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## Nub of Radio Question

THE GENERAL MANAGER of Canadian National Telegraphs has again put the finger on where the obstacle lies as far as the bringing of Canadian Broadcasting Corporation network programs into Prince Rupert is concerned. It is between the Canadian Broadcasting Corporation and the Department of Transport under which comes the Government Telegraphs which took over the Pacific Communications System after the war. Those are the two parties which must come to terms.

The Prince Rupert Chamber of Commerce has contended, and we agree with complete justification, that this is not a question which should alone be settled on the lines of dollars and cents. The lines are already here but on them there is the factor of public service to a large and sparsely populated area which could not be expected to pay on the same basis for transmission mileage as can the more thickly populated areas with their shorter distances and their station revenues. There is no good reason why we should not be getting the service at once. Only aggravating red tape and technicality stand in the way.

### WHAT IS A CUSTOMER?

A CUSTOMER is the most important person ever to enter our place of business either by person or mail.

A customer is not dependent on us. We are dependent on him.

A customer is not an interruption of our work; he is the purpose of it.

We are not doing him a favor by serving him; he is doing us a favor by giving us the opportunity to do so.

A customer is not an outsider to our business; he is part of it.

A customer is a flesh-and-blood human being, with biases, prejudices, feelings and emotions like our own.

A customer is not some to argue with. Nobody ever won an argument with a customer.

A customer is a person who brings us his wants. It's our job to fill them profitably—to him and to ourselves.

— THE —

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The Young Peoples Societies of the Prince Rupert Churches will Canvass the City for Funds to Carry on This Work.

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## Ray Reflects . . . . . . and Reminisces

Saturday was British Columbia's birthday anniversary. We are told that on a grey, unpleasant day, 91 years ago British Columbia was officially born. There was very little doing on this part of the coast in the days of '58. There certainly was no Vancouver, Victoria or Camosun. There was little better than a name. So B.C. came into being at a place called Fort Langley over on the mainland.

A scrutiny of western newspapers for the last six months would be certain to show an unusually large number of crime cases, some unsolved, and all serious. A proportion record of murders and assaults, with the victims along in years, or youthful, and of both sexes. Something else might be noted, as well. Has anyone sensed what might seem to be a growing tendency to apply the so called scientific or psychological studies to killers and degenerates? Any drift toward getting away from swift and certain punishment where guilt is established is a peril to society.

As history goes, Alaska is a new country. But her story to date, brims with interest, and her accomplishments loom large. Seward, Secretary of State in the cabinet of Abraham Lincoln, shouldered whatever criticism there was for buying Alaska in the first place—and there was plenty. He paid about seven million dollars. Most of the American public reckoned it a criminal waste, instead of the greatest bargain in United States history. Seward, at a late hour, was playing cards in Washington. A message from the Russian ambassador, said the Czar had authorized him to sell the territory. Seward dropped everything and before daybreak the deal was closed. He was able to read the future if his fellow

countrymen could not.

Sitka, on Baranof Island, the scenic cradle for all that was to come later! Sitka, where the hand of Russia was first felt, and where the United States took over. Juneau, where the raw rough camp named after Joe the venturesome prospector, grew into the capital city of a vast land. Skagway, serene and peaceful now, but once the place where high adventure reigned. Ketchikan—Alaska's First City, packed with enterprise and vim from the drop of the hat. Ketchikan was the first Alaskan centre to ever welcome a United States President—Warren Harding.

The fact of tourists returning north, summer after summer is easily understood, but not so simply explained. Visitors ramble on about everything being "so different" but that truth fails to cover everything. Offering a contrast never wearisome or stale, Alaska has beauty and a freshness—a dignity and a spaciousness unsurpassed.

