

## Offer by Premier Smallwood May End Newfoundland Fishermen's Crippling Strike

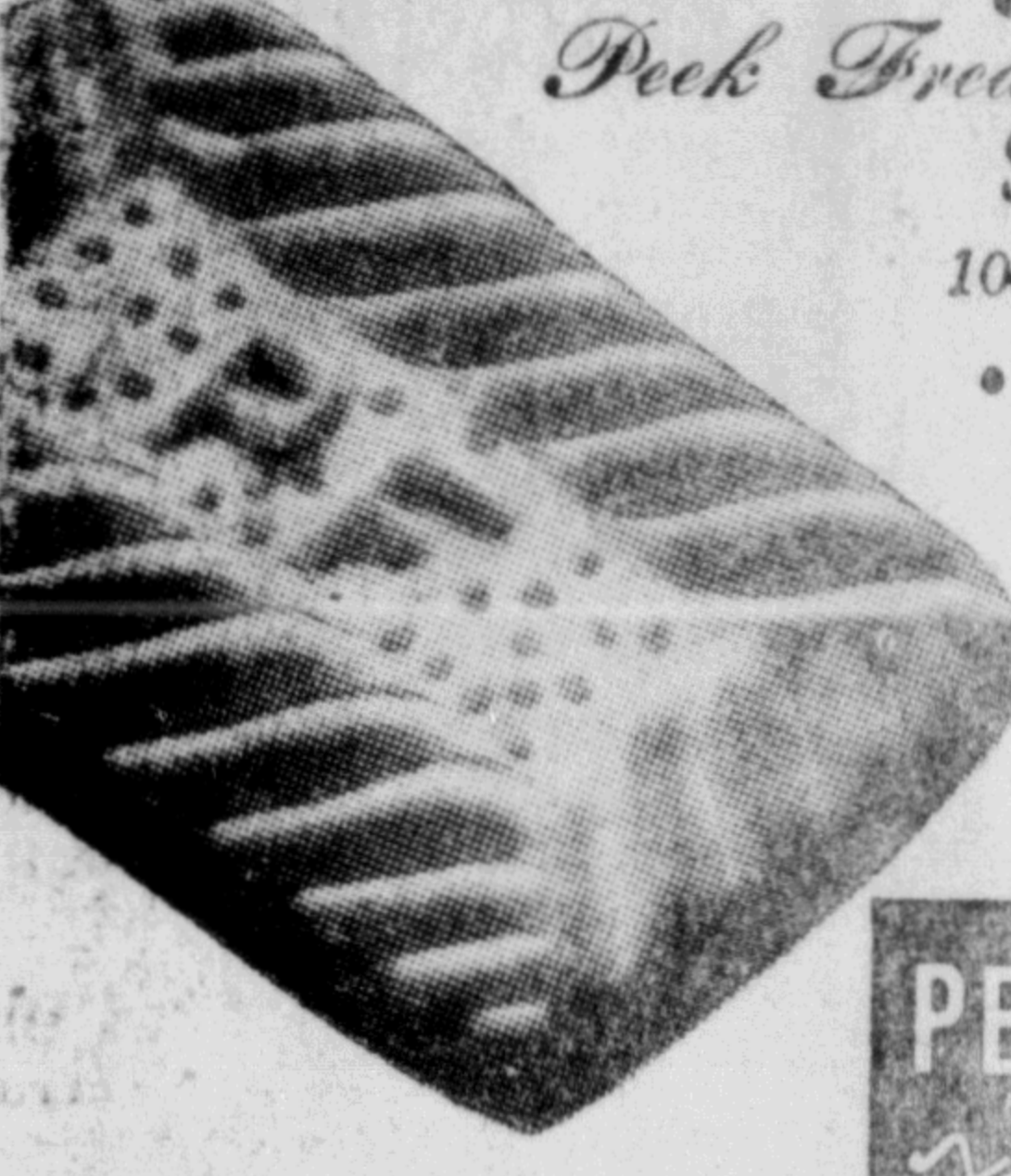
ST. JOHN'S, Nfld. (CP)—The walkout of Newfoundland fishermen may be nearing an end. It's too early yet to say that all are returning to the fishing grounds, but it appears that Premier Joseph Smallwood's announcement of a support price is gaining approval. The provincial government, stepping in after the federal government declined to establish a fish support price, promised to make deficiency payments of \$1.50 a quintal (112 pounds).

