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## Man of The Year

ALTHOUGH many men will be remembered for their accomplishments in 1954, there is one in particular who for the suddenness of his rise to great heights and the importance of his achievements at that level towers above all others as Man of The Year. He is Pierre Mendes-France, the volatile and brilliant Premier of France who plays politics with the nerve of a gambler but with something more than a gambler's success.

In 1953 his name would not have caused a flicker of recognition outside his own country, nor possibly even inside it except among the well informed. But now he stands as leader of a country surging with new spirit, as one of the most formidable enemies of Communism, as one of the most astute negotiators with Communists, and as a statesman whose friendship the western democracies are most anxious to cultivate and hold.

Yet despite the sweeping scope of his actions, he remains humanly newsworthy in something of the manner of Sir Winston Churchill. Without losing his identity as a Frenchman—he could not, in fact, be more French—he takes time off from loftier duties to discourage drinking in a country where alcohol is almost an ingredient of the blood. Rarely has there been such a Man of The Year.

But 1954 also brought recognition to one of the most practiced Men of The Year of all time—Churchill. The old war-horse has lost none of the spectacular touch which evidently has been with him since the Boer War. He had to reach 80 to catch the full light of world attention this time but he did it with such a flair and got himself into such a jam at the same time that he certainly earned his high seat of distinction.

Honorable mention in addition goes to a countrywoman of Sir Winston—Elizabeth, the Queen Mother. Her visit to North America will be remembered as the ultimate for such occasions in royal charm and natural friendliness. Nor let us forget Roger Bannister, the human antelope who did such inhuman things to the four-minute mile.

The U.S.A. had its usual quota of men in the news, the most conspicuous unfortunately being Senator Joe McCarthy who captured world attention by proving that in a country where democratic instincts are right, a demagogue sooner or later gets clobbered. In a different field entirely, the U.S. contributed another nominee for Man of the Year in the person of Ernest Hemingway. Not only did Mr. Hemingway win a Nobel prize, but he almost killed himself in a plane crash which made a story that sounded like some of his own fiction.

Canada had its nominees for fame, too. They were the men aboard the Labrador who pierced the Northwest Passage from the east coast to the west. It was an achievement that aptly symbolized the expansion of a country which has its eye fixed on the northern horizon.

So now the world looks ahead to 1955. None can say with certainty what the year will bring but this much is sure—there will be men and women who will rise to the greatness of the duties demanded of them, just as there will be those who will explore further the dark realm of intrigue and fear.

## As I See It



by  
Elmore  
Philpott

### Quiz for 1955

HERE is your chance to win the Beard of the Prophet award for 1955.

All you have to do is to give the correct answers to the following questions.

#### 1955 QUIZ

In 1954 two men ran a mile in less than four minutes. Will anybody run a mile in less than four minutes in 1955?

Yes or No...

The Grey Cup, emblematic of the football championship of Canada, is now held by Edmonton. Will any team in western Canada retain this cup in 1955, or will the cup go back east?

Answer west or east...

Will the War Veterans' Allowance be raised from the present \$50 per month? Yes or No...

Will there be a war involving U.S.A. and Russia or China in 1955? Yes or No...

Will Churchill still be Prime Minister of Britain on December 1, 1955? Yes or No...

How many premiers will hold office in France between January 1 and December 1, 1955?

Will the 11 U.S. airmen held by the Chinese Communists be released in 1955? Yes or No...

The new Prime Minister of South Africa has long advocated secession. Will South Africa withdraw from the British Commonwealth in 1955? Yes or No...

Will military forces of West Germany be authorized by all the present members of NATO, and actually come into being in 1955?

Will the number of unemployed in Canada be higher or lower in November 1955 than it was in November, 1954?

Will total wheat stocks held in Canada be greater or lesser on December 1, 1955 than they were on December 1, 1954?

Will any woman be appointed a federal or provincial cabinet minister in Canada in 1955? Yes or No...

Will any Canadian airline get permission to establish regular passenger service from Vancouver to Europe, via the Arctic short-cut route in 1955?

