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## Tourist Bureau

DISAPPOINTMENT is expressed by the Tourist Bureau over the results of its current efforts to raise funds to carry out its program in 1955. Those in charge of the canvass report the difficulty chiefly encountered is a lack of knowledge as to what the Bureau is trying to do. They say it is not so much a question of the Bureau being considered without ruse as a misunderstanding about what that use is.

So it might be helpful at this point to set the record straight. To clear up a few misconceptions. it is not a sight-seeing organization. It does not spend all its time sending out pretty pictures of Prince Rupert and it does not maintain an office here merely to tell visitors how they can go somewhere else. While it is true that all these functions are to some extent included in its work, none of these by itself defines the Bureau's main purpose.

The Bureau exists primarily and above all to bring the visitors' money to Prince Rupert. That is the mercenary but very reasonable basis of its whole operation. To accomplish this and to give service in return, the Bureau must undertake a wide assortment of seemingly irrelevant jobs. It must answer letters asking about Prince Rupert, about B.C. and about Canada even though the senders express no intention of following up their enquiries with a personal visit. It must be hospitable to strangers who are more interested in the local scenery than in the local merchandise. It must produce maps not only for those planning to come to the city but also for those wishing to get out of it.

All this comes under the great and generous heading of public relations. The Bureau functions in this manner because hospitality pays, no matter how far it must stray from the original purpose to do so. Even if just one good customer for the city is obtained out of every 100 visitors, the Bureau is proving its worth because the number who stop off here each year runs into thousands—and thanks in no small part to the Bureau, this number is steadily mereasing.

The Bureau is as essential to the city as window dressing and courteous service are to a store. The modest sum required to keep it in operation will pay for itself many times over.

## rime

Δ N eighty-year-old Turkish newspaper editor has be fixed in advance. been jailed for 26 months for writing editorials found to have been insulting to Turkey's prime minister and his cabinet collegues. The text of the ed-Atorials is not available here, but if insulting politicians were to become an offence in Canada, a good many editors would be behind bars. By the same token if insulting newspapers were an offence, a lot of politicians also would be on the inside looking out.—Brantford Expositor.

# REFLECTS

comes clothing and footwear.

when a well-prepared and mod-

ernly equipped German army

relied to the channel one er 1-

not say. It is one of those giant

intangibles which cannot be

measured in terms of dollars or

pounds. But owe it we do and

A 750 bound sturgeon has been

caught in the Fraser, and the

wishes to.

JUST ANOTHER ONE

Life begins to be worth while without it was a sorry penalty, hen the only thing you need to Yet one can remember whin work at is-intervals.

there was no such thing.

You may marry a clinging vine. Stinginess is practicing econ-that product. and there is no guarantee that our before you have to Your caughter may not prove to From this we can say that next Is a tamele - Peterborough Ex- to the source of life - food -

Research and Mart

gmanner.

· Any number of fulks cannot Explain that pite of naked rock evar the corner of Second Avenand Filth Street, convenient e the Canadian Bank of Com-Aprel Well there was a lite trout daybreak one windy morn. erg years ago and by the time it to over the Moose Chib had befrome a thing of the past. O' oners have long grieviously irbard it. What a place it was drop into, talk things over And from roomy windows, behold the harbor and a developing city

milks his head off doesn't...-

All has gone save the rock, al-

Drough it can be said to have

Moore Jaw Times-Herald. ---An should be taught of the evis- | deed, who and when? kince of a variety of different! Goldsmith once wrote, "Man feligions. They may be taught wants but little here below." Unso that they will understand how fortunately he neglected to prople behave all over the world specify what man.

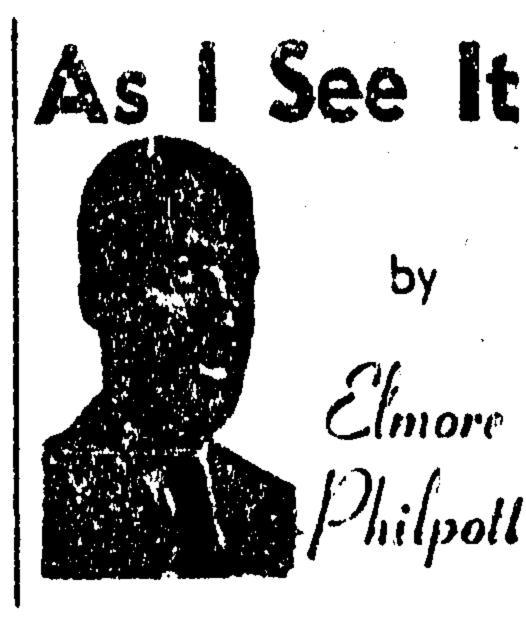
Beople who have one faith tend fo regard other falths as Irra- NOT WHAT IS WAS bonal. Paith and rationality are Duel threats get nowhere. Coshi different fielder. Dr. Chisholm ta Rios tried to stage one and it Aves in Vanconver Island.

