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Looking Ahead

A FAVORITE pastime towards the end of each year is peering into the future.

A list of forecasts which seem to carry some authority appears in the current issue of the publication, Advertising Age. It represents the conclusions of a panel of experts who make their living studying business trends. While their findings apply specifically to the U.S.A., they also should hold generally true for Canada.

Here is what these experts say about 1954 and Christmas trade for 1953:

- A possible drop of five per cent in over-all business for 1953.
- A good year for advertising and promotion—at least as good as 1953 and perhaps somewhat better.
- A slight drop—much smaller than expected—in capital investment for plant and equipment.
- A rise in unemployment, but to a very modest level.
- An inventory situation which requires correction—with much hinging on the volume of Christmas trade.
- Relatively little expansion of existing levels of consumer credit.
- The long range prospect—say 1960—is for an economy considerably expanded over present record levels.

Gallant Fight

A WORD of sympathy and gratitude is due about this time to that little group which bears the full brunt of the Christmas season activity—the post office workers.

The fact that the Prince Rupert post office ran out of two-cent stamps is a measure of the strain they are under here this year. But sorting out an avalanche of letters is just part of it. The postal employees have a public to deal with which is calling on the mail service to handle in a couple of weeks or so an amount of business that would normally take several months.

Yet the hundreds pressing into that sturdy building in the city centre will agree that the employees there are manning their fort with tact and willingness.

Despite its heartaches, the battle of stamps and wrappings is being fought with finesse. Our hats are off to the gallant little band which takes such a beating from Santa.

CHRISTMAS CONCERT

of the
REGULAR BAPTIST SUNDAY SCHOOL

Friday, Dec. 18 — 7:30 p.m.

Pupils and Parents Especially Invited

CITY TRANSFER

LOCAL AND LONG DISTANCE
FURNITURE MOVING

Phone 950

CRATING — PACKING — STORAGE
First Avenue and McBride Street

Wholesale & Retail Phone 372

GIFTS for MEN

We carry a complete line of

IMPORTED

Pipes, Cigars, Cigarettes and Tobacco
and all other

SMOKERS' SUPPLIES

and for the LADIES

A Good Supply of
BOXED CHOCOLATES

All the best known brands.
Both Domestic and IMPORTED

GROTTO CIGAR STORE

As I See It



by
Elmore
Philpott

Ontario Example

LAST WEEK I could look out from my office at the foot of the peace tower in the House of Commons and wonder if winter would ever come.

When I went to Toronto for the week-end I was wakened in the early morning by the cawing of swarms of crows. They may have been arguing whether or not it was mid-December or mid-March.

But today, from the same office, I can look out at a real snowstorm. Winter may have arrived late, but it is making up for lost time.

THE MAIN THING that strikes one about central Ontario, after an absence of some years, is that it is paying a heavy price for its own lack of foresight.

Factories have sprung up far into what used to be the deep countryside. The city of Toronto is now a great sprawling metropolis, which has no clear limits.

There is no guarantee that the new subway, now almost completed, will ease the road traffic problem. Indeed, one man who is closely connected with that particular enterprise told me it would simply move the bottlenecks by a few miles. Instead of trying to drive right down town, as they now do, people will drive and park near the outlying terminus of the underground tramway. Well, we shall soon know and not have to guess.

THE HORRIBLE example of what has happened to Toronto literally shrieks to Vancouver to avoid the same mistakes. Toronto has one good through highway, which runs along the lakefront and which handles an enormous volume of traffic.

But even that fine road is not a real freeway—and besides, it only runs half way through the big city.

Toronto desperately needs at least two main highways running through the heart of the city, both ways, but on their own fenced right-of-way.

Los Angeles has already shown how a great city can handle an immense volume of traffic on freeways, on which no car has to bother about pedestrians or cross-road traffic—for there are no pedestrians and no cross-traffic.

SWIFT and sprawling as is the growth of Toronto, it has nothing on Vancouver.

All signs indicate that in the next 10 or 20 years Vancouver will grow faster than any other city in Canada—past or present.

Now is the time to plan and build at least one main freeway—a four or even eight lane highway running from downtown Vancouver, past Burnaby and even past New Westminster.

The road should be completely fenced—without a single level crossing, either of crossroad or railroad.

IN The Vancouver Sun for Dec. 11, 1953, a letter signed "Tom Lorn" of Penticton, B.C., declares:

"Your writer Elmore Philpott now writes a complete falsification."

"Mr. Blackmore never did say Adlai Stevenson and Dean Acheson were top notch Communists. Mr. Philpott knows this as Mr. Blackmore repeated himself and was very emphatic."

Hansard, page 444, shows that on Nov. 30 Mr. Blackmore said: "What seems to be the secret of his effectiveness? McCarthy assailed the topnotchers of the Communist organization, the big fellows, the people whom most people cultivated—Acheson, Tydings, Jessup, Latimore, Stevenson and Benton. All of them are now gone, but McCarthy still remains."

