

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)
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'O, Canada'

CANADIAN retailers are a vital link in the merchandising chain. The retailer is playing and can play a still greater role in the economic welfare of the country.

Behind every Canadian label is a story of humming factories, employment and buying power. Behind every foreign label is a story of money leaving the country contributing to employment and its resultant benefits outside of Canada.

So long as economic indices have been high in all categories, it has mattered little enough whether domestic or imported goods got the play. There was plenty of business for all.

The importance of selling the Canadian label becomes apparent as the buying power declines. We do not suggest, however, that there should be a blanket discrimination against the imported product.

What is suggested and what the retailer will clearly understand, is that, where all things are equal, it's just enlightened self-interest to sell the Canadian label.

IT'S NO MYSTERY

KISS THE BLARNEY STONE, if you like—Visit the wishing well if there's one in your neighborhood—Keep your fingers crossed if it comforts you—But above all be sure to develop sound public relations.

In a simple Utopian, non-competitive society, there would be no need for public relations, just as there would be no need for lawyers and accountants. Society, however, is becoming more complicated, more competitive. Therefore, the need for public relations is becoming increasingly necessary.

There is no mystery to public relations. Public relations gets all the verifiable facts and communicates them to the public by advertising, to make and keep friends by deserving them.

The more friends a business has, the better the profit and loss statements. The more friends an association or trade organization can acquire, the more certain that it will succeed.

UNECONOMIC CITIES

CANADA'S largest cities are too big. Montreal, Toronto and Vancouver cannot provide facilities for the maximum production of goods and services at a minimum of overall cost. There is a point of diminishing returns in the growth of cities as in all other enterprises. Our largest cities have passed the point of efficiency and some of our secondary cities are nearing it. The time to stop, look, and listen, is now.

While laying plans for subsidized housing and transportation which will foster further economic growth, the cities, provinces, and the Dominion should be adopting policies which will arrest the growth of oversize cities and stimulate the growth of communities which can provide better living and working conditions for the misplaced persons now existing in city slums.

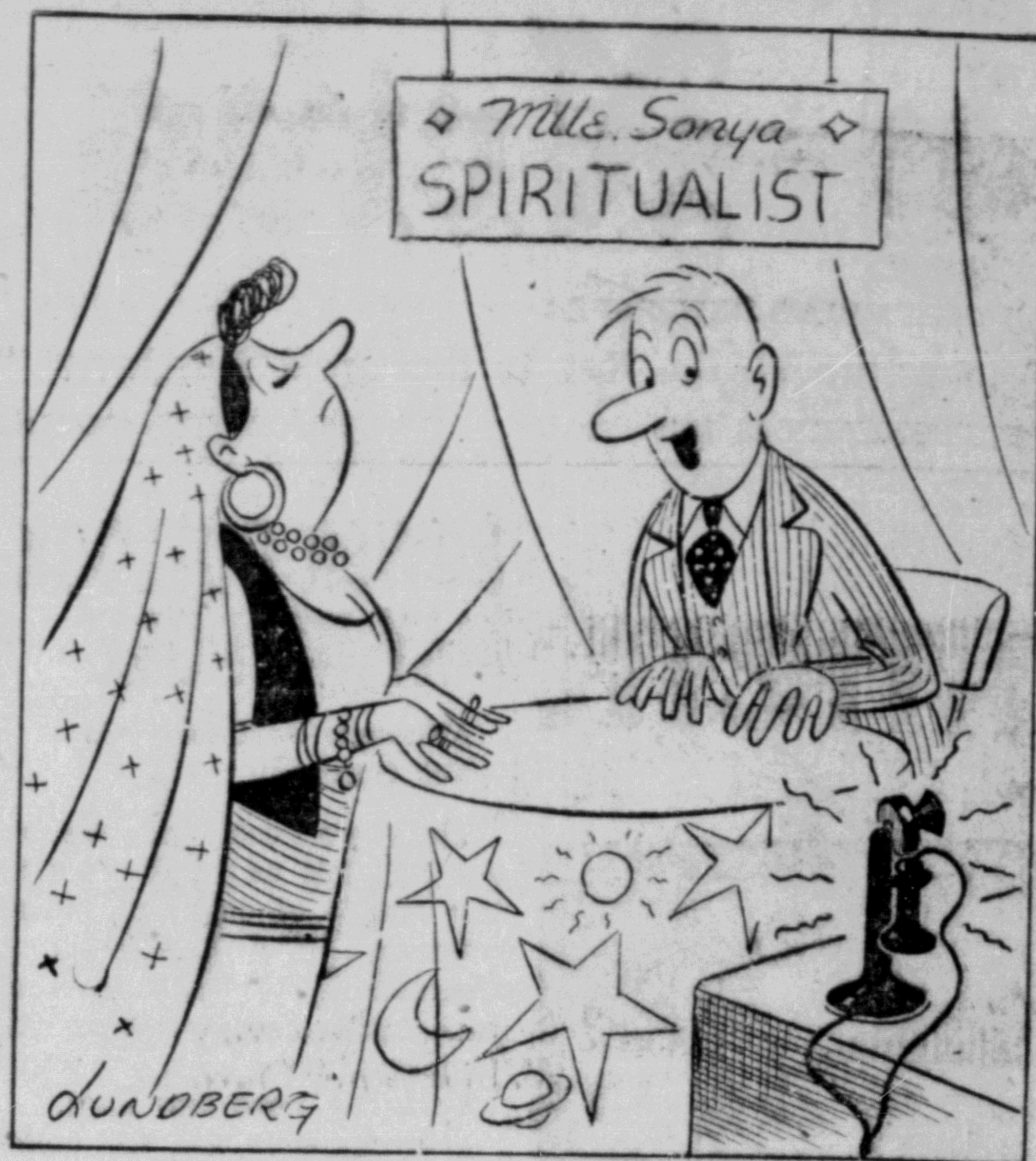
When the Dominion or a provincial government taxes people in underdeveloped areas, to subsidize people in overgrown cities, it encourages harmful expansion in the one and discourages healthy growth in the other. Subsidizing housing and transportation could aggravate bad conditions, adding to the taxes and burdens of all other citizens and increasing the overall cost of goods and services produced in elephantine communities.