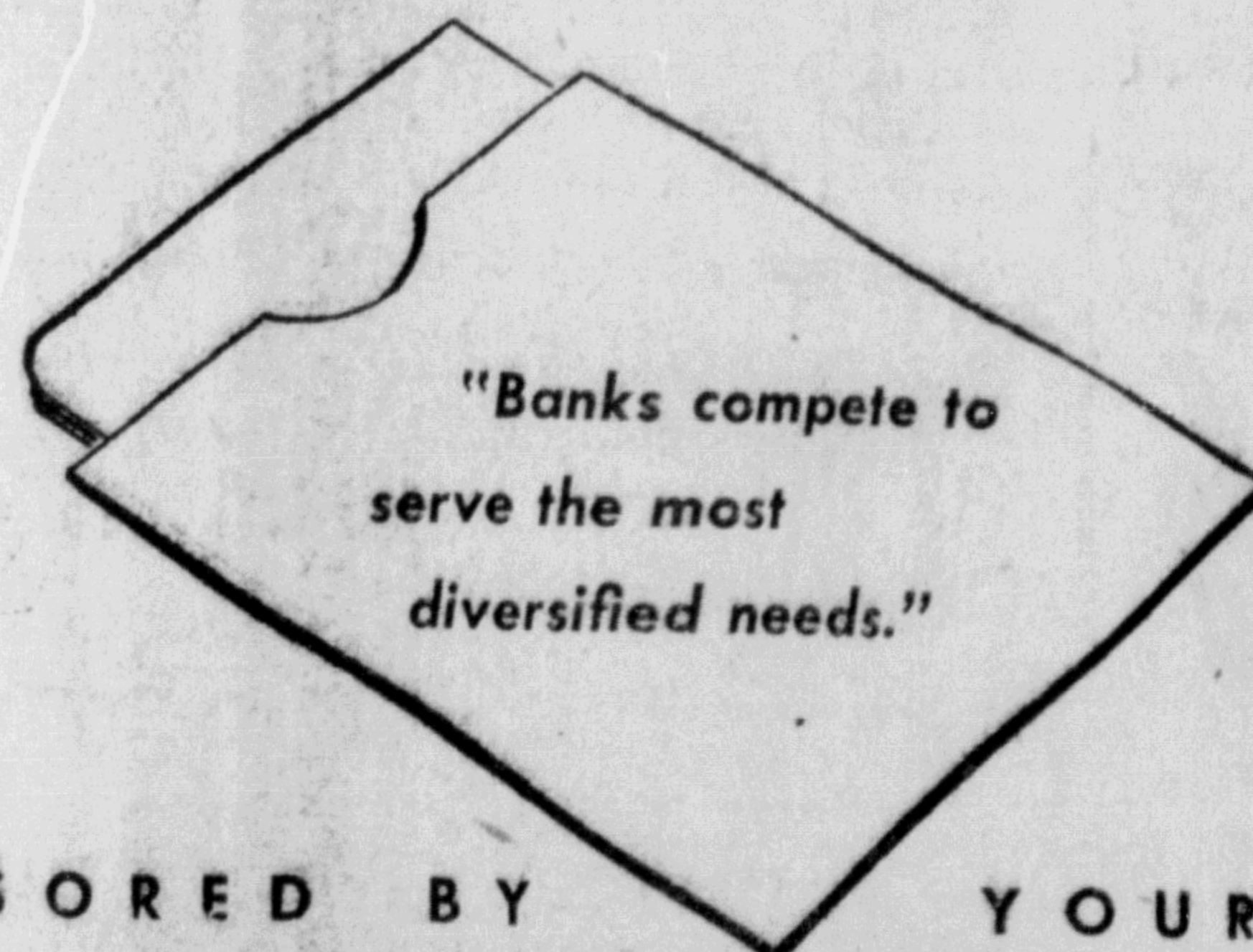


it's a good idea  
to have a choice

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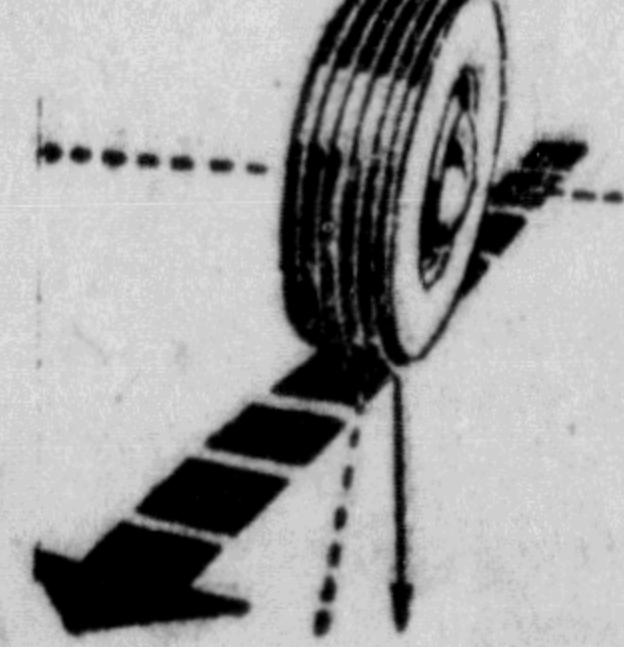
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YOUNG HERO—A little boy calling "Fancy"—his version of Frances—saved two-year-old Frances Merklinger from drowning in a muddy excavation at Tavistock, Ont., Thursday. Frances was playing with two-year-old Jimmy Irwin when she slipped into the excavation. Young Jimmy, shown here received his reward in the form of candy from Frances, spread the alarm and a workman pulled the child from the water. (CP Photo)

