Activities

Under its new president, J. D. McRae, the Prince Rupert Liberal Association plans to come out of its between-election lethargy and, at a meeting of the executive this week, a committee was appointed to draw up a program of future activities.

The meeting heard reports of Delegates J. D. McRae and Robert McKay to the provincial convention at Vancouver early last month when the new leader of the party for the province was elected in the person of Byron I. Johnson who has since become Premier.

Letters of congratulations were ordered sent to the new Premier and new Provincial President Laing.

Condition of the highway was discussed and it was decided to make representations to the government for more adequate maintenance and more effective snow removal.

## OCEAN FALLS CONSTRUCTION

### Million Dollar Program Includes New Store and Community Centre

A million dollars will be spent at Ocean Falls to provide further accommodations and amenities for the employees of Pacific Mills and their families.

What is planned will include a three-floor department store which will have a cold storage department, a three-storey community centre to embrace full-sized gymnasium and high school gymnasium building. In addition to these, it is proposed also to erect a couple of buildings for the government.

### Modern Etiquette

By ROBERTA LEE

Q. Is it the man's or the girl's privilege to suggest how the evening should be spent, when no previous arrangements have been made?

A. It is courteous for the man to ask the girl where she would like to go. But a girl should be considerate where expense is concerned.

Q. May a bride wear a white dress and a veil when being married in a magistrate's office?

A. No. The traditional white is reserved for church and home weddings. She should wear her going-away suit.

Q. What is the customary tip for a checkroom attendant?

A. Ten cents is the usual tip.

### HUNGRY OLD MAN

A mother bear must often watch her cubs and protect them against cannibalism by the father.

### BARBARIC AGES

Patients in lunatic asylums in the 13th and 14th centuries were often out on show and people paid admission to see them.

### TILE POPULAR

Ceramic tile is more popular than ever and has expanded by almost 40 per cent since the war.

### Steamship Sailings

For Vancouver—

Monday—ss Princess Louise 10 p.m.

Tuesday—ss Catala 1:30 p.m.

Thursday—ss Prince Rupert 11:15 p.m.

Friday—ss Cardena, midnight.

From Vancouver—

Sunday—ss Catala 4 p.m.

Monday—ss Princess Louise p.m.

Wednesday—ss Prince Rupert 10:00 a.m.

Friday—ss Cardena p.m.

For Alaska—

Wednesday—ss Prince Rupert 12 midnight.

From Alaska—

Thursday—ss Prince Rupert, 8 p.m.

## NOTICE

The Daily News wishes to draw attention to the rule that classified and transient advertising is payable in advance at the office at time of presenting copy for advertising. Those desiring to advertise in this manner in the Daily News are asked to assist the office and respect this rule by refraining from telephoning classified advertising.



AMONG THOSE PRESENT, PRINCE AKAHITO—Crown Prince Akihito, heir to the Japanese throne, is pictured with many of his schoolmates during a visit to a museum in Tokyo. The prince of Japan looks over some models of famous temples, shrines and buildings of Japan.

## Year's Work By Public Relations Council Reviewed by Secretary

Prince Rupert's small but active Public Relations Council—dedicated to publicizing this city and region for tourists and industry—heard its year's accomplishments listed at its annual meeting night by its secretary, E. T. Applewhite.

The report told of more than a dozen projects which left their mark on individuals and agencies in many parts of the continent, but of which many local people are unaware.

To acquaint Prince Rupert citizens with the work of this voluntary agency, the Daily News herewith publishes Mr. Applewhite's report in full.

"The year 1947 may be said to have been our first real post-war year, and I think this Council may take some considerable pride and satisfaction in the number of tourists who have visited our city this year, and also in the great amount of publicity Prince Rupert has had in many publications, both Canadian and American—and some even further afield. It seems obvious that we shall be an increasingly important point from the tourist angle, as the Skeena Highway becomes better known, and better maintained. It is fair to state that during the past year this Council has contributed in no small measure to the advertising of Prince Rupert and the distribution of authentic information.

"This has only been possible because of the faithful work of a few active supporters from other organizations, and the public; and special mention must be made of the fine co-operation received at all times from the Corporation of the City of Prince Rupert. But for the

"faithful few" our results must have been small indeed.

