Subscription Rates: By carrier -Per week, 25c; per month, \$1.00; per year, \$10.00. CONONINTERED By mail Per month, 75c; per year, \$8.00. Authorized as second class mail by the Post Office Department, Ottawa.

Valuable Trade

NE of the most successful of recent undertakings in Prince Rupert is the Tourist Bureau. Since its formation little more than a year ago, the Bureau has opened a bright, well-run office at the Museum and done a landoffice business in the distribution of material about Prince Rupert and Disfrict. It has turned out a new brochure about the city and taken on much of the work previously handled by the Senior Chamber of Commerce in answering correspondence from those interested in visiting us or coming to stay. Because it is designed for just this kind of work, the Bureau undoubtedly has been instrumental in making friends and potential customers for Prince Rupert that it would not otherwise have.

It is work of the first importance. The time is past when a city can wait passively for visitors to come and enjoy its scenery or quaint charm. Today's traveller has hundreds of agencies soliciting his patronage from every direction, with the result that he has covered the land pretty thoroughly before he even starts. Naturally the places he is not told about are unlikely to receive his business.

In the past three years the number of summer visitors to register in the Museum guest book has jumped from 1,500 to 5,000. It is apparent from this that Prince Rupert's tourist trade is becoming something to reckon with and that some specific planning is necessary to make sure it is correctly

The Tourist Bureau provides this but is cannot function alone. It must have the support of all the business men and women who stand to benefit from the customers it brings. The Bureau is not a business in itself. It does not make money. It is merely there to help others do so.

REFLECTS

PIGGEST EVER MADE-The largest piece of machinery over

, built is the distinction claimed for this 50,000-ton press, being

assembled at the Aluminum Company of America plant in Cleve-

land. (The 50,000 refers to the pressure exerted, not weight. The

press actually will weigh 4,000 tons.) The new equipment

extends higher in the air than a seven-story building and goes

about four stories, below ground level. What makes the press an

industrial marvel thinot only its size but its accuracy. Workmen

will put billet of metal weighing two or three tons into the dies

and the press will shape them to dimensions accurate to less

Sco Tho Now Line Of

LADIES' FINE LEATHER

Paragon HANDBAGS

518 Third Avenue West

"at MANSON'S JEWELLERS

than a thirty-second of an inch.

is a house blessedly devoid of color of British Columbia's lavstirs. But to a small boy it is ish orchards. The rich pink and just a place in which there are white of Nova Scotia's Annapolis unfortunately no bannisters to Valley will carry on, despite the slide down.

COULD BE HEARD

known better made the London Quebec. Illustrated News declare that Vancouver was the capital city JUST APPLES of British Columbia, instead of . And speaking of and es sured blunder made a louder explosion birthday anniversary. It would in Victoria than a sizeable H- have been a novel and memor-

kinds of grief, but this never gets ner live to be 104? He never for-

To a tired woman a bungalow Canada. Think of the crimson worst violent weather can do. Beauty and wealth, fragrance and grace brighten the thous-Someone that should have ands of farms in Ontario and

Victoria. This happened a few you would enjoy being near weeks back, and mercifully, the enough to John F. Turner of Mccorrection has been made before Gregor Avenue, Victoria, who a this. But for the time being, the week or so ago observed his 104th able experience to give his hand

a hearty shake. Hundreds of You can hand, an apple all others did so. How did Mr. Turanywhere. They grow all over got a couple of apples every day.

Each home will have six rooms natural gas pipeline construction, lated by the delegates to the 3rd