Warning note: The winners do not receive a (false) beard, because the men can let their own grow if they really want beards and no woman will accept a beard, even as a prize.

But winners get the fun of trying to peer ahead, like prophets. If you want to try your luck, simply fill in the above questions, write your name below and mail to Elmore Philpott MP, House of Commons, Ottawa.

Name

Address



OFFICIALS OF THE United Automobile Workers' Union met in Toronto to discuss the 80-day strike at Ford plants with Ford Company spokesmen. Left to right: Tom McLean, Emil Mazey, John Elden and Charles McDonald. The strike started in Windsor October 10 and spread to Oakville, Ont., and later to the Ford parts depot at Etobicoke, a suburb of Toronto. (CP Photo)

## All Aboard

By G. E. MORTIMORE

Now is the time to start preparing a Christmas card list—for Christmas, 1955. Leave me off yours, and I'll leave you off mine. Is it a deal?

One of the silliest of all customs is sending a card to your next-door neighbor, or the man who works at your elbow in the office or shop.

Consider the case of two persons who share the same rural mailbox—as many Canadians do. They can't get away to the post office. So they sheepishly leave cards for each other in their mutual mailbox. Both persons know the cards are in the box, but they pretend not to see them.

The mail man takes both cards to the post office, where they are cancelled with a postmark. Next day he brings back the cards and deposits them in the same box that they came from.

Co-workers in an office furiously post cards to one another—sometimes addressing them in care of the office. A couple of days later, if they watch the incoming mail, they see their own cards come home to roost. They can even study the looks on the recipients' faces.

It seems odd to send a message through all the ponderous machinery of the post office to a man working two feet away.

I used to know an old gentleman who did just the opposite. He delivered all his Christmas cards by hand. Sometimes he sat down in the presence of the person who was to receive the card, and wrote out the greeting.

Wealthier persons might hire their own uniformed messengers to deliver Christmas cards—perhaps singing a carol at each door. Speaking of improvements to Christmas card techniques, why not have a system of advance notices, so people could make up their lists in plenty of time? In October you would receive the following mimeographed letter:

"Dear Householder: You have been selected to receive a Christmas card this year from Mr. and Mrs. Nathan Goatgirdle. Please fill in the enclosed form if you wish to remain on Mr. and Mrs. Goatgirdle's list."

Further notices would arrive in the following form:

"Dear Householder: You have been selected to receive a Christmas card this year from Mr. and Mrs. Nathan Goatgirdle. Please fill in the enclosed form if you wish to remain on Mr. and Mrs. Goatgirdle's list."