Before this the best the fishermen were offered by the dealers was an increase of 50 cents a quintal—leaving the price still \$2.50 below that of 1952.

Fishermen still working had tied up their boats, joining the 5,000 who did so three or four weeks ago. They claimed that unless the price was higher they would lose money on their catch.

Nov. 5—Guy Fawkes Day—probably will show whether the fishermen approve the provincial offer. Six locals of the Newfoundland Federation of Fishermen, representing about 800 men, had announced earlier that they would quit fishing for good and make a bonfire of their boats and gear on that night as a protest. It's believed now that the bonfires will be cancelled.

### a Cookie Everybody Likes!

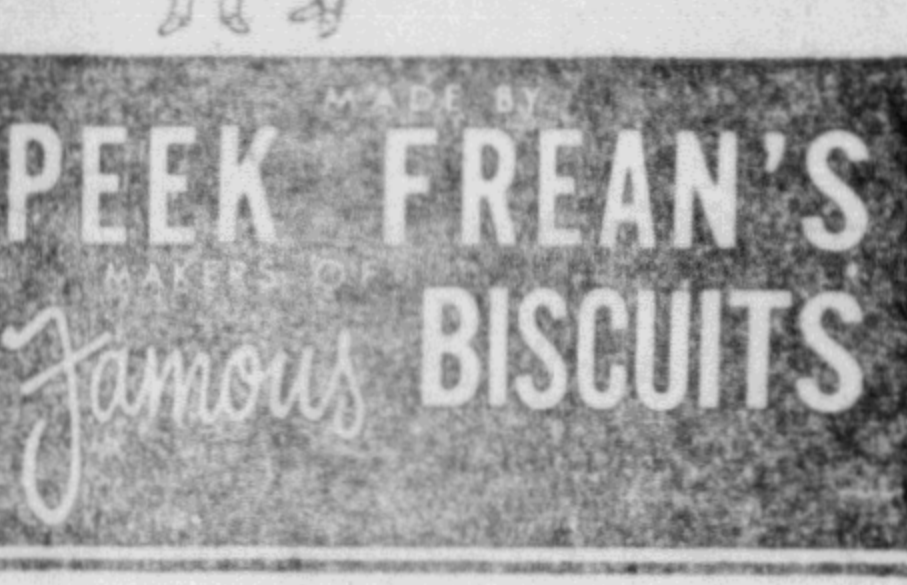


8 OZ. Maroon and yellow packet, 609

### Peek Frean's SHORTCAKE

100% P. F. English Quality

The finest creamery butter gives a rich flavour which makes P. F. Shortcake a favourite with old and young. Serve it with ice cream, custard or fruit desserts and with either hot or iced drinks.



