H. G. PERRY, Vice-President

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CBC Program Changes

UCH favorable comment was heard when the VI CBC announced its plans to bring new and better programs to Prince Rupert.

Inevitably the changes will not suit everyone, but most listeners will find something that pleases them. The new programs have a large following, ness, or a serious depresand Prince Rupert's tastes must be more or less the sion. same as the rest of the country's.

In this matter of trying to satisfy the public fancy, a number of tricky problems are involved. It is necessary to entertain the largest number for the longest possible period, yet still find time to do something for those listeners whose interests are never likely to be the majority's-if there is such a thing as a majority in a radio audience.

The situation is made more delicate by the fact that the hours when a full audience can be reached are decidedly limited. If a listener hears nothing during the evening hours that he enjoys, the chances are that he will condemn the whole business no matter how much of his favorite kind of program is carried at less popular times.

As far as the CBC is concerned, its national character compels it to do some strange things from the local point of view. During the important lunchtime period, for example, the port of Prince Rupert gets half an hour of farming news. While the activities of the Carson family have a good general following and many have formed a habit of listening to the program, the broadcast is still far too specialized for this non-agrarian locality.

Even so, the CBC provides us with a very creditable amount of excellent entertainment. The latest changes are encouraging evidence that this area has a definite place on the network's map.

The National Flag

THE QUESTION of a national flag for Canada has been nicely tucked away for another session of Parliament, but it is doubtful if the matter will be handled in nearly as entertaining a fashion the next time it comes up. By the time the brief debate was over, the Liberal who introduced the question had voted to kill his own motion, and several other Liberals had voted against what they earlier said they favored.

It's easy to understand the reluctance of Mr. St. Laurent and his colleagues to do something about a Canadian flag; whatever they do, there'll be shrill screams from some part of the country. Sooner or later, however, we'll have to get us a flag that people in other lands will recognize as a symbol of Canada, and if we agree that Canada is something more than a puling infant among nations, then there's no good reason why it should not be sooner.

The committee set up by Mackenzie King in 1946 considered 2,695 designs for flags and then settled almost unanimously on an adaptation of the Red Ensign. It is only a short step removed from the Ensign which has been quietly hoisted above more and more buildings during recent years. If the present government acted on the report of the 1946 committee we doubt if the nation would be torn by civil stife. It's as good a time as any for us to find out if we've really grown up.

REFLECTS

a weight of 36,000,000,000 tons. seconds behind the time. How-However, it seems even heavier ever, there's another side to it when you carry the thing around | For all you know, perhaps your on your shollders.

NOW SAFE

beard, and with no hesitation ex- ther put the clock back than to posing it in public. You see, he turn it forward. The future has has been given a large assort- become tense and uneasy. It ment of Christmas neckties. His seems as though man has made home is in North Dakota.

granting of a divorce appeared passes, reluctant to let go of in a Vancouver daily early last something they have known and week. An enterprising news- felt sure of. But change has paper is apt to want anything. | never been easy to accept .-

Until he had become engaged said until the paint is dry.

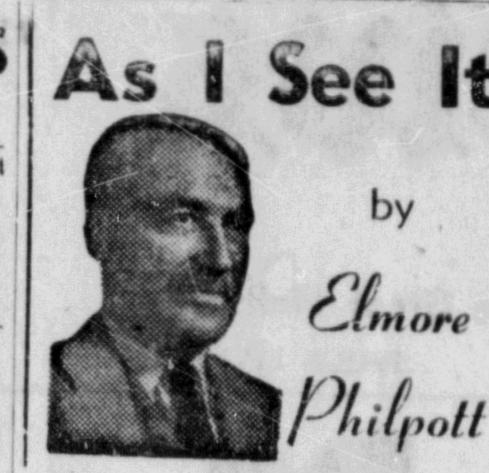
NOT IMPOSSIBLE

The world is supposed to have the globe be as much as thirty

watch is a shade slow.

It is a strange thing but as It's rather infrequent to find a the year rolled on to its close, man possessing a five foot perhaps more people would ratoo many discoveries for his own peace. People seem now almost Forty-six applications for the to cling to each other as i Montreal Gazette.

to her, no man was supposed to For the fourth year a row, kiss a girl. This, of course was L. B. Pearson was the ewsiest in the old days. But today, all Canadian on the page of his he need do is wait until it can be country's newspapers. He held first place easily over all the others. As Minister of External Affairs he was a central figure An astronomer says its the ro- if ever there was one. And he on of the earth that makes never let Canada down.