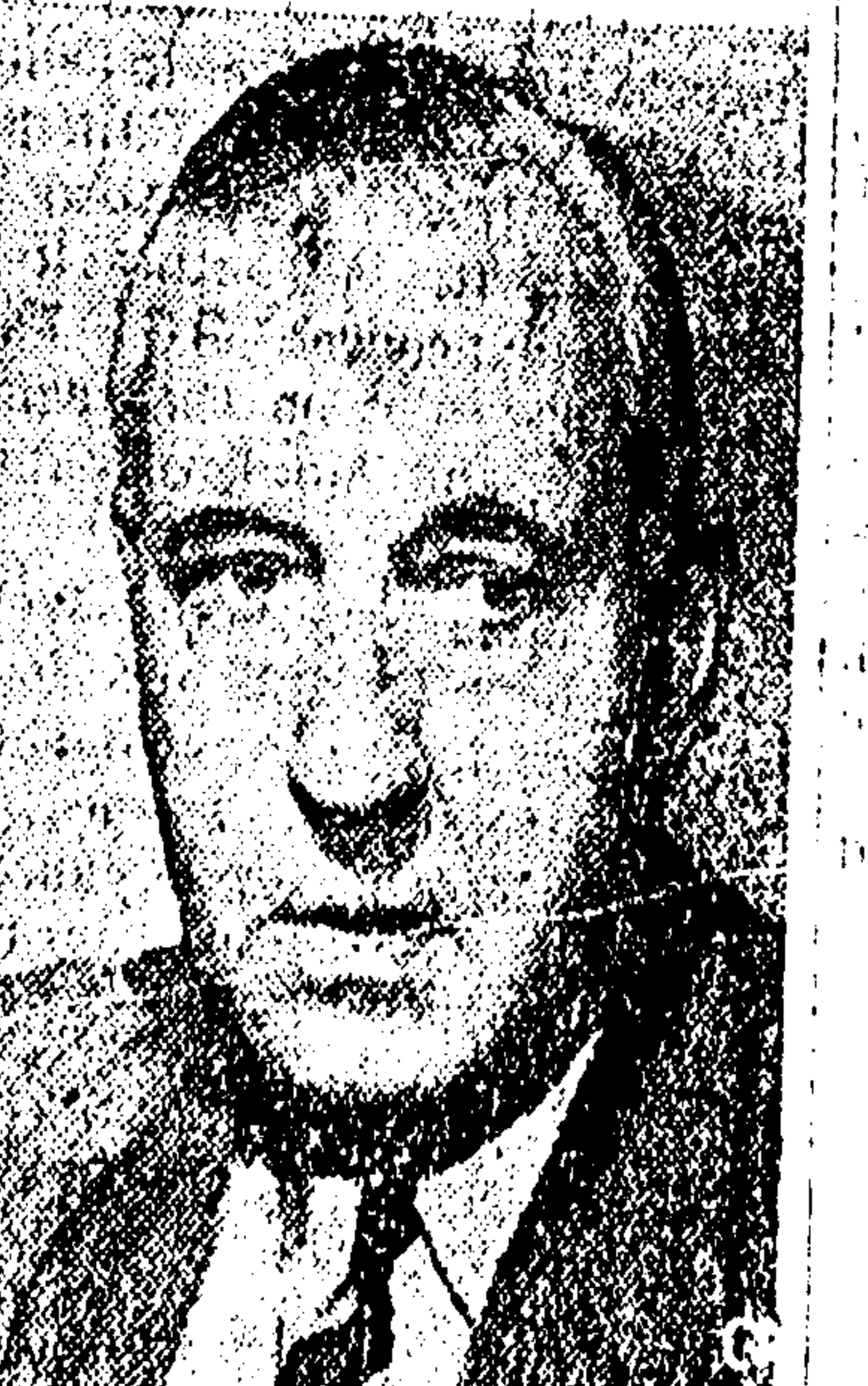
CLAN CHIEFTAIN EDINBURGH, Scotland—Archibald Corrie MacNab of Kinloch has been recognized by the Lord Lyon King of Arms as Archibald Corrie MacNab of MacNab, 22nd chief of the clan since 1336. The title was vacated by a nephew of the new chief after his uncle acquired the ancient MacNab seat in Perthshire.

through November and early December. They would grow increasingly chummy and increasingly urgent—just like some of the advertising messages that come through the mail.

"Dear Friend: Recently we notified you that you had been placed upon Mr. and Mrs. Goatgirdle's Christmas card list. But through some oversight, you have not yet returned our reply form. We know you will not wish to neglect this unique opportunity—which may not recur in your lifetime."

"If we do not hear from you by December 15, we regret that we will be forced to suspend you from Mr. and Mrs. Goatgirdle's list."

I also look forward to the edible Christmas card, which may be crumbled into the soup like a soda wafer at Christmas or New Year's dinner, or else buttered and eaten along with the turkey.



WALLACE CLARK, a vice-president of Ford of Canada and leader of the company's four-man negotiating team, met union leaders in Toronto in an attempt to settle the strike which began 80 days ago. The meeting was the first direct bargaining session since December 13 when company and union could not agree on the scope of the contract to be discussed. At that time the union asked an agreement to cover the three Ontario plants on strike and the company refused. (CP Photo)

Fred E. Dowdle  
OPTOMETRIST

Phone 5548  
303 3rd Ave. W.

