

Waterfront Celebration Has Become Institution

8 Prince Rupert Daily News
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Led by Jr. Chamber, Port Day Real Local Effort

By STUART FURK

President, Prince Rupert Junior Chamber of Commerce

Port Day has taken an interesting place in the community life of Prince Rupert since its revival following the war, and the Junior Chamber of Commerce is again looking forward to putting on an animated program next Thursday to keep the people of Prince Rupert entertained for the whole day.

Port Day has developed steadily since its first celebration on August 25, 1938, just ten years ago. The program of the first Port Day shows the names of a number of old-timers, some of whom are still in the city. The first committee, consisted of:

A. W. Newman, General Chairman
J. C. Gilker, program
G. L. Rorie, popularity contest and dance
W. M. Watts, finance
T. A. McWaters, publicity

There also were many others who served in various capacities among them, Capt. Jack Morrison, John Dybhavn, W. E. Drake, R. M. Winslow, George Frizzell, Olof Hanson, and C. V. Savitt.

George Anderson, Capt. J. R. Elliot, James L. Lee and Charles E. Starr, whose names appear on the 1948 program, also served on that first committee 10 years ago.

As president of the Junior Chamber and also Port Day Chairman, I would like to point out that we are aware of and deeply grateful for the assistance which is given year after year by many citizens. Without their help, Port Day would not function.

As in former years, there will be good music during the day, provided by the 20-piece Prince Rupert Shrine Club Band in their colorful new uniforms. They will play in the morning, under direction of Bandmaster Peter Lien. In the afternoon there will be the 40-

piece Greenville Gold Medal Concert Band, also bedecked in new uniforms.

This year's program will follow the same pattern as earlier years but one of the former complaints will be lacking. There will be no flat periods between events. To keep the crowd entertained between the larger events, there will be in-between activities going on close to the wharfside. Also, an innovation, there will be a refreshment stand at the wharf, manned by Junior Chamber personnel.

The gear-baiting contest will be revived this year and so that all can see how this intricate job is done, the contest will be held on flat-bed trucks on the wharf. Formerly, it was held on boats off-shore and the spectators had little chance to see how it was performed.

Among the events which it is hoped will draw many contestants are the row boat races. Previously, these races did not make much of a showing because of lack of entries. This year, however, there seem to be more rowboats about than ever and the committee is trying to interest as many as possible. All rowboat races will be for two pairs of oars, so they will give good opportunity for team work.

Port Day Aims To Emphasize Future Importance of Rupert

Why does the Prince Rupert Junior Chamber of Commerce take leadership in organizing the Port Day celebration every year? One reason is its entertainment value for people of the district but there are others, too.

For years, Prince Rupert has been known as the halibut capital of the world but, as the years go by, the city is becoming known for other fish products as well. Modern marketing methods have been applied to literally dozens of products of the sea.

Then, there are the fishermen. It is questionable if everyone in Prince Rupert realizes how much they owe to the hard work of that group of men who go out year after year, in good weather and bad, in quest of the wealth which has been the mainstay of this city for more than a generation.

Our fishermen had gone much to build this port, until now it has developed facilities great enough to support many other types of commerce. It seems in no way premature to predict that, within the next few years, this port may become the centre of a substantial lumber export industry. Railroad cars are loaded within radii of 100 and 200 miles of Prince Rupert and their loads of lumber shipped almost 1,000 miles to a southern port for export. With the enlargement of the lumber industry in the north central part of British Columbia it is reasonable to expect that those shipments should be made from Prince Rupert.

Already the Alaska lumber industry is experimenting with shipments through Prince Rupert, destined for the midwest and eastern United States. Once this traffic becomes established it is fairly certain that American goods will flow back along the same route to Alaska.

Development of the coal mines in the Bulkley Valley which are due for greater exploitation as a result of the establishment of the cellulose mill at Watson Island will provide an additional commodity for export. Metalliferous mines in interior and coast should also contribute.

All these things are factors in the promised expansion of Prince Rupert as a shipping port and it is to remind the people of this city and the outside world that Prince Rupert is a port of potential world importance that the Junior Chamber of Commerce continues to sponsor Port Day year after year.

Presence here of the Royal Canadian Naval vessels Cayuga, Athabaskan and Crescent will add to the nautical atmosphere. Commander Robertson has indicated that there will be at least one entry from Cayuga on the whaler race which is to be one of the highlights of the day. Two local teams will be matched against the visiting tars.

The day's events will be ruled by the 1948 Port Queen, Agnes MacIntosh, who will lead the marine parade on her Royal barge with her entourage.

This year's boat racing course will run westward, instead of east as it did last year. Most of the races will begin at a marker buoy situated opposite the Canadian Fish and Cold Storage Co. wharf at Seal Cove and the vessels will be in view from the Armour Salvage Co dock for a large part of the way.

Junior Chamber of Commerce

AUGUST 26 PORT DAY

A Grand Festival of Marine Competition and D

Fishermen! Boat Owners!