### Civic Centre Bridge Play

Mrs. G. Krause and F. E. Wright were winners of first prizes at a fortnightly bridge tournament in the Civic Centre Friday night. Six tables were at play.

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## Noronic Damage Suits Starling

TORONTO, C. — Frank Wilkinson, counsel for Canada Steamship Lines Ltd., said today that three damage suits totalling \$340,000 have been filed against the country as a result of the Noronic disaster here September 17 and following the finding of Mr. Justice Kellock holding the company and master responsible.

## No More Harsh Laxatives!

I've been a different person these last 8 months—constipation hasn't troubled me since I started eating KELLLOGG'S ALL-BRAN regularly. P. Leveille, 4465 Rimard St., Montreal. Just one of many unsolicited letters. Yes, you, too, may expect complete relief from constipation due to lack of bulk in the diet. Simply eat crisp, tasty ALL-BRAN daily, drink plenty of water. If not completely satisfied after 10 days, send the empty carton to Kellogg's, London, Ont. GET DOUBLE YOUR MONEY BACK!



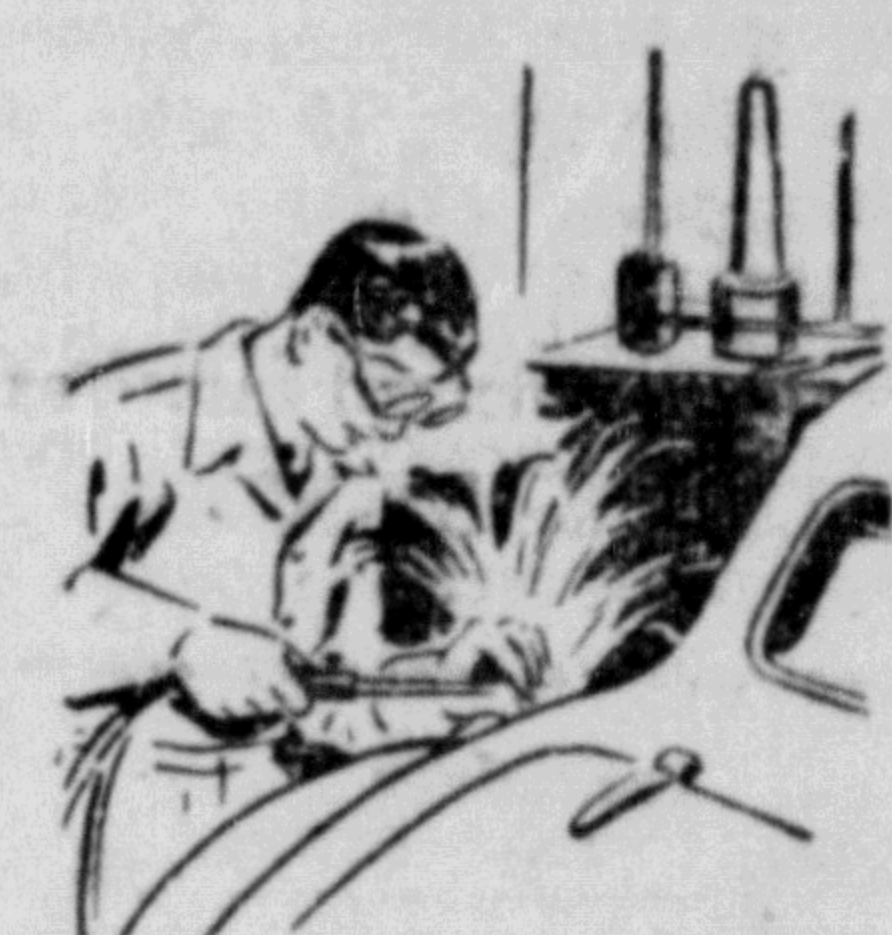
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