## Ray Reflects and Reminisces

Ever notice that the party who dead sure intends to pick you up in a minute was never known to be a fast driver.—Herald.

The Christmas Day menu in New Westminster penitentiary did not offer turkey, but French fried potatoes and beefsteaks came well fortified, which was not all. Not by a whole 'ole of a jugful. There were two sorts of vegetables, pickles and bread and butter, plum pudding with hard sauce, light and dark holiday cake, coffee, cream, tasty noon lunch, afternoon film and music.

The St. Thomas (Ontario) Journal remarks: In Scotland a drunken driver was fined \$250 plus costs, and also deprived of a driving license for five years. Some penalties like that here might put a stop to drunken driving.

Where you started isn't as important as where you are, which isn't as important as where you are going.

GETTING AND FINDING  
Freedom is an elusive thing. About the time a young fellow escapes his parents control, he gets a boss and finds a wife. But that's only the start of things.

West Germany has persistent trouble, all right. What a lot of us would like to know is whether or not the difficulty is centered in Adenauer or adenoids?

It's easier to try to do a good job than explain why you did not.—Guelph Mercury.

ONE, TWO, THREE!  
Some serious strategic errors have been made by the men running the strike at Ford of Canada. The first bad mistake was calling the strike at all. The second came when the illegal pickets were put on the office. That lost the head office for Windsor.

Twice convicted of murder and sentenced to hang, a Quebec man will stand trial for a third time. Must make a fellow sort of jumpy.

DANGEROUS, SOMETIMES  
The sea, as it had been said, is a hard mistress, and sometimes a dangerous one. Yet, she is also a fascinating one and no man who has known her in any of her

Happy New Year

To everyone, we send our best wishes for a New Year filled with good health, happiness and success.

Prince Rupert Supply House

Prince Rupert Supply House

55 JANUARY

MON. TUES. WED. THURS. FRI. SAT. SUN.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

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A New Year... and a new hand at the helm. May he chart a course for you that is straight and true, to the realization of your fondest hopes.

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## OTTAWA DIARY

By Norman M. MacLeod

The Foreign Trade Service of the Department of Trade and Commerce has turned all its top brains to the task of finding a profitable market for Canada's big wheat storage stocks. There have been gigantic efforts in this direction, as a matter of fact, for nigh onto a year. Each week, reports come back to the Ottawa headquarters of the department here, describing the prospects from every country that is the least likely to be an importer of Canadian wheat.

One such report, which had an optimistic tone to it, came recently from the Canadian Commercial Counsellor in Bonn, Germany, Mr. B. A. MacDonald. He reports that bad weather, during the past summer, has affected both the quantity and quality of West Germany's harvest.

This, he says, may mean large purchases of Canadian agricultural products, particularly wheat. It was those two words within quotation marks that caught the attention of Ottawa.

West Germany is the world's second largest market for agricultural products, second only to the United Kingdom. Germany has grown rapidly since World War II both as a purchaser of Canadian goods and as a competitor with Canada in other world markets. Germany has been classed along with Japan as the one which has to be particularly watched in competition in many of the things Canada exports.

Roughly three-quarters of all that Canada exports to Germany is agricultural. Germany ranked third, after Britain and

Japan, as the big buyer of Canadian wheat last year.

Here is what Commercial Counsellor MacDonald reported to his head office here:

"Because of bad weather this year, the final harvest returns are still not available, and the import outlook remains clouded. It does appear, however, that imports of some of the main commodities of interest to Canada will have to be larger than last year. This is particularly true of wheat, and, above all, of hard-quality wheat."

"Germany may also import from foreign countries larger quantities of oilseeds, meats and meat products, butter, cheese and eggs, and possibly mulling barley. Imports of tobacco will probably be larger, and there may well be opportunities for the sale of Canadian tobacco."

"On the other hand, import demand for corn and for sugar is likely to be lower than in the preceding year. This may be true also of animal and vegetable oils."

Further notices would arrive in the following form:

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