

Principal daily newspaper devoted to the upbuilding of Prince Rupert and Northern and Central British Columbia.
Member of Canadian Press - Audit Bureau of Circulations
Published by The Prince Rupert Daily News Limited
H. G. PERRY, Vice-President
Subscription Rates:
Per week, 25c; per month \$1.00; per year, \$10.00
Per month, 75c; per year, \$8.00
Second class mail by the Post Office Department, Ottawa.

Commended For New Service

REGISTRATION by Queen Charlotte Airlines of daily service between Prince Rupert, Kitimat, and Kemano Bay is welcome news to this area. Although the Alcan project has hardly its preliminary stage, one is already aware of the community of impressive size is taking shape south of Prince Rupert and QCA, by increasing transportation services, is showing a brisk understanding of the situation.

It is imperative to realize from the start that nothing done to aid the growth of Kitimat in regular will react to the benefit of Prince Rupert. Fears that Kitimat will eventually overshadow take business from this city are economically needless.

Kitimat is good for Prince Rupert, and vice versa. Together they will attract far more trade to the district, and realize greater productivity of its resources, than Prince Rupert has done alone. In this city with its established facilities has the development of Kitimat and will continue to grow.

A pioneering transportation between the two cities, QCA is performing a valuable service to the district and opening up what will one day be an artery of heavy traffic.

QCA is to be commended also in keeping service to northern division residents in operation even at a sacrifice of closing down southern routes due to lack of oil supplies during the United States strike.

When it has been the other way around. The sacrifice has been sacrificed and forgotten for a few years in the southern part of our province.

Family Pets Hard For Firemen

PRINCE RUPERT (CP)—Every so often a fire is lost in fires simply because of futile efforts to rescue a family pet. The safety of a pet sometimes seems more important than personal safety and Ottawa firemen have collected many such cases.

When fire-fighter Art Desjardins recalls one blaze when a third-storey flat was told firemen she would not come down the escape ladder with her four pet bulldogs.

But won't come down with her pets," she cried from the window of her smoke-filled flat.

Firemen realized he had the animals in order to save his life. He entered the window, threw the dogs into a pillowcase and then to another fire-fighter when he went back and then did the woman con-

Labrador Wilds May Hide Great Mineral Empire

ST. JOHN'S, Nfld. (CP)—A vast new mineral empire will be hewn out of the uninhabited wilds of Labrador in the next few years.

Work has already begun to uncover new ore resources and mining men say the surface has not even been scratched.

This summer five mineral exploration parties will work in Labrador. The biggest are those of the Labrador Mining and Exploration Company, operating in the Labrador side of the massive Ungava iron fields on the Labrador-Quebec border. Two parties will represent the Newfoundland and Labrador Corporation, one for Frobisher Limited and another for American Metals Ltd.

They have already turned up some interesting finds. Besides Ungava iron, Frobisher Limited has found a deposit of native copper near Seal Lake in central Labrador. The Newfoundland and Labrador Corporation has found titanium and more copper in the Mealy Mountain area. Other deposits of graphite, lead, zinc, nickel and mica are known.

UNUSUAL FORMATION

In addition, there is a peculiar geological formation on the Labrador side of the Ungava iron trough that in the words of one geologist, "is likely to hold everything and anything."

But another source of wealth lies in tens of millions of horsepower of electrical energy roaring to waste down many river channels.