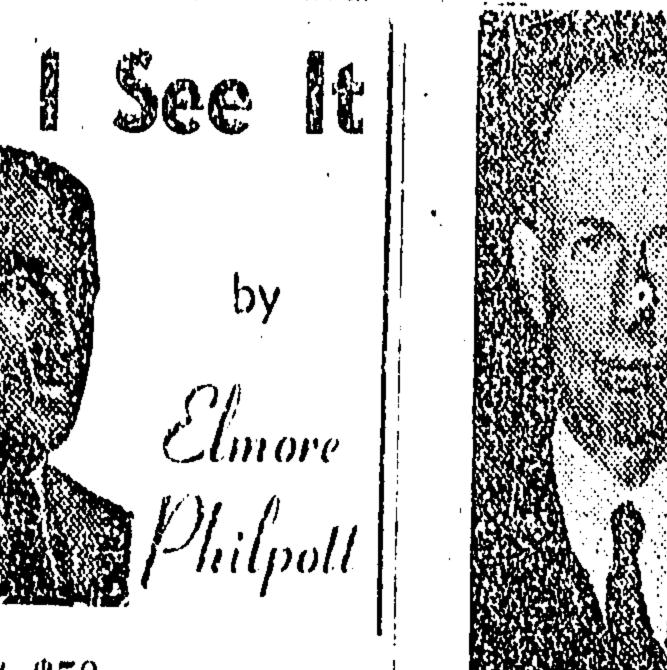
the Oltawa trade union or- adopted by the annual meeting British Columbians-"Highway ganication to put up a single. eent of its own money in this ? levelopment. The federal au-Charley built up on per cent of the cost. But in this case the city of Ottawa advanced the necersary remaining 10 per cent to

it has no direct responsibility for choosing the tenants. However, lits 10 per cent equity is com-(mortgage, and at the end of) that time be the outright owner | 7 of the entire project-which at that time will be completely debt '

popular Malayan headgear, For instance, powerful and Like other delegates, he wore a rich trade unions like the IWA western business suft, , in B.C. could easily raise the neelessary 10 per cent equity which | would emble them to borrow the remaining 90 per cent from Cen- []

Dachau Traces All Removed

MUNICH, West Germany Routers -- The hist physical sign! fof the Nazi horror camp at Da-1' chau has been removed, United / | States army engineers have torn | | down the remaining pillboxes marking the old alte.



Rents at \$58

HERE in Ottawa there are several housing projects under way which indicate that we in B.C. are falling behind.

The Canadian Legion, and other veterans organizations, are taking advantage of the new National Housing Act, and raising the modest amount of money! eusersary to provide accommodition for their older mem-Dars, such as those living on

There is also a large class of ! veterans taking the Build-it-Yourself course, to build their! own homes, under the Veterans' Land Act.

But by far the most nationally important development is that just started by the Ottawa and District Trades and Labour Council. To my way of thinking, this is the most important thing now taking place in the home provision field in Canada.

It is planned to provide new, six-room houses at rents of \$59 per month, ...

UNDER the new Housing Act, It's not too often that news- ceived the feeling that any trou- individualism and lack of team-

THE Ottawa plan really began es a means to combat unemployment. The labor leaders here are convinced, not only that it is physically possible to build homes in the winter months, but that it is possible to do so at costs in line with summer construction. This, of course, requites careful planning.

Here is the exact set-up. The actual company which will un-British Columbia Chamber of year. dertake the building and which whi administer the project is ver, October 29, and 30, called Mooretown, Limited. It plans to build 44 h mes, eather semi-defached, or in blocks of provincial taxation, education sions and businesses, and the

-with three good sized bed- establishment of town munici- Annual Meeting can be of farrooms upstairs. The total cost polities, submitted by member reaching importance to the Prois estimated at \$420,000, and the boards and chambers will be vince as a whole" stated Chamrentals are to be \$58 per month, considered and voted upon. Each ber President E. W. Arnott,

IT HAS not been necessary for irrespective of size. Resolutions two topics of vital interest to the labor-formed company.

There is an advantage to the administering the project and pletely protected. It will draw full taxes from the project during the lifetime of the 40-year | F

f AM intensely interested in this ' Ottawa demonstration, because It seems to me that it tawa, added a touch of color could be copied all over the to the meetings with this black