ENTER THE PORT DAY EVENTS AND WIN VALUABLE PRIZES
FILL OUT THE ATTACHED ENTRY BLANK FOR ANY OF THE EVENTS LISTED BELOW:

MORNING—10 A.M. to 12 Noon

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| (1) 10:00 GRAND PARADE OF BOATS—1st Prize, \$25.00; 2nd Prize, \$15.00; 3rd Prize, \$10.00. | (4) 11:05 SALMON COLLECTORS' BOAT RACE—Sponsored by B.C. Packers' Trophy and \$10.00; 2nd Prize, \$10.00. |
| (2) 10:30 ROWBOAT RACE, Boys (16 years and under) 1/2 mile (2 pair oars)—1st Prize, Trophy and \$3.00; 2nd Prize, \$3.00. | (5) 11:45 CRUISER RACE—Sponsored by P. Co. Ltd., 1st Prize, Trophy and \$10.00. |
| (3) 10:45 GEAR BAITING CONTEST (on trucks on dock)—Sponsored by Edmunds & Walker Ltd. 1st Prize, Trophy and \$10.00; 2nd Prize, \$10.00. | (6) 12:00 GILLNETTERS' RACE (Open)—Sponsored by Gordon's Hardware. 1st Prize, Trophy and \$10.00. |

AFTERNOON—1:30 P.M. TO FINISH

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| (7) 1:30 INBOARD SPEEDBOAT RACE—1st Prize, Trophy and \$5.00; 2nd Prize, \$5.00. | (13) 3:10 SWIMMING RACE—Mixed Open, 100 yds. |
| (8) 1:45 WHALER RACE—Sponsored by Women's Auxiliary, Navy League of Canada. 1st Prize, Trophy and \$2.00 to each member of crew. | (14) 3:30 INBOARD RACE (Air Cooled Engine) 4 H.P. |
| (9) 2:00 LOG ROLLING CONTEST. | (15) 3:50 CANOE RACE (Open)—1st Prize, \$5.00. |
| (10) 2:15 TROLLERS' RACE (open)—Sponsored by the Prince Rupert Fishermen's Co-op Assoc. 1st Prize, Trophy and \$10.00; 2nd Prize, \$10.00. | (16) FISHING VESSEL RACE (45 to 60 ft.)—1st Prize, Trophy and \$25.00; 2nd Prize, \$10.00. |
| (11) 2:35 OUTBOARD MOTOR BOAT RACE—Sponsored by Love Electric Co. 1st Prize, Trophy and \$5.00; 2nd Prize, \$5.00. | (17) LADIES' ROWBOAT RACE—1st Prize, \$5.00. |
| (12) 2:55 HALIBUT GEAR SETTING AND HAULING (2 Skates)—Sponsored by C.F.C.S. Co. 1st Prize, Trophy and \$50.00 and Individual Trophies for crew; 2nd Prize, \$50.00. | (18) SURF BOARD RIDING—1st Prize, \$5.00. |
| | (19) FISHING VESSEL RACE (single and over, L.O.A.)—Sponsored by P. Co. Ltd. 1st Prize, Trophy and \$25.00. |

Please fill out the attached form and mail it to Alf Rivett, Box 593, Prince Rupert

I, _____
hereby tender my entry for event number _____
I hereby agree to abide by all the rules and to accept the judges' decision in the event or events in which I participate.
Name of Boat or Contestant _____
Signed _____

Salmon Canning is a Year 'round Job!

While a visitor would be impressed with the feverish activity around a cannery during the run . . . it might not occur to him that a tremendous amount of work is going on ashore and afloat during the rest of the year.

As any boat owner knows, the mere care and maintenance of any sea-going craft is going to keep both the owner and the boat builders busy every time the boat is not actually at work. The fishing fleet out of Vancouver and other B.C. ports supports hundreds of marine operatives. Fishing is not just a fine weather occupation, and rough weather demands sturdy craft and perfectly operating engines and equipment.

Nets must be readied for service, mended, treated and replaced.

The canneries, cold storage plants, reduction plants, hydro-electric or other power supply plants employ hundreds of trained personnel who never catch a fish.

The sale of the fine canned fish produced in B.C. again employs hundreds of experts in their field . . . both at home and abroad. The days when the B.C. salmon pack was completed when it stood in a wharf warehouse in bright tin are long past.

Today the successful canner takes responsibility for his distribution along two lines.

First, he arranges his allocation in a geographical sense . . . then he looks at the calendar. If the ultimate consumer is going to be taught to ask for a brand by name, the canner has to make sure that it will be available in June as well as December, in August, as well as March.

As soon as he thinks of a brand, his need for labels and cartons brings other great Canadian industries into the picture . . . also on a year-round basis.

Yes . . . the business of successfully marketing a fine product like B.C. Salmon brings into the picture many thousands who draw good wages for being credited with an "assist" in the game of harvesting the crop of the sea.

The list of allied industries reads like a trade directory and includes boat builders, suppliers, can makers, wooden box makers, labellers, machinists, marine engine builders, net makers, lithographers, fibrebox makers, warehouses, every type of transportation company, wholesalers and retailers . . . and . . . every type of advertising medium.

They will all continue to profit from the salmon canning industry just so long as the quality of the product will continue to impel the housewife to say, "Another can of Paramount (for instance) please!"

TWO ITEMS OF 'PARAMOUNT' IMPORTANCE!



Nelson Bros. Fisheries

LIMITED

325 HOWE ST.

VANCOUVER, B.C.