Subscription Rates: By carrier—Per wiek, 25c; per month, \$1.00; per year, \$10.00. Wien Aller By mail-Per month, 75c; per year, \$8.00. tuthorized as second class mail by the Post Office Department, Ottawa

How To Commit Suicide

Δ S VICE-PRESIDENT in charge of advertising for 6,000 stores of the Independent Grocers Alliance in the United States, Orville W. Johler knows how to sell foodstuffs. He says the stores depend on advertising, effective service and low prices as the lifeblood of business. To reduce the efficiency of any of these factors is the best way he knows to commit business suicide.

Mr. Johler says some businesses take out the economy axe and cut down on advertising at the first sign of falling trade. He explains that experience has taught this to be a fatal error.

It's the same old story. You have to tell to sell. Successful retailers of every type of goods have known that all along.

L'ETTERBOX

BOMB TO BLAME The Editor,

ALL WE

"一个一个

神神,一种神神

The Dally News: Reading and hearing of the appalling catastrophe which has devastated not only a part of Canada but many other cities and coasts gives one reason to vonder what the cause can be

for these repeated hurricanes. scaring on these tragedies.

ion to property, loss of life and the border." uffering to human beings, no

I don't suppose any scientistiselves on Regent's Park lake take seven or eight first places in ter is sharp enough, way down morrow we don't. And the next merside (PEI) Journal. has sufficient data to help him here.

From Prince Rupert

WITH CONNECTIONS TO ALL

Seattle and Whitehorse

CALL AT OUR UPTOWN OFFICE

WE MAKE ALL HOTEL RESERVATIONS

Those who really knew the inside story were well aware that the form an opinion, but anyway, the competitive sports in a way banishing on a world-wide scale which will make them extremely of atomic weapons of destruc- formidable contenders in all fution would make the world a ture international events.

me (and I am "no chicken") I ties in their own country, John Brilish athletic authority, is op-zabeth. Anne, Charles, Eliza-Coast airplane factory pondered men as Sir Arthur Conan Doyle, been losing the real spirit of have never before heard of such Adaskin of Toronto said in an enly predicting that Russia will beth." appenings. The idea came to interview here. The noted cell-theat the United States in the no that possibly the recent ist said "we seem to be growing, next Olympic games. He says: IT CAN AND DOES tomic test; could have some concert-wise. I can remember "If the Americans think they Weather arguments from end as my education and sex will al- Edward Hall, one of the giants when boys and girls with talent will win the next Olympics in to end of Canada continue. It low." In view of the mass destruct had no place to go except across 1956, then I am sorry for I think has not yet become established

Communists have gone in for safer and better place to live in W. D. GRIFFITHS. WHEN I was in Europe recently,

More Opportunities

field championships. VANCOUVER @ __ Talened In the whole course of my l fenow are getting more opportunimarkable that Jack Crump, a top out the word PEACE? Philip, Eliapplication blank in a West such intellectual and scientific far right of centre—that it has

tame first in no less than eight. his campaign "damager."
He attributes this amazing improvement, partly to the fact AN EARLY DISCOVERY

Ms I See It

Red Legs Also Run.

the British football team

sia and China and surmised that

because the visiting teams "did

ravelling soccer players as we

the defeat of our hockey team.

the Russians won most impres-

of Britain."

Elmore

To Ketchikan program. 8 . . . Mr. Crump points out that in western countries the athletic officials spend much of their time and energy raising the money to take their teams to the various events. The Sovict athletes have no such problem. The government puts the chosen athletes on the public payroll. The officials and the athletes can devote their whole time to training to win-witheut bothering about sinance.

> THIS whole development amuses [] me in one respect. In a sense, those upsetting Reds are simply beating us at our own games, or in more ways than one.

Until recently, they had never even heard of some of the games in which they are now scoring] isphetacular victories over countries with experience which along the

There is nothing very surprising about that. By this time! everybody knows, or should know that just as "all of God's chillun got wings" so all the human beings who dwell on earth have

Red legs also run.

Where those ornery Reds are beating us--where it really hurts! -is that they have totalitarianized a technique which we have always used in the west but on a ! hit-and-miss basis,

When I was a boy in Hamilton, we had many famous athletedsome in track and field and others on our Tiger football team, Whenever a good athlete loomed a'on the horizon, the managers of Alas particular sport made sure I that he got a good Job with some 7 organization which would also v allow him to carry out the neces. Alsary training.