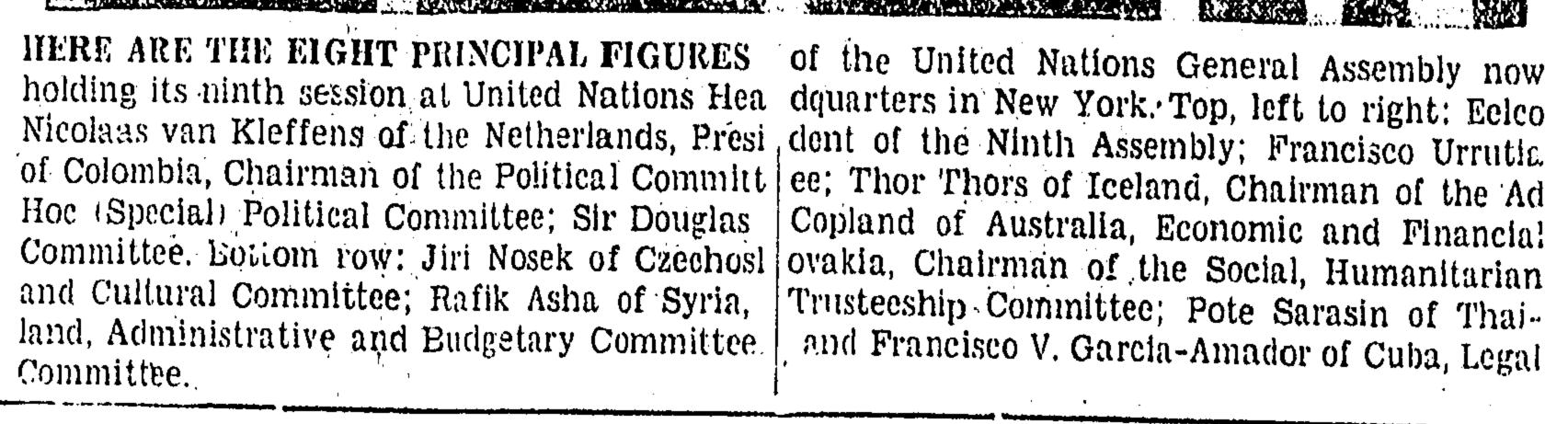
volvet mandarin-type hat, a tral Mortgage,

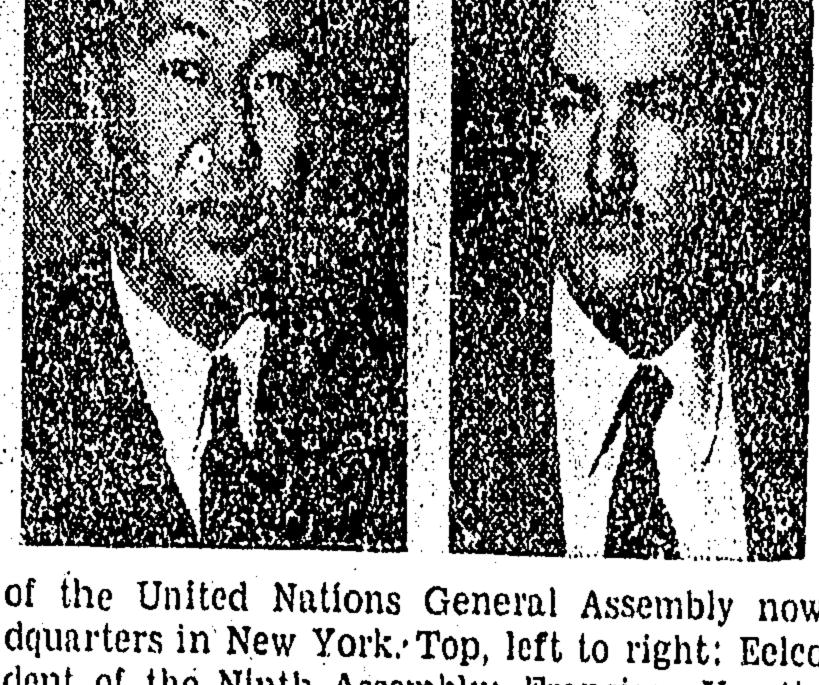
There is no limit to the appli-1' chtion of this rental-homes-atcost scheme. Any city council, I' service club, church or trade tunion body can start one, and F earry it through.

SPECIAL PRINT JOB









holding its ninth session at United Nations Hea dquarters in New York. Top, left to right: Eelco and Francisco V. Garcia-Amador of Cuba, Legal

OTTAWA DIARY

By Norman M. MacLead

90 per cent of the cost of new papermen return from a politihomes, which are to be rented at cian's Press Conference with a 10 per cent is allowed only to the fault isn't always or neces- public or press relations.

In other words, this is strictly which newly-selected National Party Leader and outside his Correspondents came away paid at 15 cents a pound, Rega home rental scheme designed Progressive Conservative Direc- particular province. from the Rowe press conference ulations require that a custom

DATO NIK AHMED KAMILA /

Malayan delegate to the Col-

FOR THAT

EXTRA

CALL ON

DIBB PRINTING

COMPANY

(CP Photo): "

| ombo plan conference in Ot-

103 B.C. Boards of Trade

To be Represented at Parley

get clear title to the entire through most of them. policy. He said that party pol- U.S.-Canadian development. But the inaugural meeting icy was the province of the

Administration" and "Which"

Among the well-known speak-;

ers from business, education and

government who will be address-

ing the meeting are G. S. Thor-

Shrum, University of British'

Columbia; Evans S. Jones, dep- !

