

Published By This Newspaper To Help Foster A Better Understanding of Advertising's Function in our Society. An independent daily newspaper devoted to the upbuilding of Prince Rupert and northern and central British Columbia. Published every afternoon except Sunday by Prince Rupert Daily News Ltd., 3rd Avenue, Prince Rupert, British Columbia.

Changed Atmosphere

WE may not be very demonstrative about it and on the surface our equanimity may not seem very much disturbed but there is no question about the change of thinking about international affairs that has developed for all of us since that eventful day of June 25 when North Korea invaded South Korea and the forces of militantly aggressive Communism went openly on the march.

A dramatic new realization has been brought to the public of the potential danger in which the democratic world stands. The necessity of national defences being put in full order and preparedness has been convincing.

Even former Prime Minister Winston Churchill of Great Britain remarks on the changed atmosphere. Only two months ago he made what he now describes as a "crude remark" about the possibilities of atomic warfare and says that he was surprised that it did not affect opinion then.

A FINE NEW VESSEL

THE new lighthouse tender Alexander Mackenzie which arrived in port yesterday may have Ottawa for her registry but her home port is Prince Rupert and a creditable and welcome addition to the vessels serving out of this port she really is.

Designed to give more effective service to the growing list of aids to navigation in the waters for hundreds of miles surrounding this port of growing importance, she will also fit in admirably with the plan of coastguard service which is being embarked upon by the co-ordination of existing vessels of the various departments.

A sturdy, handsomely and modernly designed and equipped vessel, C.G.S. Alexander Mackenzie is a decided acquisition and we wish her and the men who sail her the best of good voyaging and fortune as she plies these waters hereabouts in the years to come carrying out her useful and sometimes arduous tasks on the effective and successful performance of which so much depends.

CITY HALL SURROUNDINGS

THE city has many things such as streets, sidewalks, drains, broken water lines, open sewers that are crying for repair and we must admit that a definite improvement is being made on some streets. We might also consider more aesthetic matters and we might as well start at the City Hall itself. It may be a dowdy old building, quite discreditable to a corporation of such importance as we profess, but at least, it seems, a little more could be done to dress up its surroundings. Even in the less prosperous times, the grounds around City Hall were attractive and well kept but today they appear to be pretty much in state of unkempt neglect.

It may be a little late to do anything this year but it is not too late to plan for the future. We talk about the value of the tourist trade and clamor for more visitors and longer stays. The Lord knows we need all possible to offer them but the least we could do would be a little brightening up of our public grounds. Their present condition is certainly no favorable commentary on our civic pride. If we have no more pride than is thus evidenced by ourselves, we can hardly expect our visitors to go away with a very good impression of us.

SCRIPTURE PASSAGE FOR TODAY

The prophecy came not in old time by the will of man; but holy men of God spake as they were moved by the Holy Spirit. II Peter 1: 21.



As I See It

By ELMORE PHILPOTT SIGN FEVER

RADIUM B.C.:—Ever hear the old saying that it pays to advertise?

Well, our Canadian government doesn't believe that. Here we have one of the finest natural hot springs in the whole world. Yet it is a literal fact that hundreds of American visitors drive past it every day and never find out that it exists.

You can't see the open air pool from the road, that is, without getting out of your car. There is not a single sign to tell the visitor that for two bits he or she can bathe in the finest radio-active hot pool in North America.

FAR BE IT FROM ME TO discourage the provincial government of B.C. from its laudable purpose of ridding the highways of ugly advertising signs.

But up here some of the resort keepers tell some strange tales of the absurd lengths to which the government order was carried. The young war veteran proprietor of the Rocky Mountain Lodge near Invermere had made road signs that were really works of art.

THEY REALLY MUST HAVE had a zealot on the road sign abolition in this neck of the Canadian woods. For they even ordered removal of the big sign at Cranbrook which had told how to get to the airport.

