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Unexplored Canada

IN THE footsteps of Champlain and MacKenzie, of Jacques Cartier and George Vancouver, of gentlemen adventurers and coureurs des bois, Canadians nowadays have more and more opportunity to explore Canada at speeds and in comfort beyond the wildest dreams of those early adventurers (Highway 16 excluded).

Yet most Canadians have seen only a small fraction of their own big nation. The Canadian Gallup Poll reports that only 47 per cent of all adult Canadians have been in two or more provinces outside their own. Only 26 per cent have visited just one other province and, believe it or not, 27 per cent have never crossed an interprovincial boundary.

Commenting on the situation, the Canadian Tourist Association asks: "Don't Canadians know about their country's infinitely varied vacation appeal which year after year can attract over 25 million trips from outside our borders? Are Canadians unmoved by their country's magnificent range of scenic, historic and recreational attractions? Is it sheer indifference? Have they no pride of heritage? Whatever the reason, something can and should be done about it."

Much has been said about Canadian travellers abroad, how they advertise Canada, make friends internationally, spend money that helps other countries buy Canadian products. That's all to the good, and may it long continue, but there is a need to sell Canadians on the unlimited travel opportunities they can find right here in Canada. Their wanderlust can then stimulate trade within Canada as well as outside it. It can also help to break down the barriers of ignorance and understanding that still exist between Canadians of different provinces.

As the most impressive province scenically, and the one that is most cut off by conditions of nature (apart from Newfoundland), B.C. should be taking a lead in this respect. There should be no such thing as the fearful highway—if it can be called that—that we have up here.

MacKenzie and George Vancouver would be shocked if they saw it. With considerable justification they would decide that travel in their day was easier.

Fine Thing

NOTHING stands still for very long in this crazy old cosmos and the advertising man is jumprier than most things. Well aware that change is the only constant, he is forever headed off in some new direction, striving to be a leap ahead of the other gazelles. His latest invention? A tiny billboard sign that can be mounted on parking meters.

The parking meter will never replace the home town paper as an advertising medium, though it might offer some specific usefulness. If the mechanics could rig up a trigger that would trip when the violation sign went up they might sell a flashing neon sign: "Need cash to pay your fine? Easy loans! No collateral! Unlimited Lenders Ltd."

Rhee Lifts Midnight Deadline For Neutral Truce Negotiators

SECOND of President Syngman Rhee tonight lifted the midnight deadline of his ultimatum demand for neutral truce supervisors to get out of Korea. At the same time, he advised against violent demonstrations.

Rhee and he acted a assurance from Washington that the United States government "will make efforts soon" to seek peaceful withdrawal of the four-power truce committee.

"Our people at this time should be patient about everything," Rhee said in a statement.

We might be misunderstood if the demonstrations continue until all the members of the Neutral Nation Supervisory Commission leave Korea."

Rhee's statement, broadcast two hours before the midnight deadline was released by the government office of public information.

It followed three mob assaults on the Wolmido Island truce compound in Inchon harbor. The last two attacks were topped at a sandbag barricade thrown across a causeway linking Wolmido to the mainland.

U.S. guards, reinforced by police dogs, drove back the demonstrators with smoke grenades, tear gas and high-pressure water hoses.

1955 Model FRIGIDAIRE



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Advertising in The Daily News Brings Results

As I See It

BY

Elmore Philpott

France as Host

PARIS — NOW THAT the first NATO interparliamentary conference is over, we are packing our bags to visit Germany.

Official France and officialdom in France have really gone out of their way to welcome the NATO MPs.

We Canadians were first greeted in a reception at the residence of our own ambassador. The whole 15-nation group was also entertained at the home of Dame Wilgress, Canada's permanent representative at NATO. The government of France also put out the welcome sign in a way that few are likely to forget.

We were entertained at the palace which is occupied by the President of France; by the President of the Council of France, and by the dignitary whom we would call the Speaker of the House of Commons, and by others.

In more than one of the functions the whole top brass of the political life of France appeared.

The present premier was, of course, at Geneva during all the time we were in session at Paris.

But all his cabinet colleagues were on hand. We also had the privilege of meeting more than once Mr. Mendes-France, who is obviously considered the strongest personality in political life in this country.

* * *

SOME CANADIANS chuckled at the wording of one invitation. It does not read as coming from the President of France, but from the President of the Republic.

Just as there is just one island in the minds of the people of PEI when they say that they live on THE ISLAND, so obviously THE REPUBLIC stands for just one thing here.