Lordan, Washington State

highway commission; C. D. Ov-

ions, reperal secretary of the B.C.

START OF ERA

ated by man was touched off in

the New Maxico desert July 14,1

FREE DELIVERY

4032

The per divien part la computer Please

have them ready when the delver calls

this advertisement is test published or displayed by the Covernment

FAMEL

of Billin Columbia,

The first atomic explosion ere-

(Teacher's Federation,

uity minister of public works; F

valdson, QC, President; Dr. O. M.

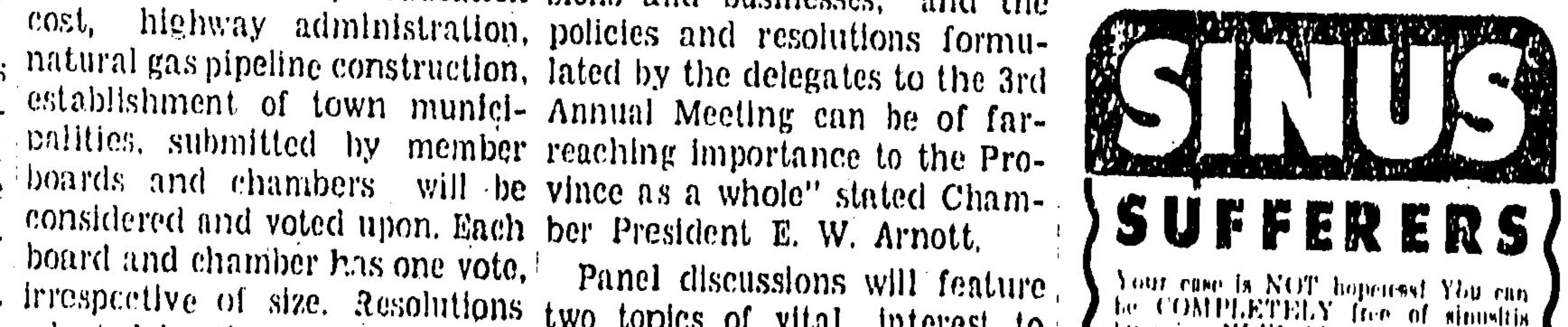
Way Education?"

bles which 50-year-old Rowe may play in headline hunting. They have as the youngest Canadian have been particularly accused cost. Whoever puts up the other feeling of being refreshed. And post will n-o-t be in the field of the Party Leader's prerogative of to ever occupy such a key party of an increasing disregard for later than December 7. take a very modest dividend on sarily the politician's. It's sim- Paradoxically enough, young St. Lawrence seaway issue was name, official number, Moss the investment. However, there ply due to the fact that Press Rowe made his favorable im- the most recent example. Indiv- number, HMCS Huron (or Irois a provision whereby the fed- Conferences are becoming such pression on the newsmen mainly idual Tory M.P.'s rushed into quois), CAPO 5001, co Postmasteral government insures the commonplace affairs in this by n-o-t having stock answers— print with statements that Can-er. Vancouver, B. C. ients, so that the investors take mushrooming Capital that it's nor any answers at all in many ada was being "sold down the The Navy has requested that becoming highly difficult for any cases—to their questions. He es- river"—only to have Mr. Drew particular care be taken in ad-Also, at the end of the 40-year one of them to be at all differ- pecially declined to answer ques- come along a little later and en- dressing, packing, wrapping and mortgage period the investors ent. A stereotyped pattern runs tions dealing with P.C. party dorse the principle of a joint tying all parcels. A 10-pound

to carry itself, without subsidy, for "Bill" Rows held with the This note of deference to the with the definite idea that a new declaration slip 91B, available at the carry itself. Unlike some other schemes which Ottawa newsmen succeeded in functions of the Party Leader era of close liaison is in prospect annalism rist offices, should be are also feasible in the new achiev was sufficiently unusual these between the Drew leadership affixed to each parcel. Housing Act, this rental plan own. It departed from the con-days on Parliament Hill to im- and the national organization cloes not take money from one ventional pattern of such gath- press the correspondents with machine. The possibilities of set of taxpayers, to provide sub-erings in a manner that was the new Party Director's sense of sidized home for another set of pleasantly satisfactory to both balance and judgment. The P.C. rank-and-file have been under the citizens.