## KEM-GLO

THE MIRACLE LUSTRE ENAMEL

### CUTS DOWN PAINTING FATIGUE

SHORTENS PAINTING TIME IN KITCHEN AND BATHROOM  
ONE COAT COVERS MOST SURFACES

Only two coats over bare wood or plaster

Resists steam, grease, chipping...takes countless scrubbing

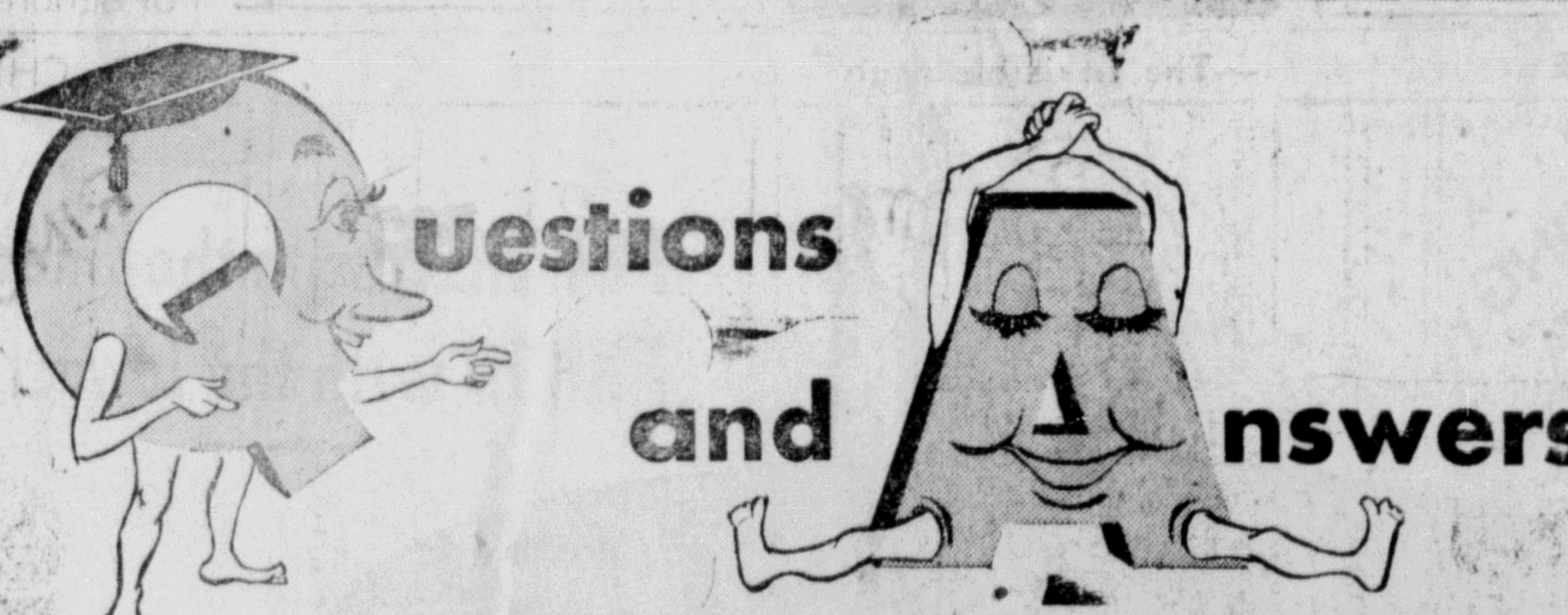
Colors range from delicate pastels to rich, deep tones

\$3.15 QUART



KEM-GLO LOOKS AND WASHES LIKE THE BAKED ENAMEL ON A NEW REFRIGERATOR

### MEMO TO ADVERTISERS



## Questions and answers about NEWSPAPER ADVERTISING

Q. What are the 3 most important rules for profitable newspaper advertising?

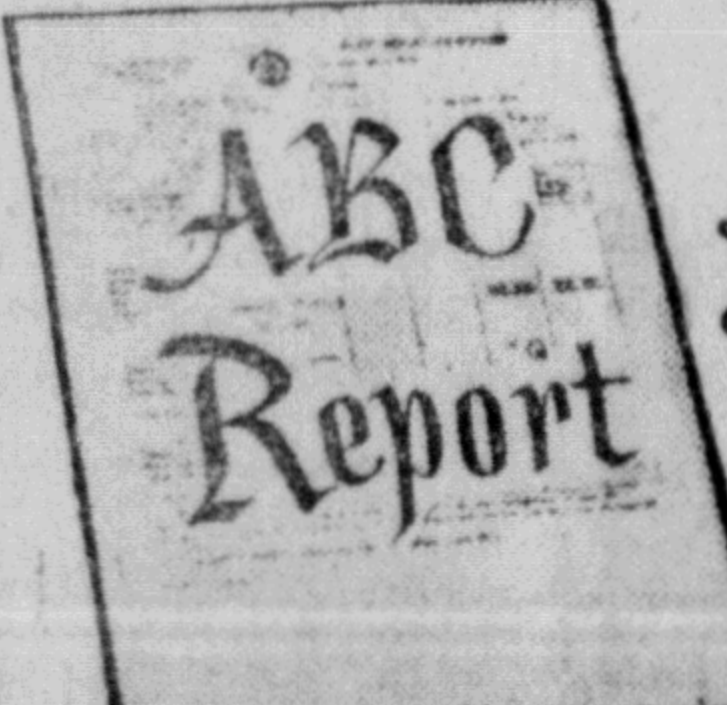
1. Your advertising message should be newsy, friendly, informative, easy to read. Give facts and news about your merchandise and service.
2. Advertise regularly. Make your advertising do what successful salesmen do—call on customers and prospects consistently.
3. Insist on audited circulation reports that give you the FACTS about the audience that your sales messages will have when you buy newspaper advertising.