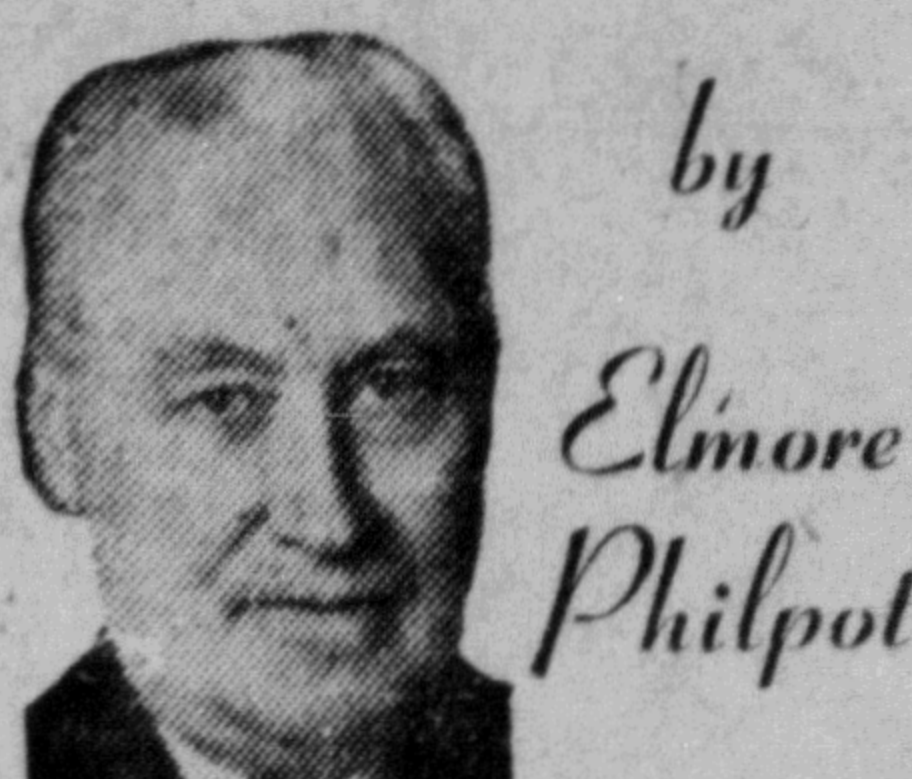
Even with mining parties engaged in exploration, Labrador is one of the least known territories in the world. Its rugged interior is almost unknown to man. It is a big plateau about 3,000 feet high, and its rocks are the oldest in the world. Compared to the Torngat Mountains of Labrador the Rockies and the Andes are new-born babes.

The rugged land is geologically similar to the rich territories of northern Ontario and Manitoba where exciting mineral discoveries have stirred the pulses of mining men all over North America.

For that matter, it is not surprising that Washington does not easily forget Moscow. How many, today, recall that more than a century ago, Russia moved to extend her domain south of Alaska clear down to the 51st parallel, which would have given her what is British Columbia and the American Northwest.

Out of this grew the Monroe Doctrine in 1823.

As I See It



by
Elmore
Philpott

Ontario's New Face

TORONTO: I was born in this now-sprawling metropolis, but even at the age of six months realized my mistake and started to move west.

Off and on, I have spent a good part of my life here. But after an absence of 15 years, when I drive around the outskirts of Toronto I feel like an utter stranger.

So swift is the new growth that I have difficulty in recognizing a single landmark.

Vast new factories are springing up, in every direction. The day is in sight when the whole area from Oshawa in the east, around to Niagara Falls in the west, will be just one vast industrial complex.

IN THE old days the suburbs of Toronto were eager for new population. But not now. Their elected leaders are desperately but rather hopelessly trying to keep newcomers from moving in. The municipal treasuries just can't stand the extra cost of schools, sewers, sidewalks.

Yet still this vast city is visibly bursting at the seams. Far out in what used to be the country there are vast blocks of apartment houses, such as you might see in New York, or the congested cities of the old world. Here is a riddle for some wise person to solve: How come that North America has the most space, the most paved roads, and the most automobiles—yet is still worse snarled up in its traffic than any part of Europe?

A FEW DAYS ago we drove up toward Georgian Bay, and also down through the Niagara peninsula. I laughed to myself when I saw how Ontario apple growers have let B.C. put it all over them. Here they can grow apples without irrigation—hence more cheaply. I know this is treason—but I still think Ontario's frosty apples have more tang and flavor than our own. Of course, our B.C. apples, like our girls, are more brightly colored. But B.C. is so far ahead of Ontario in grading packing and selling apples that some of our own Okanagan apples are sell-

LONDON (CP)—Fabrics for forth-

coming fashions will be "hazy" or misty in effect.

An exhibition of the new materials, designed by a London firm, showed how this effect is achieved. One fabric is laid

ing here right now—and at highway robbers' prices of about a nickel apiece.

THE EVIDENCES of mechanical progress are overwhelming here in Ontario. But I think it is an illusion to think that all progress is "onward and upward."

Take this business of shopping. When I was a boy we went to our family grocer and butcher, or phoned in our order. The stuff was delivered by horse and wagon. The son of the grocer was the driver.

Now you have to go to vast establishments they call super-duper markets. You mill around and queue up to serve yourself and pay. You supply your own transportation service. The wife takes the husband as baggage man. The prices are out of this world.

Also, you are compelled to pay for a whole lot of fancy trimmings which you do not need, or want. You buy about a dime's worth of food, but you have to pay about 15 cents for the extra nickel's worth of cellophane and fancy do-dads.

Ralph Borsodi, the U.S. economist, is not always right. But in some of his books he shows that as the cost of production has been decreased during the past century, the cost of distribution has been increased. The ultimate consumer has gained nothing.

