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Quid Pro Quo

THIS IS THE SEASON of the year when we talk in delightfully vague terms of the value of the tourist industry and the desirability of bringing more and more tourists to our community and district. Possibly, we are so engrossed with the interest in the dollars and cents that are to be derived from their presence, either directly or indirectly, that we do not think too much of what we are going to offer them.

The fact of the matter is that it is not difficult to get tourists. By steamer and railroad they have these many years beaten a well-established trail here. The only limit is our capacity to handle them. By highway the tourist volume is increasing steadily year by year.

So, we would say, we do not need to exercise ourselves too strenuously in our efforts to bring tourists here but should be more concerned as to what we are going to do for them when they come, to make it interesting and comfortable for them when they get here, to make sure that they will have so enjoyed themselves that they will want to return and will interest others in coming.

Nature has endowed us with invaluable and unique primary attractions—beautiful scenery comparable with the best in the world, refreshing weather which everyone seems to appreciate more than ourselves, the fish and the game. Those are the natural assets upon which we have to capitalize. Meantime, we should make sure that, instead of enhancing what we have, we do not detract from it by community untidiness, lack of development and neglect to organize or even provide service.

Things like this do not just take care of themselves. We should do something about providing better and more adequate accommodation, reception and guidance of our visitors, organization to give them a good time, tours to points of interest, making ready to handle hunting and fishing parties. We have been doing a good deal of talking about these things but a lot of it has gotten little further than the talk stage. Nobody has been doing very much about it. Action along these lines, as we see it, is the real job. We ought to be getting our goods ready to sell before we start advertising them too intensively.

Ray Reflects and Reminisces

An inquisitive acting seagull alighted on a roof next to the News offices Wednesday and gazed through a rear window into a room where two typewriters were in action. Wonder if there isn't some way to have a gull understand what "Waterfront Whiffs" is all about. He could name his own wage scale.

It's not every day a busy housewife has a Prime Minister drop in to suggest a little chat on things in general.

Kitchen and living costs are handy to each other, and millions of women in England and Scotland are fully aware of it. Which way they cast their ballots in today's election will come near to determining the outcome.

It took millions of dollars and forty years of agitation to build the Skeena River Highway and a splendid road it is—great both from utilities and scenic standpoints. Why should winter keep it closed or nearly so. It could be open all the time if there was the will to have it so. Whatever the north wins should be played up, not played down.

Premier Atlee personally solicited support, making door to door calls during the campaign.

Join the Navy, and see, at least, part of the world! Three men from H. M. C. S. Chatham of Prince Rupert will spend the next few months on H. M. C. S. Ontario in Mexican and Southern California waters. Right you are, mate! Getting around, before contracting rheumatism, a permanent grouch and old age gives pleasures and advantages that are apt to remain with one.

Officially the invasion of Alaska is not intended to be taken seriously. But late reports suggest that few are in good humor. Who would be, if he had to sleep outside in 40 below zero, even warmly clad and in frost-defying sleeping bags.



Always Prompt and Courteous
We're Here to Serve YOU

Commodore Cafe

"Hospitality and Good Food"
Phone 17 for Send-Out Orders
3rd Ave. David Chow, Mgr.

Satin-Glo

PRODUCTS

for

Walls, Woodwork, Floors
and Furniture

Thompson Hardware
Co. Ltd.



REPAIRS • SALES

WE PICKUP — AND DELIVER
PHONE 6 NOW

McRae Bros. Ltd.

FINEST IN RADIO REPAIRS

For dependable, enjoyable day-to-day radio entertainment . . . let us check your radio regularly for needed repairs, necessary replacement of parts etc.



'Are you in the Act too . . . Babe'

'Phone Workers Strike Deferred

WASHINGTON, D.C. — C.I.O. telephone workers yesterday agreed to postpone for sixty days their country-wide strike set for Friday in the United States over wages, hours and working conditions. President Truman had asked that both the Union and the company agree to a truce.

It Pays to Advertise!
Classified ads bring results.

Carrying On Despite Age

LONDON—Electorate was wondering what Winston Churchill meant when, in a recent speech, he said "in my old age".

Some think that if he wins the election, he plans to guide the country for only a limited time and then turn over the leadership to a younger man. Churchill is 75. Anthony Eden, 50, would likely be the next in line.

Churchill's words were: "Ever the wildest daydream of my youth has been accomplished. The only reason I am, in my old age, working and ready to give all the strength that I can, is that I fear greatly for the state into which our country is getting."

Weak, Tired, Nervous, Peopless Men, Women

Get New Vim, Vigor, Vitality

Say goodbye to those weak, aching tired feelings, depression and nervousness due to weak, thin blood. Get up better flesh, be more alert, have plenty of vitality left over by evening. Take Dietrich's Cordine from Vitamin B₁, salicin, phosphorus for blood building, body strengthening, stimulation, invigoration, appetite, digestive powers. Costs little. See "get acquainted" size only etc. Try Dietrich's Tablets for new, normal, healthy vim, vigor, the very day. At all drug stores.