Q. Is there a measure for the value of newspaper circulation to an advertiser such as the standards a merchant uses in buying merchandise—for example, like STERLING on silver?

A. Yes—in the well known circulation standards of the AUDIT BUREAU OF CIRCULATIONS.

Q. What is the A.B.C.?

A. The A.B.C. is a cooperative, non-profit association of 3,450 advertisers, advertising agencies and publishers in the United States and Canada. Organized in 1914. Brought order out of advertising chaos by establishing a definition for paid circulation, rules and standards for measuring, auditing and reporting the circulations of newspapers and periodicals.



Q. What does A.B.C. do for me?

A. At regular intervals one of the Bureau's large staff of experienced circulation auditors makes a thorough audit of the circulation records of each publisher member. The results of each audit are published in an easy-to-read A.B.C. report for your use and protection when you buy newspaper advertising.

Q. What are the FACTS in A.B.C. reports?

A. A.B.C. reports tell you how much circulation, where it goes, how obtained and other FACTS that help you buy advertising as you would make any sound business investment—on the basis of known values and audited information.

Q. Are all publications eligible for A.B.C. membership?

A. No. Only those with paid circulation. This is important to advertisers because it is evidence that the paper is wanted and read.

Q. Is this newspaper a member of the Audit Bureau of Circulations?

A. Yes. We are proud of our circulation. We want you to know the FACTS about the audience your selling messages will have when they appear in these pages. Ask for a copy of our latest A.B.C. report.



## THE DAILY NEWS

A.B.C. REPORTS — FACTS AS A BASIC MEASURE OF ADVERTISING VALUE

Prince Rupert Daily News  
Wednesday, October 14, 1953



DISPLAYED at the Los Angeles County Fair by Jackie Bush, this two-pound bite-size delicacy is the newest thing in watermelons. It, and Jackie, are surrounded by its oversized parents—Rattlesnake melons—which average from 20 to 60 pounds each.

## Whatsan Tunnel Work Cost Seven Times Amount Estimated

VANCOUVER (CP)—Concrete lining of a two-mile mountain tunnel on Lower Arrow Lake cost \$821,436—seven times the amount estimated, the chief engineer of the B.C. Power Commission testified Tuesday.

A. W. Lash was replying to the Whatsan royal commission probe counsel C. W. Tysoe, QC, at the start of the second week's hearings.

He said 8,927 feet of concrete

lining were needed instead of the estimated 1,165. His estimate, he said, would have cost \$116,171.

The amount of lining used was decided after an examination of the tunnel by Vancouver geologist Dr. Victor Dolmage.

Tuesday was the beginning of the second week of hearings before Mr. Justice J. V. Clynne into two mud slides which crippled the huge hydro development last August.

The second week opened with H. H. Griffin representing the B.C. Power Commission in place of Alfred Bull, QC, who withdrew Friday after complaining of press attacks on the power commission and on his own professional integrity.

No mention was made of the incident Tuesday and Mr. Griffin, formerly Mr. Bull's junior, automatically took over.

Mr. Griffin said a report on the slides by an eastern engineering firm would be on hand by Wednesday.

Taking advantage of the favorable winds found in the Far North at this time of the year, Capt. T. A. Tweed covered the 4,500-mile Great Circle route via the Aleutians in 14 hours and 42 minutes for an average speed of 305 miles an hour.

## Japan-Canada Flight Ends

VANCOUVER (CP)—The first non-stop commercial flight from Japan to Canada was completed here Tuesday night.