Steve and Nancy Santa Claus



The story so far: Steve and Nancy have toured Santa's workshops and are now ready to start doing his job so he can take a nap before his long ride Christmas Eve.

Chapter VII

On the way back to Santa's office, Santa, Steve, and Nancy passed through the train shop where hundreds of little engineers were at work making trains. They also stopped for a moment at the electric appliance shop to watch the dwarfs making little electric stoves, sewing machines and irons.

The dwarfs that were testing the electric stoves had just made some bran muffins. They were being made in thimbles, and a dozen of them wouldn't any more than fill your hand.

Steve and Nancy each ate a dozen. Santa ate three dozen and said they couldn't eat any more because they might spoil their supper.

Santa kept hurrying them along because it was getting late and he was anxious to get home and get to sleep.

TELEPHONE MESSAGERS

When they finally got back to Santa's living room, he said, "My office is through this door here. There are telephones to all departments and a messenger service in case you need to send anyone on errands. The dwarf at the desk outside the office will take care of most of the unimportant calls."

When Santa opened the door to his office, the children could

see that it was a very important place. It had a thick green rug on the floor and several very fine-looking leather covered chairs.

At the far end of the room was a huge desk with a shiny glass top. At one side of the desk were seven rows of tiny buttons, each with a little light beside it that lit up when the button was pushed.

FIVE COLORS OF INK

At the back of the desk was a microphone, which Santa said was attached to the loudspeaker system, which everyone could hear. In front of the microphone was a fountain pen set with five fountain pens, each with a different color ink in it. At the right hand side of the desk, standing on the floor, was a Christmas tree.

Steve and Nancy looked at it, and then looked again, for it was decorated with telephones, just covered with telephones. "That is the telephone tree," Santa said.

SANTA TO TAKE NAP

"It has telephones connected to every department. Now I guess you know everything you need to know to be able to run things here," Santa said, yawning. "I guess I'll turn in and get some sleep. Nancy, you can stay here or go over to the book department, whichever you wish."

After saying that, Santa gave each of the two children a kiss on top of the head and left them alone.

"The first thing I'm going to do is to get a big electric train with enough track to run all around the office," Steve said, "and I'm going to get attachments to dump coal, load and unload milk cans, and an electric crane."

WANTS DOLL HOUSE

"And I'm going to get a doll house with all sorts of furniture, and a real electric range," Nancy chimed in.

Over they raced to the telephone. "Hello, train department?" Steve asked. "Send me over the best train you have and on the way pick up a fine doll house for Nancy."

"Boy, won't we have fun," he said, as he put the telephone back on the tree.

(Tomorrow: Troublesome books.)

Fred E. Dowdie

OPTOMETRIST

New address: 303 3rd Ave. W.
Phone Green 960

RUPERT
RADIO &
ELECTRIC

EXTRA
SPECIAL
FOR XMAS
SUNBEAM
SHAVE-
MASTER

Only

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DAD
WILL
LOVE
ONE

ASK FOR SCOTLAND'S
FAVOURITE SON

JOHNNIE
WALKER
SCOTCH WHISKY



Distilled, Blended and
Bottled in Scotland

Contents 26 2/3 oz.

JOHN WALKER & SONS LTD.

Scotch Whisky Distillers

KILMARNOCK, SCOTLAND

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Christmas Special

FOR THE FAMILY

SPECIAL INCLUDES

52-piece Dinnerware Set

32-piece Silverware Set

48-piece Glassware Set

132-Piece Ensemble

\$38.95

COMPLETE

GEO. COOK Jeweller's

TERRACE

PRINCE RUPERT

MLA Asks Support For Coast Guard

VANCOUVER (CP)—Tony Gargrave, CCF member of the B.C. legislature for Mackenzie riding, is asking all B.C. members of parliament and senators to lend their support to a drive for a coast guard service along the west coast.

Mr. Gargrave sponsored a resolution approved at the recent session of the legislature urging establishment of such a service.

"What is needed is at least two all-weather ships, which no doubt could be integrated with the weather forecasting service

of the Department of Transport," says Mr. Gargrave in a letter to MPs and senators at Ottawa.

HOW CHRISTIAN SCIENCE HEALS

"Restoring Happiness To A Broken Home"

RTKN, 930 ke Saturday, 10:15 a.m.