"I assume that it is no part of the secretary's duties to single out any for special mention. After all, it is the combined effort of that counts. I do feel that many in the city have no knowledge whatever of the work we are doing—or attempting to do. This applies even to the membership of those organizations which make up the majority of our own membership.

"The attitude of most Government officials and civil servants with whom we have taken up various matters, has been helpful and co-operative.

"There follows some special mention of various of our activities.

"Outside Publicity—Data was submitted to Robertson's agencies for their booklet 'The Geese Go North' in which we took a page ad. Information was from time to time supplied the Government Travel Bureau; industrial data was submitted to McMahon & Burns; Co-operation was afforded to the Dept. of Trade and Industry in the making of a film travelogue on Central B. C.; material and an ad supplied to special edition Ketchikan Chronicle; 20,000 Skeena Highway stickers printed and distributed; data supplied to B. C. Electric Railway Co.; John Fisher was invited to visit

Prince Rupert but has not as yet done so; data supplied to B. C. Journal of Commerce and a half page ad taken; We were successful in having the Gov't Travel Bureau road reports include the Terrace-Prince Rupert Highway. A number of publications which solicited advertising were considered and turned down.

"Promotional Material — A great deal of promotional material was distributed to the British Isles, the U.S.A. and all parts of Canada. This included our own material and two very useful pamphlets published by the B. C. Government.

"Sportsmen's Map—This rather ambitious proposal has not yet come to fruition and will most likely have to await the financing of other more important projects.

"Information Bureau—By arrangement with the Museum Board we operated a tourist information bureau from June 13 to Sept. 15 with C. E. Cullen in charge. This did not prove to be as successful or as useful as was hoped and the whole subject needs serious study before a 1948 programme is adopted.

"Road Signs—Certain actions along the lines of road sign publicity were approved but were not acted upon. This too is worth serious action this year.

"Skeena Highway—This Council has assisted other bodies in vigorous requests for better maintenance of the highway and has taken the lead in giving publicity to the existence of the highway—over heavy obstacles. We can safely say that good results have been achieved.

"Canadian National Park—The C.N.R. were very co-operative in this connection and renovated the totem poles and generally greatly improved the park.

"Garden Competition — We sponsored this and provided the prizes, the judging etc. being taken care of by the local Horticultural Society.

"Window Display—The use of a free window on 3rd Avenue was available to us. This has not been utilized to the best advantage, but in recent months was used to try to stimulate interest in Roosevelt Park.

"Road Maps—We have scrutinized road maps issued by oil companies and others, and have drawn the sponsors' attention to inaccuracies and have made suggestions for improvements, all of which have been accepted in the spirit in which the criticism was offered.

"Florida Medal—Our most spectacular effort this year, the issuing of a medal for the first car to travel from Florida to Prince Rupert was, as in the past, made possible through the generosity of Manson's Jewellers. The publicity from the award of the medal was excellent. Publicity prior to its award was disappointing. Capt. Slayton and son Dick, of Tampa, Fla., were the lucky winners.

"A great many other small items occupied the time and thought and energy of the Council.

"Ten full meetings of the

## ADULT TROUT TRANSPORTED

Carrying 700 adult trout, two Canadian National Railways express cars fitted with special water and oxygen tanks have taken the shipment from Northern Manitoba to the province's Riding Mountain National Park and White Horse Forest Reserve in connection with a government restocking program.

### BEST LETTER WINS

Thousands of Swedish and United States youngsters are competing in a letter-writing contest conducted by the U.S.-Swedish Friendship Clubs, to end February 1, 1948.

### SLOW CLIMB

Benjamin Disraeli was unsuccessful in politics for many years before he became Liberal leader in the British House of Commons.

### SON OF SETIN

"Ben," the first syllable in many Hebrew names, means "son."

of August and December being omitted.

"A new local promotional pamphlet is now a necessity. Through the services of Bjorn Selvig an attractive design has been adopted. A sub committee of this body now has this matter in hand. The services of G. R. Brett have been obtained as a canvasser and, if public response is as good as the merits of the project deserve, by March we shall have a three years' supply of a pamphlet which will be a credit to the Council and to the community."

## EUREKA Tank Cleaner

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