THE
FLEETS IN
and They Love
to Eat at
MILLIE'S
HAMBURGERS
Better and Better
AND
Full Course Meals served
5-7 p.m. — MILLIE'S
OPEN 6 a.m. to 1 a.m. DAILY
Just off Third Avenue
18 6th St. Ph. Orders Blue 92

For Friendly Service
And Advice in Your
Building, Insulation and
Decoration Problems

— SEP —
**ISLAND CITY
BUILDERS' SUPPLIES**
General Builders' Supplies
505 McBride St. Blue 820

**JOHN H.
BULGER**
OPTOMETRIST
John Bulger Ltd.
Third Avenue

**LUXURY STEAMER
PRINCE GEORGE**
SAILS FOR
VANCOUVER
and Intermediate Ports
Each Thursday
at 11:15 p.m.
For KETCHIKAN
WEDNESDAY MIDNIGHT
For Reservations
Write or Call
CITY OR DEPOT
OFFICE
PRINCE RUPERT,
B.C.

**CANADIAN
NATIONAL**

This Invitation Did Not Pay

William Hermanson has been out of work for some time due to a leg injury, and, as a fisherman, compensation money is not a great sum. And on top of that, an yecitizen would protest if he were invited into a cafe for a meal by a group of slightly intoxicated people, and with only a few cents in his pocket, become stuck with the bill, which may run into a few dollars.

Mr. Hermanson didn't think this was right at all. So, naturally he protested. And it is known that a man, or even a woman, in a tipsy condition, can create quite a disturbance. It was then that two constables of the city police walked in and promptly whisked the soul to a quieter atmosphere. Next morning, before Magistrate W. D. Vance, the accused, who could barely stand erect because of his injured leg, quietly explained his position during the previous night. The magistrate may have been sympathetic, but breaking a law cannot be put up with, so Mr. Hermanson was fined \$10 and costs. He was picked up early this morning in a Second Avenue eating establishment.

Moving, Packing, Crating, Shipping and General Cartage and Storage

Complete Reliable and Efficient Service, also agents for Canadian Liquid Air Co. Ltd. for Oxygen, Acetylene and all welding supplies.

Lindsay's Cartage & Storage Limited

Cor. 2nd and Park Avenues
Est. 1910 Phones 60 and 68

MANUFACTURERS' AGENT

Wholesale Warehouse—carrying a representative prompt service to the trade

GOODYEAR TIRE & RUBBER CO.—Tires, tubes, hose, belting, accessories.

CANADIAN WESTINGHOUSE CO.—Lamps only, flashlights, ignition batteries.

GENERAL BATTERY CO. of CANADA — Radio flashlights, ignition batteries.

G. H. WOOD & CO.—Industrial sanitation, paper deodorizers.

DUSTBANE CO. of B. C.—Dustbane, Sisal, Janitor hotel and restaurant supplies.

IMPERIAL WIPING RAG CO. and others

PRINCE RUPERT SUPPLY HO
712 Second Ave. P.O. Box 772

**Rexall
DRUGS**

**ORME
DRUG**

PRESCRIPTION CHEMISTS

STORE HOURS—WEEK DAYS, 9 A.M. TO 6 P.M.
SUNDAYS AND HOLIDAYS—12 NOON TO 7 P.M. TO 9 P.M.

Daily car delivery service from 9 a.m. till 6 p.m.

Emergency buyers from 7 p.m. till 9 p.m. and Sundays

An Important Announcement about

NEW MARGENE

When the sale of Margarine in Canada became legal 12 months ago, MARGENE was the first brand to appear on the market.

At that time Margarine had been banned from Canada for 25 years. There was no way of knowing what flavour and what texture would best appeal to the Canadian palate.

In the intervening 12 months, Canada Packers has carried on week-to-week tests to find out exactly the flavour Canadians wish.

We feel we have it in the NEW MARGENE—the flavour and the texture Canadians like.

If you have not tasted the NEW MARGENE try it now.

SPREAD IT on hot toast;
SERVE IT with hot vegetables;
BAKE with it.

You will like the NEW MARGENE

PRODUCT OF

CANADA PACKERS LIMITED

WHO OWNS DOMINION TEXTILE?

Dominion Textile Company Limited

is owned by 5,980 shareholders, 95

per cent of them in Canada. Every

province is represented.

Among the thousands of men and

women who hold shares in this Company,

no individual holds as much as one per cent

of the stock.

DOMINION TEXTILE COMPANY LIMITED

Manufacturers of

Tex-made

Products