Aside from the fact that another war would compel frenzied decentralization, the health and well-being of Canadian workers call for an immediate reversal of the trend toward metropolitan obesity. Economic equity demands that production should be diffused throughout the provinces and the Dominion to the economic limit.

Fishermen!

Get that high speed engine of yours ready to do a job this coming season. Avoid the last minute scramble, have us check it over for you. If an overhaul is required we should have the engine now in order to strip down and secure any parts that might not be immediately available. TIME IS LIMITED. We are equipped for and specialize in the overhaul of CHRYSLER MARINE ENGINES.

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"Maybe that's Aunt Minnie now?"

DIAGNOZING UNCLE JOE

Doctor—You sent for me?
Stall—Yes. Am I in shape to meet President Truman in Washington, Paris or London? ... and you'd better be careful how you answer!
Doctor—Whatever you say is wrong with you is quite "okay" with me.
Stall—I'd like an official medical diagnosis.
Doctor—How would you like a bad liver?
Stall—Too bourgeois.
Doctor—How about gout?
Etain—Too capitalistic. I've a mind to send you to Siberia for suffering it.
Doctor—I might say you are suffering from some mysterious germ.
Stall—No. You know how those Americans are. They might identify it and offer a swift cure.
Doctor—What are your suggestions?
Stall—It's got to be something that keeps me from travelling by sea or air.
Doctor—You want an illness that will limit you to short trips. Let me see your tongue. It is heavily coated. Wonder what President Truman would think?
Stall (angrily)—Enough of this inefficiency. Fix me up with a proper diagnosis.
Doctor (realizing he must act fast or be liquidated)—I see it all now. You have hardening of the suspicions, cirrhosis of the candor, an extreme dizziness in the presence of friendly overtures.
Stall—That's it. I'll have Pravda fix it up in different language and everything will be fine.

Reminiscences By W.J. and Reflections

Well, \$1,045,667.15 will buy a lot of refreshment for Prince Rupert folk, who must have something to fall back on through the year, in the stern battle for existence.

Prince Rupert's hospital, today has its problems, but back in the cheerful sordid days there were a few knotty problems as well. None were particularly serious and self-pity was discouraged. The roomy shack where the healing art was practiced stood on the harbor front handy to Hays Creek. Getting there, except from the water, took a lot of trying. An ambulance was still some thing to dream about. By far the best thing for a candidate for treatment to do was connect with a good launch, or, if able, clamber over the newly cleared muskeg.

Way back in the thirties, and earlier, when there was not much doing in town, it was the popular custom for many to "come down to watch the train come in." It was harmless and inexpensive. What they would do today it is impossible to say.

The screening of "Oliver Twist" in a Berlin theatre ceased because of rioting. The picture, it was charged, is anti Semetic. It's always anti-something in un-bappy Germany today so long as more propaganda is turned out. The philosophy of Charles Dickens, as reflected in the pages of his famous novels, is the antithesis of everything most of Europe today stands for. He understood and loved his fellow creatures.

"There are persons who constantly clamor. They complain of oppression, speculation and pernicious influences of accumulation against all banks and corporations and all means by which small capitalists become united in order to produce beneficial results. They would choke the foundation of industry and dry all streams. In a country of unbounded liberty, they clamor against oppression." The foregoing was not spoken in 1949. It is from an address by Daniel Webster in the United States Senate in the year 1838.