THE PROVINCIAL GOVERNMENT'S law has no force within the Kootenay National Park. It just seems that nobody in our Department of Mines and Natural Resources is sign conscious.

I HAVE INTENDED TO PUT a bee in the government's ear about this lack of informative signs ever since my wife had a conversation with some tourists from the States.

IT WAS a cold day (on a visit about three years ago). My wife and the strangers were standing on top of the high bank that looks down over the Sinclair river and on to the hot pool.

Look at those poor saps swimming in that cold water on a day like this" one of the Americans said—almost shivering as he said it.

My good lady tried to tell them it was HOT water, but they never did believe her.

IT HAS BEEN RAINING steadily now for 24 hours, which is good news to the forest-fire-minded folks in these parts. There had been quite a nasty little fire about thirty miles north of here—just outside the park.

One advantage of the rain is that you can stay in the hot pool for several hours at a time. The cool rain from above enables you to take more of the hot water.

That appeals to my Scottish ancestry—saving part of my twenty-five cent admission.

One difference I note in the pool this year is that there is more restraint in the talk than there was in former years. With a real war on in Korea—with the Americans in it a long way, and Canadians in it only a short way, the tables are turned since Britain stood alone in 1940.

Mr. and Mrs. J. A. Lindsay returned to the city at the end of the week following a stay at their "Killarney Lodge" at Tschesinkut Lake south of Burns Lake.



DINNER WOES — Mr. and Mrs. Young of The Pas, Man., Indian Reservation, have 14 children, including three sets of twins. The family eats 48 meals a day. Mrs. Young says they can go through three dozen eggs at a meal without trouble. Every day they eat a pound of butter and 10 loaves of bread. The children range from 16 years of age downward. (CP Photo)

Ray Reflects and Reminisces

July could have been more considerate when the time came to say farewell, although the day previous was one that the most exacting critic could have wished for where mid-summer weather was concerned.

Waterloo has long been regarded as the site of Belgium's chief battlefield. But the scope of civilian hostilities now developing in Brussels appears to be offering serious rivalry.

It is not so long ago that part of the townsite east of Hays Cove—away down along Tenth and Eleventh Avenues clear to Seal Cove, was largely vacant.

No outbreak of war four years in advance has yet been predicted, but this, it is reported has been heard in Europe. Of course, in these uneasy times any story calculated to cause nervousness is liable to come from that part of the globe.

Yankee infantry, arriving di-

rect from home, went direct from boat to the firing lines in South Korea. There is this to be said of the present struggle. No U.N. troops will be trained stale.

In both Canadian and American press appear comment concerning the two Korean youths in Vancouver, who seek to stay in Canada instead of returning home. That, they say, might mean death. The same is true of thousands of American lads, now on their way across the Pacific.

Canada has been wrangling for more than a generation about what kind of a flag would give general satisfaction, and the problem still appears unsettled. The United Nations number more than fifty. The U.N. was unheard of only a few years ago, but that organization has a banner of its own and it's going strong.

The latest list of provincial company incorporations includes the Vanderhoof Lumber Co. Ltd., \$156,006 of Fort St. James.

Aboard the Princess Norah when she docked here yesterday on her northbound trip were Mr. and Mrs. A. W. Shiels of Bellingham. Mr. Shiels is chairman of the board of the Pacific American Fisheries. They are going through to Skagway and back to Juneau.

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Disembarking Sunday from the steamer Coquitlam were J. Lyall, A. L. van Snellenberg, Mr. and Mrs. John Brenner, R. A. Kay, D. Munro, Mr. and Mrs. J. Armstrong, Mrs. Olson and daughter, J. Lindquist, Mr. and Mrs. Benoit, Miss E. Wilson, Mrs. A. Davidson, Miss D. Davids, Masters Davidson, Miss O. Pawke, Miss N. Brunton, Mrs. Collison and three children.