Bometimes this was with big deempanies, like Westinghouse. Bometimes it was with the gov-A criment - say the Post Office. What those blinkety blankety Alteds are doing is just what we j there always done-but on a one) hundred percent scale,

Of course they are still one Jump behind us Canadians, They | 🐔 | have not yet adopted the prac-A tice of each "Canadlan" football : Importing its quote of American | " | pald players.

Safaty Lasson HAMILTON, (P-- A miniature) traffic-light system is being!

, used by the Hamilton pollue! (safety club to give practical less) come in traffic safety to kinder-Rarton and first grade publis in [Hamilton schools. The lessons are part of the regular school safety lectures by police traffic) [



JUNGLE HAIRDO — An elderly Watusi — member of one of ical health. Its conclusion was regulated government Cabinet the best known and most influential tribes in the Belgian that his world-girdling tour of Ministers just don't speak off Congo -- displays the headdress and beard peculiar to his tribe. | the past winter had been too The Watusis are well built, generally slim and tall, and thrive on much for him and that, while understand too well who is boss outdoor games and sports.

OTTAWA DIARY

Back in the days of late mid- in his tracks any moment, it was ployment is a marking that he would be a long to the would be woul Back in the days of late mid ... practically certain that he would sue in the two Months rent was talking to a group of have to lighten himself of the Toronto seats that he was the most hurden of the Prime Ministership Under the newspapermen outside his East burden of the Prime Ministership Under the circumstance of the near future. Block office. He had been ques- ... Now that he has got back his litically for some in the state of the state tioned about his plans in respect to a number of topics of public St. Lawrence rest cure, it is the with an authenticipal interest. His reply was that he unanimous opinion of Ottawa And the flag and in had no immediate intentions correspondents that the P.M. has tional issues show that the more than, made good on his ingit to the show the state of the st with respect to any of them. He more than, made good on his ing it. If that is the with respect to any of them. He said frankly that his whole plan promise of a vigorous perform- going to be plenty of that moment was to take a ance. Almost before he had op- the P.M. in the thick holiday down on his beloved ened his mail he activated the story of him being cold war between Ottawa and to have been like in

Then, as he moved away from Quebec Premier Duplessis into a report of Mark Twanthe group to complete his pre-sharp and no-fooling offensive. somewhat exaggening paration for departure, he call- More recently he has sent up somewhat ex ed back a significant comment: trial balloons—through Secre-

"When I return," he said tary of State Hon. Rock Plnard_ pointedly to the newsmen, "I on the explosive issues of a Candon't think any of you gentle- adian flag and amendment of men will have occasion to refer the nation's constitution by the to me as "a lired old man'."

A friend is a person who knows!

The main reason talk is cheap,

nine-tenths of them still smoke.

So, how much of all this lung.

cancer business can we actually

While the new Canadian dol-

lar bill is smaller than the old,

yet it's not smal arough to indi-

cate the difference in spending |

Chinese Dishes

. . . CHOW MEIN

Opan 6 p.m. - 3:30 a.m.

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CHOP SUEY . . .

all about you and still likes you.

No one in these parts imagines! The P.M.'s reference was to an for one moment that Hon. Mr. article which had just appeared Pinard made his lively Toronto about him by a political writer speech on the flag and constituin a national magazine. It had tional issues without prior conspeculated daringly on the true sultation with the P.M. In this state of Mr. St. Laurent's phys-well-disciplined and carefully the cuff to that extent. They he might not be expected to drop of the show to speak out of turn.

Federal Parliament.

OPTOMETO

Fred E. Door

Phone 51

303 3rd Av.

LATEST REPORT

Ask your Investigation

for the Latest La

Most observers regard the Pinard speech as the Cabinet's first sighting shot of the by-election campaign due to open for the five seats that are to be decided on November 8 next. For some time now the idea has been there must be something in it growing in some circles that the comments a contemporary when government has been getting too

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Ray Reflects and Reminisces

Hy Gardiner of the New York ed, then wrote: "It means I don't! But one must concede that sively the European track and Herald Tribune thought of this: get the job." Ever notice that the first letters

they are in for a big surprize." that there is so much real differ- A milkman found this scrib-fer, noted British Journalist,

Russians' five; but that the Rus-

sian women would pretty well. In Bombay a candy is a unit after tomorrow." sweep the boards. Of weight, equivalent to about 560 pounds. Just about as much Make light or your troubles — MR. CRUMP points out that in as Junior wants when attending or keep-them dark. the 1946 European games the a fall fair.