REAL ESTATE INSURANCE INCOME TAX RETURNS PREPARED
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SUNDAYS AND HOLIDAYS—12 NOON TO 2 P.M., 7 P.M. TO 9 P.M.
Daily car delivery service from 9 a.m. till 6 p.m.
Emergency bicycle delivery from 7 p.m. till 9 p.m. and Sunday
PHONE 81

PRINCE RUPERT YEARS AGO

Twenty-Five Years
The Swimming Club proposed to build a permanent pile wharf at the Salt Lake to replace the floats. President of the club was Jack Boddie.

Long stretches of sidewalk on Second and Third Avenues and McBride Street were ripped up by a 70-mile-an-hour southeast gale which struck the city. It was the most destructive wind ever to be felt here. A tanker was broken from its moorings and scores of windows were smashed throughout the city.

Salvage work commenced on the ore carrier Amur which went aground on White Cliff Island. A scow load of coal, which the Amur was towing, was brought to Inverness and there was speculation on the amount of salvage Capt. Swanson would receive for towing it there.

Thirty-Five Years
There were 100 couples in attendance at the masquerade ball held by the Eagles in St. Andrew's Hall. Prize winning costumes were worn by Mrs. Ben Self, Joseph Raatz, Mrs. V. D. Casley, and J. P. McCormick.

Mr. Anderson and Mrs. Colman, who had been visiting in the city from London, England, left to return to the Old Country taking with them samples of flake smoked salmon as put up here by Bill Shrubbsall.

Unable to get regular steamers to handle all their shipments, the Canadian Fish and Cold Storage Co. loaded the company trawler Andrew Kelly with 60 tons of fresh halibut for Vancouver.

BIGGLESWADE, Eng., — Remanded here accused of hitting his mother with a hammer, Alfred Reynolds, 25, was alleged to have said: "It was just to calm her down and prevent argument."

lated wealth. They cry out loudly against all banks and corporations and all means by which small capitalists become united in order to produce beneficial results. They would choke the foundation of industry and dry all streams. In a country of unbounded liberty, they clamor against oppression." The foregoing was not spoken in 1949. It is from an address by Daniel Webster in the United States Senate in the year 1838.

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EMBARGO-

(Continued from Page 1)

ment in the snow and slide situation between Prince Rupert and Terrace, would be well advised to bring in their supplies by boat from Vancouver. Likewise travel and traffic between Terrace and Prince Rupert should be directed other than by rail while the present hazardous condition along the line continues.

CRAWLED ALONG
Three Canadian National Railway trains—one of them a passenger carrying 40 people—were continuing eastward today from Terrace after the hold-up by Lower Skeena snow conditions.

The passenger train left the city at 10 o'clock Saturday night and got only as far as Kwinitsa, 45 miles east of the city before it was stopped by snow drifts which filled the track as it drifted before a high wind.

The passenger train followed the company's rotary plow and was itself trailed by the three freight trains which also came to a halt at Kwinitsa to wait out the storm.

Banks of snow up to 15 feet in height line the tracks in the 20-mile snow area between Kwinitsa and Salvus, and the wind which blew Saturday night and Sunday filled in the channel between almost as fast as the rotary plow could throw it out. The trains waited at Kwinitsa Sunday for the wind to go down.

Because of the precarious condition of the line in the Kwinitsa snow belt, the four trains were sent out "in convoy" so that they all could take advantage of the tracks being cleared by the rotary plow.

However, the wind and snow halted the rotary plow five miles east of Kwinitsa after the last freight train had become stalled in a drift which had built up in the short time after the previous train had passed.

In order that all trains should get through, the convoy halted until the storm blew itself out. At 8 o'clock yesterday morning, the trains had got as far as Salvus at the eastern edge of the snow belt and during the day proceeded to Terrace and Pacific.

Immediately behind the passenger train was a train of frozen fish then two general freight trains.

This morning's railway weather reports showed four inches



Angels of Mercy, Ethiopian... Only a hundred doctors and a few dozen nurses were recently to care for Ethiopia's total population of 20 million. Now, with the aid of the U.N. World Health Organization training programs in all parts of the country are necessary help to relieve the critical shortage of medical

of new snow at Pacific and west. Snow was drifting west of Kwinitsa but, up to mid-morning, there were no reports of further large slides although the situation was being watched with nervous anxiety.

A bulldozer crew at Telegraph Point reported this morning that the wind sweeping down the Skeena River there was so strong that it was almost impossible for the men to stand up.

To reinforce the railway equipment in its battle against the snow, all available bulldozers west of Prince Rupert, from whatever quarter they can be obtained are being pressed into service.

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A quick drying high quality enamel for kitchen, room, bedroom, children's room, rumpus room, that demands both colorful effects and extra durability.
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PORT SIMONS
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FOR NORTH CHARLOTTE
s.s. Coquitlam, Feb. 23, 10 p.m.
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