Curiously enough, the reception held by the president was not surrounded by nearly so much military pomp and circumstance as was that held by the dignitary who corresponds to our Speaker of the Senate.

The head of the French upper house receives you on the second floor of a palace. But to get there you have to walk up about 100 steps of an expansive red-carpeted staircase. On either side of the stairway stand troopers of the Guard Republican.

I really believe that these are the most impressive looking soldiers that I have ever seen—prejudiced as I am in favor of the scarlet-coated bearskin-hatted British guardsmen.

* * *

THESE FRENCH Guard Republicans still wear exactly the same uniform that their forbears did in Napoleon's day. Their shining helmets are each and all adorned by a real and complete horsehair. They do not stand like rigid statues, but have a position of "at ease" which really looks as if they are at ease.

When you walk up that driveway you almost automatically think of famous French fighting men like those in The Three Musketeers—even if these boys are cavalry with immense aresa.

The French government also put on for us a special performance of their dramatic spectacles at the Palace of Versailles.

They seat you first in the gardens of the historic palace in the pitch dark. Gradually the lights come on as the numerous fountains come into play.

Then they move you till you face the palace itself. They put on one of the most unusual dramatic performances in the world.

It is all done with sound effects. Put you get the illusion of living right in the events depicted.

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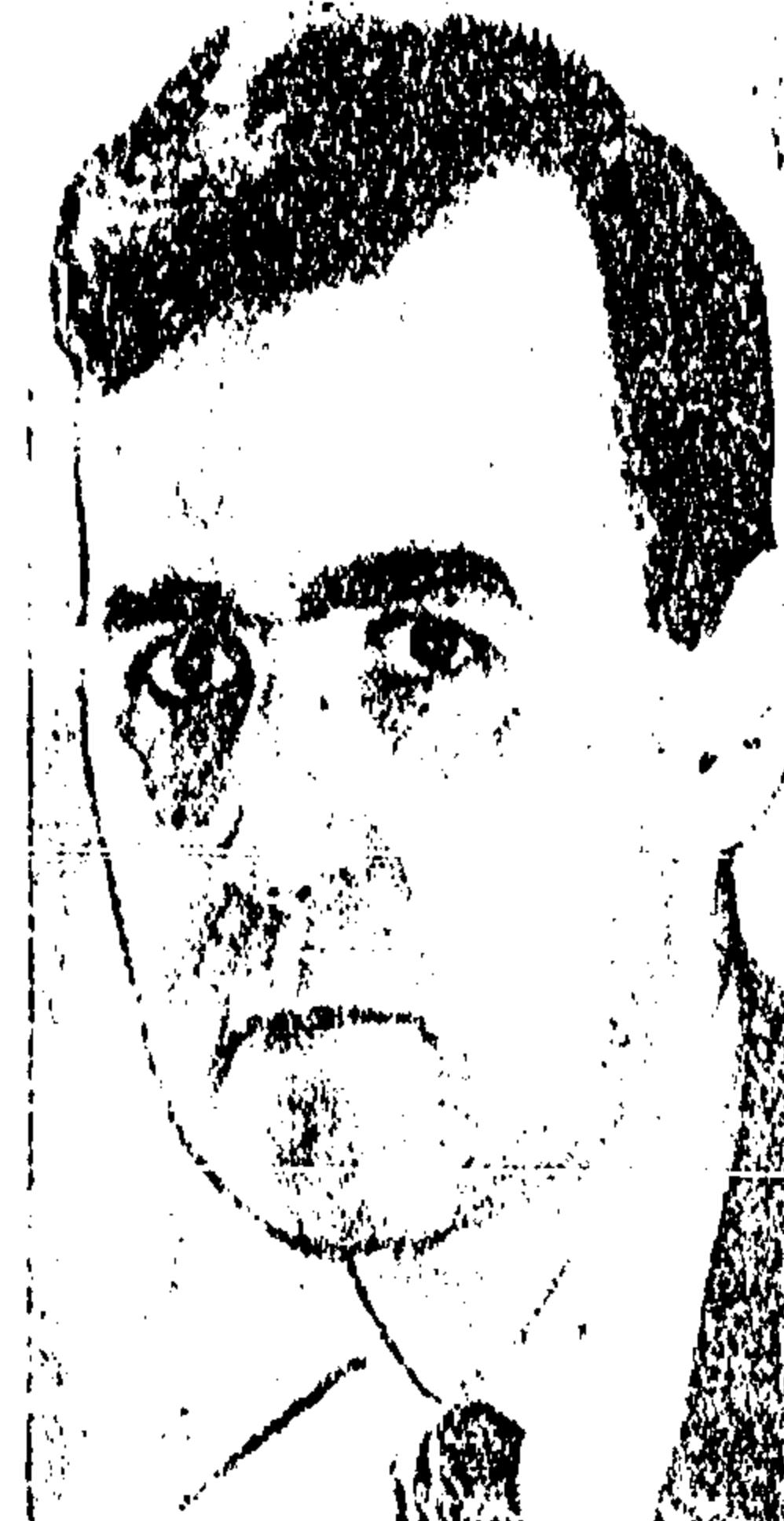
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...OF A CHILD