1954 Not 1934

AS THE new year begins a great argument is raging among the experts as to whether or not the U.S.A. is going to have a mere recession in busi-

C. D. Howe, who is one of the most hard-headed business statesmen in the whole world, comes down solidly on the side of the optimists.

We won't have long to wait to know who is right. But meantime this is true:

The "system" under which western countries operate in 1954 is vastly different from that which existed 20 years ago. An invisible revolution has taken place—inch by inch. All governments in the western world now grope toward the principle that it is their duty to devise policies which maintain full production and full distribution.

WHERE the Communists other Marxian doctrinaires went wrong in their analysis of the so-called "capitalist" tem was in assuming that was any such thing as a "sys

der a truly free system of dem- stimulating political arithmetic. in Ontario the PC's gained 15,611 spend \$500,000 on a new office ocracy is changing its "system" grees every month, every week, which has been mailed out to ried the province this time by a almost every hour.

Here is an example of what ary caucus, last June's general I mean. No political party which election result was far from be- in a nutshell: The PC's last June has yet held office as the gov- ing a total disaster. In fact, the made a net gain in the popular ernment of Canada ever plan- PC statisticians manage to dem- vote of 40,000. They now have ned to set up an overall "wel- onstrate that it had some highly only 1,000,000 more to go to win fare state." But bit by bit and encouraging features of the well- top-dog position. If they keep up step by step we have got such known silvery lining nature. a state. Moreover, although the Take the result in Newfound- they can make the grade in just Conservatives have at times op- land. True, the PC's lost the 25 more general elections. posed the application of wider only two seats they had held other words, all they need other times vied with the Lib- gained none by way of compenerals in bringing them in, or sation. But that's looking in consolidating and improving things the narrow way. What them once they were estab-

A few years ago, when I began to write in this column for old age pensions of \$60 month at age 60, some timid people held up their hands in holy terror and raised the old cry, "Where is the money going to come from?"

They proved, on paper, that even \$40 at age 70 would bankrupt the country. Now we have had the \$40 at age 70 for years. As expenditures for hot war and cold war are cut down, grants for welfare on the home ont will be increased. This will not only prove a boon the old and young, but will maintain the people's purchasing power, maintain markets and so forestal! economic collapse like that after 1930.

The wars have shown temocracies how they can prosper All we need to do is to em-

See PHILPOTT Page 5



CANADA'S DEFENCE MINISTER CLAXTON signs the golden . book at the town hall of Soest, Germany, where Canadian soldiers are stationed under the North Atlantic Treaty Organization. An unidentified German town hall official stands beside Mr. Claxton. The defence minister visited' the Canadian camp after attending a NATO meeting in Paris.

By Norman M. MacLeoc

The way they have it figured votes, while the Liberals dropped building, there'd have to be the members of the Parliament-, mere 125,893 votes.

counts fundamentally is the popular vote. And in the popular Canada now leads the western vote on the Island the PC's acthemisphere in such things as ually gained 1,855, while the Family Allowances, Old Age Liberals dropped 875. That's Grants. Moreover, once having something for the Liberals to accepted the principle, Canada really worry about. It shows the will step by step improve these way the basic trend of things

In Nova Scotia the PC's have only one seat where formerly they held three. But, once again, theirs was the moral victory. For in the total popular vote they climbed 7.125, while the Liberals dropped 1,232. In New Brunswick they increased their vote 5,814, as against a Liberal increase of 1,573. On the Prairies where the going was rough for both the old-line parties the Liberal vote dropped by 41,970. But the PC vote only skidded by 24,509. And so the story went in every province. It was just more pronounced in some provinces than others.

In the PC book Quebec and Ontario were really the star performers. In the French-speaking province, traditional stronghold of Liberalism, the PC's gained a thumping 63,130 votes over 1949. And the Liberals lost 18,404 from their 1949 total. That's

The Christmas-New Year holi- total swing of 81,534 votes in day week is traditionally a time just one election. Since the Libfor buoyant spirits in this po- eral majority in the province litical nerve-centre of the na- now has been trimmed to a mere tion, no less than anywhere else. 487,910, it should only take the it And with a view to boosting their PC's another six general elecmorale up to the appropriate tions—a matter of not more pitch, the Progressive Conserva- than 30 years at the maximum A country which operates un- tive have been indulging in some —to turn the tables there. And if the city of Victoria wants to

But to put the whole situation

their present rate of progress

Victoria being asked if they an proved \$25,000 a year to charit able organizations! Surely th mayor and aldermen of Victor could decide that one. Some people say it's democ-

racy that the taxpayers should be allowed to vote on money by-laws. But can't this kind thing so too far-or does it go far enough? If the citizens of Victoria

should have to vote on \$1,000. 000 for a new school, why shouldn't the citizens of British Columbia be called out to express their wishes before the government can spend \$10,000, 000 on a highway-or pour millions into the PGE?