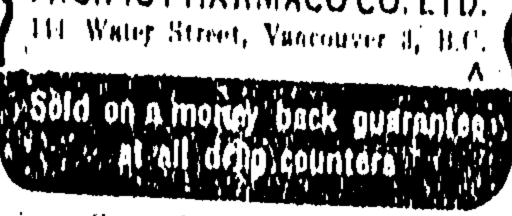
It is a strictly businesslike and director. As the discussion pro-criticism amongst correspond-will not win any general elecceeded, the correspondents con- ents recently for their frenzied tion. But without it no general election could possibly be won.

In other words, theres a considerable Parliament Hill feeling that young Rowe's appointment! is going to do considerable to get the P.C.'s down to a sounder Business and community lead- are presented in person by the basis of organization. Instead of ers representing 103 boards of officers and directors to the everyone trying to go in every trade and chambers of commerce provincial cabinet, and become direction at the one time, there in British Columbia will attend the platform of the British Colthe 3rd annual meeting of the rimbia Chamber throughout the will be a new idea of orderly progress towards a clearly real-Commerce to be held in Vancou- "The British Columbia Cham- ized goal. A change of this kind ber represents the widest pos- is long over-due. Resolutions on such topics as, sible range of vocations, profes-



be COMPLETELY free of simultis by using NEVO Sings Remody, even If all other factboos of frontment have failed . . . Proven effective in thousands of cases. NEVO is not merely a SINUS REMEDY. Completely, unlessed contains no barmful drugs.

"A Wonderful Heater" PACIFIC PHARMACO CO. LTD.



Power Group, Prince Group

VICTORIA— The Provincial end of 1955 when Government has authorized the can provide hydra B. C. Power Commission to enter gy from a suitable into a "partnership agreement" commission survey?
with the City of Prince George in the district to nicet the immediate power re- carrying out prelim quirements of the Prince George gations.

Under the agreement, the hydro source of h Power Commission will seek a is located, the mile suitable large source of hydro negotiate with power to meet the long-term Commission purchase needs of the central interior, but crating the city in the meantime will lease diesel cilities. If no accompany generating equipment and a site is found, Prince rural distribution system to the the option to purish eration and distribution

The city now operates its own leased to it by the diesel-clectric plant but the gen- The partnership eral feeling there has been that will terminate upon the city's the city's a large block of cheap power is the city's system Schrift of meet the rap derrow- mission, and in mission, th and to provide for possible in- tend beyond August dustrial expansion. The existing aistribution system does not include the rural areas around! Prince George.

Under the plan, the commission is to advise the city by the

November 15 Parcel Deadline For Navy Ships

1 ALTERATION

QUICK SEE

TERMS ON

\$6.75 Down-\$5.00

• Automatic Media

● 30,000 BTU oulpd

Small size, Small p

level performant

MCRAE M

The Store that

DIAL 2325-

OTTAWA — Christmas parcels for officers and men serving in 220 bin St. the Canadian destroyers Huron and Iroquois in the Far East muht be mailed to reach Van-couvr not later than November 15, Naval Headquarters an-

Letters and cards must, be posted to reach Vancouver not OIL SPACE Parcels and leters should be

addressed as follows: Rank, name, official mane,

maximum weight limit has been



53 AUSTIN A-40 SEDAN a small beauty \$1403 50 FORD 2-DOOR A car for kld: \$1250

51 STUDEBAKER King of the car lot; automatic drive—all !!.e

extras \$1800 49 CHEVROLET SEDAN. Brand new paint and seat covers \$1106

49 STUDEBAKER SEDAN Summer hollday Many more less expensive

models to select from at

For Reliable Delivery and Guaranteed Supply



An Imperial Oil "Evergreen Contract" guarantees your supply of Esso Furnace Oil

write or phone... IMPERIAL OIL LIMITED

ALWAYS LOOK TO IMPERIAL FOR

FURNACEON

for as long as you want it.

Esso Purnace Oil is a scientifically balanced,

reliable fuel of high heat value.