Thermic Ray NORRIS WARE WITH ALL THREE FEATURES



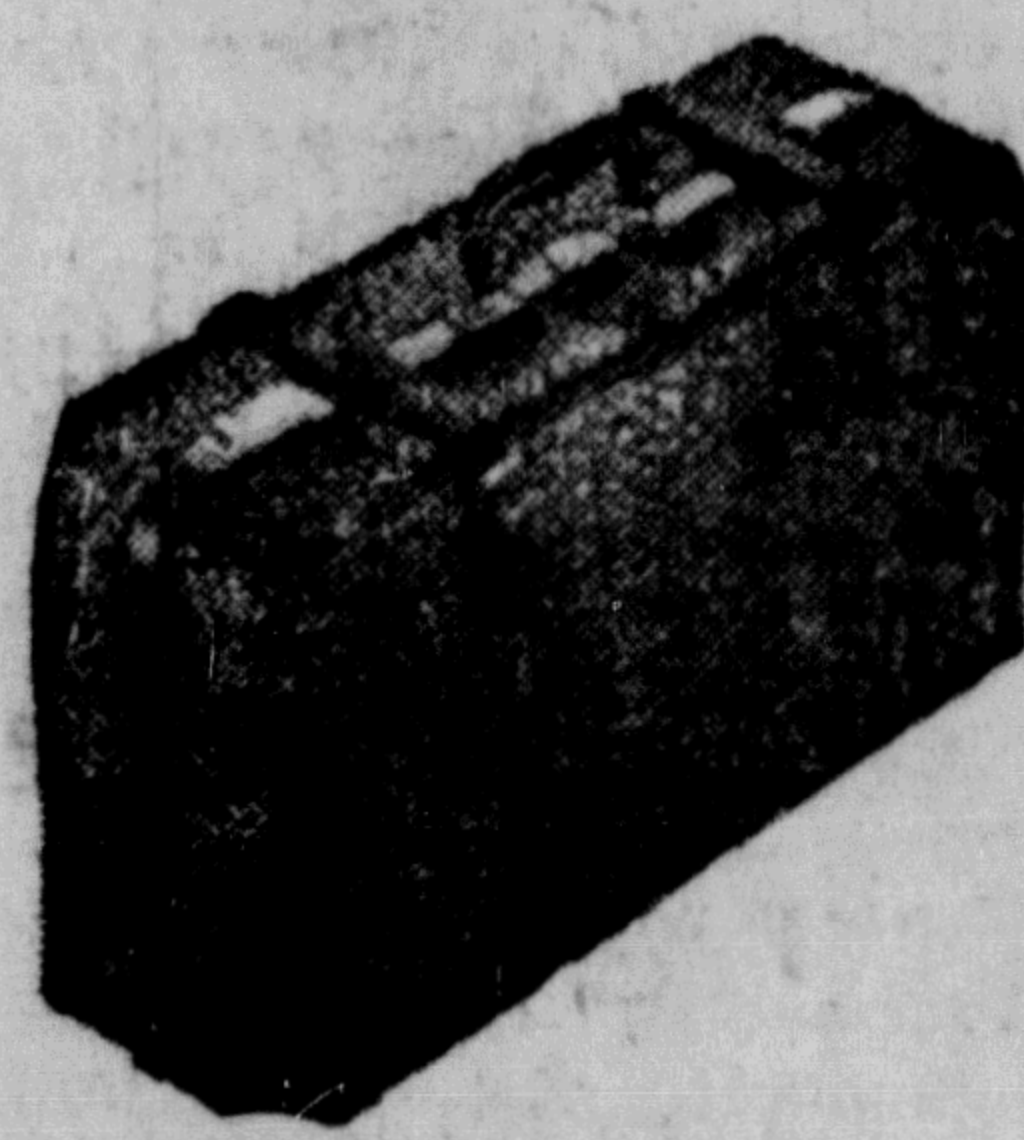
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