A few years ago the govern ment spent \$2,000,000 on the Douglas Building. The government didn't ask the people. Yet, every year, and in fact, by de- out in an elaborate analysis 25,517 votes. The Liberals car- by-law before the property-

> The public, too, is apparently coming to feel that the elected

LIVESTOCK BOOM

CALGARY, (CP) - A record total of 208,334 head of cattle and calves were marketed at the Alberta stockyards here in the first 11 months of '53. The prewelfare measures, they have at there in the last Parliament and plenty of patience,—and a long 182,157 head were marketed in

VICTORIA REPORT By J. K. Medan VICTORIA. - It would seem representatives should take has had-Minister of Labor there was some nasty little pol- more of this responsibility. The Provincial Secretary, Minister w ities in all the opposition to the

fusing to turn out, in any numschool building referendum. The bers, to vote on these money by-Liberals led the fight which re- laws.

feat. This observer can't but them for-if we don't like what next April help feel the Liberals got tothey do we'll throw them out, gether and knocked the refer-

endum so they could get up in MLAs, of course, who can vote the Legislature and say the Somoney without consulting the rial Credit government was high people, like to hamstring and handed and dictatorial because hogtie mayors and aldermen, it permitted a vote on a lump reeves and councillors and sum, rather than on a break school trustees. MLAs always down of so much for this school like 'it definitely understood here, so much for that school that THEY'RE the province's over there. But why should top dogs. It's the MLAs who there be such a break-down? Don't we trust our school trust- insist city councils can't spend much money without wrapping the public up in a lot of costly, Actually, it seems to many inefficient red-tape.

that it's time the public was The whole situation makes little sense. A city council gets every time a municipal council the views of the people on wants to spend some money. Of whether it will spend \$25,000 : all the nonsense-the voters of year on charity, but MLAs car pass a budget of \$150,000,009 and vote to borrow millions without asking the people about it. There's something completely inconsistent here.

> It was good recently to see in the Victoria papers a picture of George S. Pearson, and to know that a new ferry, to run between Salt Spring Island and Vancouver Island, at Crofton, is named for him. Mr. Pearson looked well, after a long period of ill health which forced him

out of the 1952 general election No man has done more for B.C. than George S. Pearson. What an outstanding career

public shows its feelings by re- Health and Welfare. His have work and steady prodding brought B.C.'s social welfan "Let the mayor and aldermen services to the high standard a decide-that's what we elected today. Mr. Pearson will be 75



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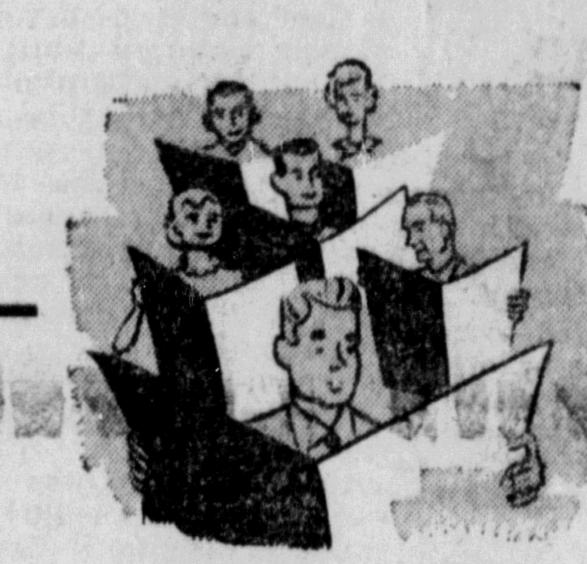


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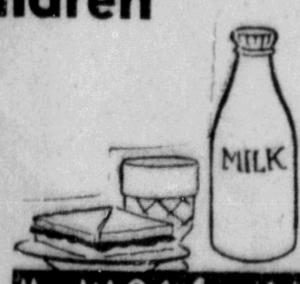
This is the time when every person who appeals to the public for patronage should plan his advertising program for the coming year. It's smart business to know as nearly as possible where you are going in the next 12 months. If you're a retailer, allow yourself 10 per cent of your normal markup for advertising purposes. Then spend it in varying monthly amounts according to the percentage each represents in ratio to gross sales. Of course, the best and first place to spend it is in the Daily News, the lowcost medium that greets your Best Customers every single day.

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