A giant Canadian Pacific Airlines DC-6B set down at Vancouver International Airport with 43 passengers and a crew of seven after flying non-stop from Misawa, Japan.

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## Eight Die Over Holiday

VANCOUVER (CP)—Eight persons are now known to have met violent death in B.C. during the Thanksgiving holiday week-end.

Three died in traffic accidents, one was killed in a hunting mishap, one man was asphyxiated by domestic gas, another died in a railway accident, a seventh in a woods accident, and the eighth plunged from a tower in Kamano.

Latest victim was Tara Singh, 55, of Port Moody, who died of injuries suffered when a car skidded into a ditch on a hill near his home.

Nelson Floyd Raphael, a CNR trackman, died Sunday when a passenger train struck his small truck speeder near Lytton, B.C.

Maynard Elston Coulter, 49, school principal, died when a branch from a tree he was trimming fell and struck him. The Kamano fall proved fatal to Herbert Klint, 26.



Firestone GUARANTEED FACTORY METHOD NEW TREADS

ONLY \$12.30 6:00 x 16 AND YOUR OLD RETREADABLE TIRE

- Same guarantee as new tire
- Same tread design as new tire
- Same tread width and depth as new tire

Drive in Safety For Half the Cost Of a New Tire

## BOB PARKER LIMITED

"The Home of Friendly Service"  
Your Local FORD-MONARCH DEALER  
Phone 93

## Five Convicted On Red Charges

SEATTLE (AP)—One of the longest criminal trials in Pacific coast history has come to a close here with the conviction by a federal court jury of five of six persons charged with conspiracy to teach and advocate the violent overthrow of the government.

The sixth defendant, labor leader Karly Larsen, was acquitted.

Scheduled to be sentenced Friday by Federal Judge William J. Lindberg for violation of the Smith Act of 1940 are:

Henry P. Hurr, Washington state chairman of the Communist party;

Terry Pettus, northwest editor of the Communist daily Peoples' World and a member of the party's district committee;

John S. Daschbach, a member of the Communist party's review commission and chairman of the state civil rights congress;

Paul M. Bowen, leader of the state Negro Communist movement and member of the party's northwest district committee.

Mrs. Barbara Hartle, organization secretary for the Communist party's northwest district.

The marathon trial began April 15, with seven defendants. But on Aug. 2, two days before he was scheduled to take the stand for cross-examination, William J. Penneck, president of the Washington Pension union, was found dead in his Seattle home.

County coroner John P. Brill listed the death as a suicide by an overdose of sleeping tablets.

The strike vote call went out after the majority report of a conciliation board recommended against any wage increase in the dispute between 11 AFL unions and 12 companies.

Ontario mills now have a 40-hour week and a basic hourly rate of \$1.41.

## Ontario Pulp Workers to Vote

TORONTO (CP)—Strike votes among 15,000 Ontario pulp and paper workers have been ordered for next Sunday.

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When the drink calls for Gin... you call for GORDONE

DISTILLED AND BOTTLED IN LONDON, ENGLAND  
181 YEARS BY TANQUERAY, GORDON & CO.

This advertisement is not published or displayed by the Control Board as by the Government of British Columbia

a sure hit!

buy your CANADA SAVINGS BONDS

at any branch of... The Canadian Bank of Commerce

ACT NOW!

CLOSING DATE FOR APPLICATIONS NOV. 14TH

The Royal Canadian Navy Announces

a new course will start shortly for young Canadians to train in Naval Aviation as PILOTS AND OBSERVERS

If you are between 18 and 23, are unmarried, have Junior Matriculation or the equivalent and can qualify, you can be an officer in one of the Royal Canadian Navy's flying squadrons of Sea Furies and Avengers. You will be fully trained in seamanship and airmanship, gaining experience ashore, afloat and in the air, at home and abroad.

OPENINGS ARE LIMITED — APPLY NOW.

For full information and your official application form, see, write or telephone

NAVAL RECRUITING OFFICER  
H.M.C.S. CHATHAM Prince Rupert, 526

Navy Week—October 18 to 24—Support Your Navy