Russians won only one event, in Jack Chandler announces the Be careful how you live. You ceeds the demand.

financial support of the athletic hydrodynamics mean?" hesitat- fraud.

over the last question, "What Sir Wm. Crookes, one of the Liberalism. In addition, unemare your aims and ambitions?", greatest chemists and wireless then wrote "I want to go as far experts of his generation, Sir of the British bar, and — very much alive today—Hanan Swaf-

Crump figures, on the basis of ence. The navigation season has bled note waiting for him: "Dear were or are ardent believers. Ifort should be eliminated LONDON F-As a council ex- what he saw the Russians do, always been from eight and a Milkman: We don't want milk which could safeguard us from periment, 30 partially - blind that if the Olympics were held half to nine months. And per-every day. We want milk like A yawn may be bad manners, children went rowing by them- right now the Americans would haps once in a generation a win- this. Today we want milk. To- but it's an honest opinion.—Sumthe men's events against the east, to freeze a sizeable river. day will be just like the day before the day before the day!

is that the supply always tx-

1950 they won two—but this year appointment of Edgar Keen as may be the only Bible some We need a woman's touch on the rallways?" temarks a com-

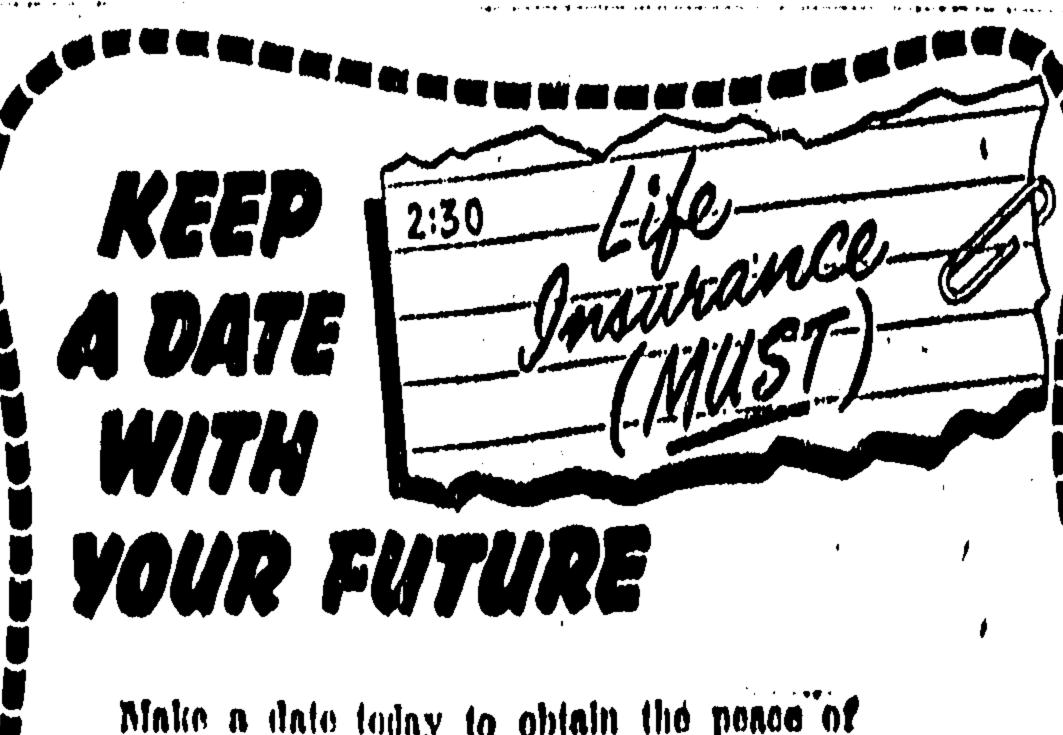
THINKING IT OVER mentator, But who wants lace

that the Soviet has a vast and Applicants for jobs on Ken. The reported presence of curtains on car windows?

vital population on which to tucky Dam, when the project Mackenzie King in Ottawa, after draw; that there are fewer dis- was starting, had to take a writ- having died four years ago re- A MATTER OF BELIEF tractions for Soviet athletes in ten examination. One chap read mains a live subject although A French physician, speaking training, but most of all to state the first question: "What does some are calling the story all in Ottawa, says cigarette smokhing may be an irritant to some cases of lung-cancer. There are scores of French doctors, yet



HALLOWEEN PREVIEW --- Twelve-year-old Jack Hickin of Winnipeg planted pumpkin seed in his mother's cucumber patch. The pumpkin part was successful but Mom's cucumber project was a washout. No room, probably, The heaviest of Jack's pumpkins shown weighs 50 pounds and the others aren't far behind that, The rabbit is Jack's pet.



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