Australian government education officers, their high IQ's shrouded by blushes, have concluded that a nine-year-old girl has made them wonder about their intelligence testing program.

The case of the intelligence quotient expert and young Rosslyn Bayley is making eyebrows and low alike laugh and laugh.

In the IQ test the examiner decided the girl was "mentally backward." For one thing, while she was arranging wooden blocks there was a sharp knock on the door and Rosslyn didn't even look up.

The girl's worried parents soon afterward accidentally found a report their daughter had written on the expert who had examined her.

Part of it read:

"... Tired appearance, rubbing of eyes, taking glasses on and off."

"Not placing hand over mouth while yawning . . ."

"Flopped into chair which should not be done (sign of bad mannerism) . . ."

"Book thrown from chair to deck chair . . . Dropping things on floor while a child was doing . . . While reading frayed and he had his head in the drawer, looking for a rubber. Not paying attention . . ."

"He did not have any conversation or ask any questions. Not an interested or talkative type."

As to the knock on the door, Rosslyn explained: "I heard the knock, but it was none of my business, so I just went on with my problem."

The parents took Rosslyn's report to the education officials. They agreed there was nothing backward about Rosslyn, and agreed to destroy the expert's report. They didn't say what they would do with him.

— Milwaukee Journal.

Reflects and Famed Warship Stuck on Beach

The American Newspaper Publishers' Association was recently told that increases will not keep pace with population increases in the United States. It appears to be a problem not yet solved.

This movement to withdraw the 50-cent piece from Canadian currency, if it succeeds, is going to be hard on those fellows who save every half dollar they set their hands on.

IT WAS at the town of Whalley in British Columbia that a celebrity who became known as the "Madame Mother of 1955" became noteworthy and liked it . . . You see, she had numerous friends and wore a coat of tan.

Who wants to buy an old garbage incinerator plant? St. Thomas has one for sale, and can give a guarantee of its ability to burn anything living or dead. Residents of the Pain Street district may have first opportunity to buy. — The St. Thomas Times-Journal, Ont.

Newland Smith is 79, but a trifling like that is not worrying him. He dwells in Yakima and has always believed in being as youthful as he feels. Just now he is covering North America on a motorcycle, destination New York City, and folks to see as well as other people. He expects to camp out most of the time while travelling.

Thirty years to pay for a house, and three years to pay for a car seem to be mortgaging the future in no uncertain way, says the St. Catherines Standard.

They call him an old cow-hand and everybody seems to like it. That's how it works down in Louisiana, when Butch Lowry is mentioned. He rides the wilds around Lake Charles, and has been there for the last eight years, expects to remain. Old home was in St. Thomas, Ontario, which, while cool, could also be pretty fair. He calls his horse "Giddyup."

September will still be new when distribution of Prince Rupert library books can be said to be well under way. Early in August a veteran borrower of the library discovered there was a notice on the door, which said it would still be a while yet, or words to that effect, before a book could be loaned.

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LETTERBOX

STIMULATING OBITUARY

The Editor, The Daily News:

The drydock obituary published in your paper August 19 must have been a great stimulant to the S.C. Credit and CCP political parties.

It should spur them into drawing their political antennae in preparation for the next federal election.

Therefore our old friend Ted Applewhite (MP) has sought to try and pluck a political job for himself in Ottawa while the time for packing is good. My prediction is that he will pay the penalty for the sins of his party against Prince Rupert. A goat must be found for the sacrifice.

GEORGE B. CASEY,
Prince Rupert.

Other Papers Say . . .

tried to put through a call to a nurse in London. It was a case of emergency involving close in which viewers had first base. The operator, after all these calls must be the intelligence testing program.

Our wife said it was a connection. Our wife asked and he couldn't answer.

"But, you see, the supervisor was apologetic. He said that unfortunately it was a bid time to get through — Television, you know, Mrs." We were talking like this. Then he added, "to get into trouble." Napier Moore in The

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