Christmas Presents

FOR MEN AND BOYS

— Very Reasonably Priced —

MEN'S DRESS SHIRTS

Smartly tailored. White, Sky Blue, Cream, etc. Sanitized shrunk. Windsor style collar. Reduced to

\$3.50

MEN'S SPORT SHIRTS

Big selection to choose from. Plain shades and fancy designs. Smartly tailored. Will give lots of wear. NOW—

\$4.00 to \$5.95

MEN'S PURE WOOL SWEATERS

Pullovers, buttons. Latest shades and designs. Special

\$4.75 to \$8.45

MEN'S DRESS SOCKS

Very good selection. Nylons and all wool. Specially priced

75c to \$1.25

MEN'S FINE TOPCOATS

Very smartly tailored. Non-creasable. Water-repellant. A Real Bargain. NOW

\$25.00

MEN'S LEATHER JACKETS

Horseshide. Smartly tailored. Black and dark brown. All sizes. Very Special

\$22.00

BOYS' SWEATERS

Pullover style. All-wool. From 8 to 14 years. Very Special

\$2.65

BOYS' PANTS

For everyday wear and for holidays. Very best tailoring. Special. Now, from

\$2.95 to \$4.95

BOYS' RUBBER BOOTS

Laced. Dominion brand. Almost Half Price—Pair

\$2.00

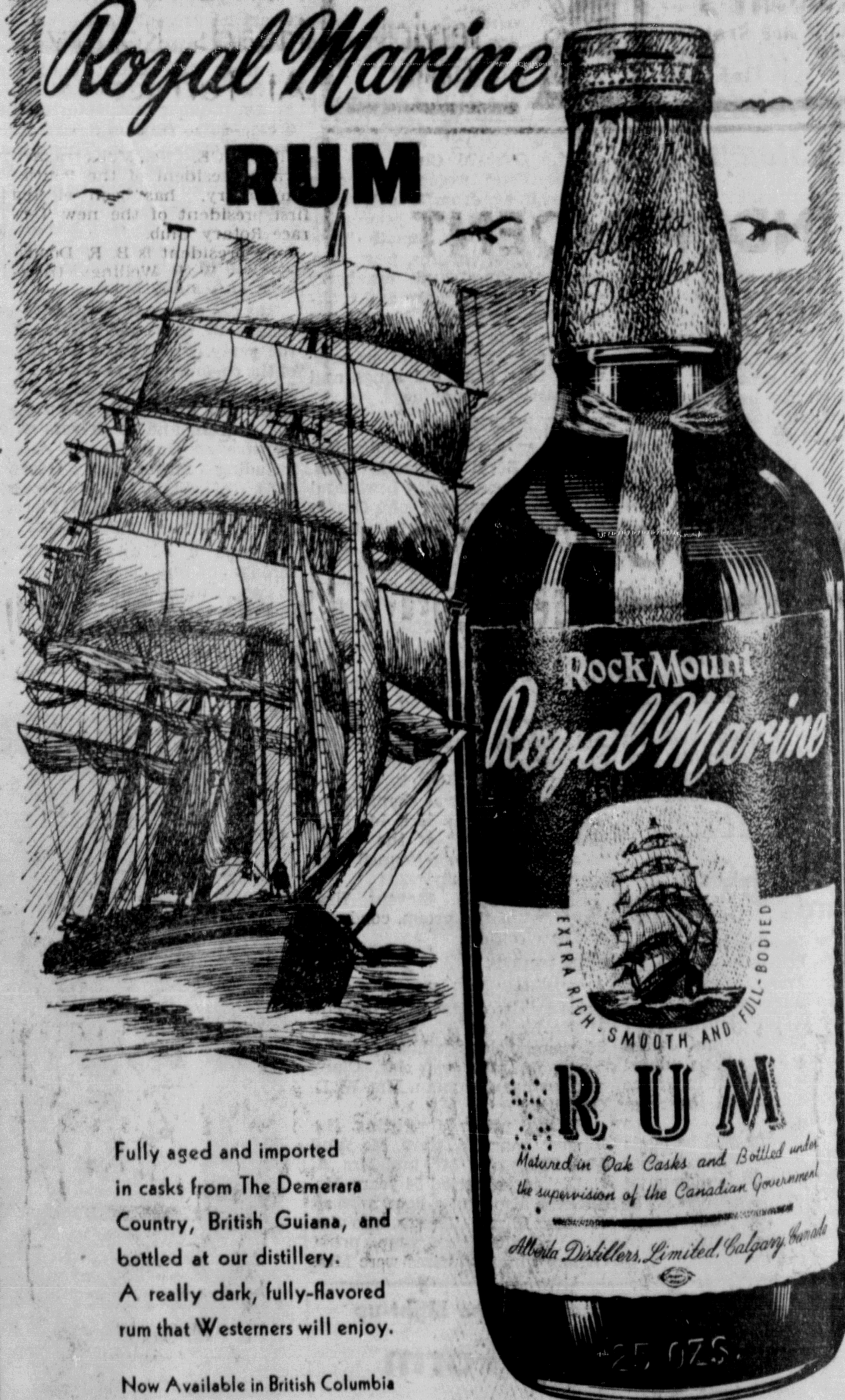
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3rd Avenue
Since 1930

Between the Royal and Belmont Hotels

you can count on Rock Mount

Royal Marine
RUM



Fully aged and imported in casks from The Demerara Country, British Guiana, and bottled at our distillery. A really dark, fully-flavored rum that Westerners will enjoy.

Now Available in British Columbia

\$4.25
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ALBERTA DISTILLERS, LIMITED - CALGARY, CANADA

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