WHEN I was a boy the name of one great department store was famous. Its business has been built around the slogan PAY CASH—PAY LESS. Last week a knock came at the door of the house in which I am staying, just outside Toronto. A nice young lady asked:

"Wouldn't you like to open a charge account at —'s?" The firm soliciting the business was the one, famous 50 years ago, for PAY CASH—PAY LESS.

Now I hear that the super-markets are all getting ready to go into the charge account business too. Makes me wonder which way we are headed.

against another and the two embroidered together with motifs to create a pattern.

One of the cloths likely to prove popular is black satin and olive green organza embroidered with heavy plum-colored clusters. Another material is silk tweed, woven in grades from pure silk and wool, varying portions of silk and acetate and 100 per cent acetate. The tweed effect is given by a discreet fleck across the dominant color.

It is likely that the darker greens, blues and black will lead in favor. These fabrics can be draped or tailored and both the tweed and the new double material are uncrushable. A "near black" organza—it might be described as black with a purple bloom on it—is another new material.

**ELECTRIC
APPLIANCE
REPAIRS**



RADIOS
REFRIGERATORS
TOASTERS
ELECTRIC IRONS
ETC.

Rupert Radio & Electric

WHITE SHOES FOR SUMMER



HIGH HEEL PUMPS

Slender Lines
V-Throat
by
DUCHAUINE DE QUEBEC



SUMMER SANDALS

White for Sunny Days

VOGUE SHOES

LIMITED

Box 638

506 Third West

Phone: Green 595

QUALITY AT THE
LOWEST PRICES AT
OVERWAITEA LTD.
100% B.C. Firm

Eat Well WITH THESE **FOODS**

Effective
MAY 16 to 23

HONEY, 4 lbs.	79c	PREM	45c
MATCHES	27c	Swift's, tin	
Orange Base	2 for 37c	SUNLIGHT SOAP	10c
Real Gold, Concentrated		Berryland, Choice, 15-oz.	
LARD	10c	DICED BEETS	2 for 19c
Swift's or Burns', 1 lb. carton		Berryland, Choice, 15-oz.	
KLIM, 5 lb. tin.	\$3.45	DICED CARROTS	2 for 19c
MARGENE	29c	Berryland, Choice, 15-oz.	
Yellow, lb.		APPLE JUICE	2 for 25c
EGGS	46c	Aylmer, 20-oz.	
Grade A Large, Dozen		DOG FOOD	10c
SUGAR, 5 lbs.	51c	Speak, 16-oz. tin	
		BLUEBERRIES	29c
		Miss Canada, 15-oz.	
		Blended Juice	2 for 25c
		20-oz.	

\$450.00 Philco Radio-Phonograph Combination will be given away FREE. Draw to take place May 23rd. Fill in contest slip each time you are in the store. You may be the lucky one.

MAZOLA OIL	45c	COFFEE	97c
16-oz. tin		Our Best Blend, Lb.	
CORN	2 for 37c	Fresh Pork Cutlets	75c
Cream style, Royal City, 15-oz.		Per Lb.	
POPPING CORN	23c	Pure Pork Sausage	63c
Jolly Time, tin		1 Lb. carton	
PLUMS	2 for 35c	SIDE BACON	30c
K. Mountain, Choice, 20-oz.		Sliced, 1/2-lb.	
RICE KRISPIES	28c	PARD, Dog Food	11c
Kellogg's, 9-oz.		Tin	
VELVEETA CHEESE	33c		
1/2-lb.			

FOR CONVENIENCE USE YOUR PHONE

OVERWAITEA LTD.

PHONE 843 FREE DELIVERY ON ALL ORDERS OF \$10.00 OR MORE PHONE 843

PROGRESSIVE CONSERVATIVE Committee Rooms Now Open (Opposite Capitol Theatre)

PHONE 270

Everybody Welcome

"INDUSTRIAL EXPANSION in relation to AGRICULTURE"

is the Subject of
an Important Address by

Hon. H. R. BOWMAN

Minister of Agriculture,
Fisheries and Railways.

CFPR

THURSDAY, MAY 15 - 2:45 P.M.

Inserted by B.C. Liberal Committee

HEAR

Mrs. M. M. Roper
Speak over Station CFPR

8:30 p.m. TONIGHT

on behalf of **GEORGE HILLS**
C.C.F. Candidate

LIBERAL MEETING

Common Lounge of

Civic Centre, 8 p.m.

Thursday, May 15

Important Business... Please Attend

Prince Rupert Liberal Association