It had barely passed away when longer days are here. This the rulers of France tried and will match the longer faces of failed. Dueling might have been those working on their income acceptable once, but today, lax returns. please lets forget if

About ten years ago the end of Now it is declared that the the second great war. That is to physician who treated the late day, they call it something like Josef Stalin never received payment for his services, and finds lumself quite unable to collect

died a natural enough death. []

The reading room in Prince As for cash in advance tactics. Aupert's public library is onco while sometimes advisable its a more correct. Going completely good deal of a nuisance;



Butter Bargains

THE decision of the government to sell butter at bargain prices to welfare what I have advocated in this column for years past

It seems to me that the dairy. farmers can make out a strong ease for the floor price principal, whereby the government [ guarantees them a market for all butter produced, at 58 cents a pound.

government to use the taxpayers' timates for the coming year the of the government's total spend-under the National Housing Act, Danger Bonus money to buy up all available better pleased they are with ine budget. And a correspond under the National Housing Act, me that it made sense for the recently presented spending es-money, it is less than 3 per cent money to buy up all available better pleased they are with ing budget. And a correspond-todministered by the corporation. butter, and then to hold it at a them. the butter on to the actual tab- with a spending program which action, of little real relief to any-

At various times and places, ing budgets. including this parliament of Can. Then they are doubly pleased any lowering of taxation there Higher Wages, eda, I have suggested various because they think that this is the fact that the government Higher Wages, stored butter to people who need in a field which will least effect year of good and possibly of rec. FEWEL JODS it. The method now to be used the tempo of the national econ! ord business. In the book which by the government—namely to cmy. sell the butter to hospitals etc. at cut rates is good. Another way might be to enclose a "But- 000,000 cut has been effected in taxes are cut. Instead, advan- Higher wages but fewer jobs was ter Bargain" coupon with every connection with the appropriaold age pension cheque or every family allowance cheque

WHEN the farmers union dele-\$175,000,000. Since most of this needs it. Most MP's expect this ings. were pressing for two forms of in Western European countries legislation to boost farmers in- in connection with Canada's escomes. I am personally sympa- tablishment of continental Eurproposals made by the farmers home. In other words, domestic JULIOUNGS

The first proposal was that themthere should be a drastic exten- From the standpoint of Cansupport" program, and that it in mutual aid isn't going t should apply to meats.

the farmer is now guaranteed a ution in Canada's participation? - market for his butter at 58 cents in Western European defences a pound so he would also be The expenditures which dren't: guaranteed a market for all his being repeated in the coming scattered and often remote pol-dorse several steps designed to beef cattle and hogs—at rates to year are those connected with

sold in Canada would be fixed NATO country has had to meet by law above such and such a in the initial phases of the delevel. Nobody would be able to fence scheme. Most of the other buy or sell below that figure. NATO nations will be making outlets at present — these in the But the government of Canada similar savings themselves, would not guarantee to buy all; beef and pork at such and such ]

As I understand it, the differnce between the widened "price circles over the possibilities of support" pian and the "parity a tax cut when Hon. Mr. Harris price" plan is this:

the government not only fixes optimistic about this happening the price but guarantees the market for the producer,

Under the parity price plan, the government does fix a floor: price but it does not guarantee !the farmer a sure market for

AM not sure in my own mind | a that the farm unions have Cipachan is his own means of their proposals.

It shows the insportation Next in the lis. For instance—if a former can

For instance-if a farmer can demand a government guaranteed market not only for his butter and eggs but also for his live-How much of a dept we, and stock can the Ford Company or every American citizen owe General Motors or Massey Har- 17 Great Britain for standing alone ris also demand that the governas she did in all the desperate ment buy up all cars or farm;

early months of the Great War implements that are produced? On one point I thought there was crystal clear thinking on the? part of the farm delegates. They ecognized that if we want to ell our wheat etc. in world markets we have to sell at prices which will actually move the no honest person denies it, or

LUCKY ERROR

CARMAN, Man. 0 --- A district Unfortunately, the fellow who man who captured him. Roy farmer bought a kift for his wife Tiechman is full of ideas There in a Winnipeg department store had been a six hours battle. But and on opening the parcel at just, suppose this had been a home found it contained a small Dr Brook Chisholm, the psy- Skeena, instead of Fraser River, ban with \$600 in cash inside, He phiatrist who is heard from ar- Who was the man to capture a notified the store manager, who hand indstmas times says child- sourceon off Port Essington? In- expressed his gratitude with a new suit of clothes,

LATEST REPORT



CALVIN BULLOCK

Boys' Special, Pair ... \$2.95



THIS NEW 10-CENT STAMP, showing an Eskimo in his kayak, will be is ned by the post three department February 21 as a fat year-end. tribute to the people of Canada's last frontier. The stamp was design d by Harold Beament of Montreal.

The more the MP's study Fin- The situation is that while \$133.-But it has never seemed to ance Minister Walter Harris's 000,000 is a substantial sum

les of the people of Canada. lops \$133,000.000 off past spend- one.

All but \$8,000,000 of the \$133

'ion for mutual aid to Canada's partners in NATO. It has been slashed from \$300,000,000 gation was in Ottawa they money has been spent in the past to continue to be government thetic with any move which will ope of air force and army units. put more money in the bank for its elimination from the governthe average farm family. But ment spending budget will be felt it seemed to me that the two mainly overseas, rather than at were, if not moving in opposite industry and Canadian workers directions, at least veering far aren't going to be deprived of money previously spent amongst Voling

sion of the government "price ada's partners in NATO, the cutcause any disappointment. Fi That would mean that, just as it doesn't represent any dimin-

to year are those connected with ling stations on February 3 to bolster the economy and reduce the creation of Canada's over-liquor licences. But they are not unemployment. This second proposal was for seas air and military establishparity prices". Under this plan ments. They were of a non-rethe price of farm products to be curring character such as every

\$133,000,000 has been to revive speculation in Parliamentary brings down his budget. Only, a Under the price support plan minority of the MP's are really



RICHARD L. HEARN, who first joined the Ontario Hydro-Electric Power Commission 42 years ago as fledgling enginegr, has been named as chairman. He succeeds Robert H. Baunders killed in a plaite crash near London, Ont (CP Photo)

Sizes, 2.6 Reg. \$1.75

School Pants Dark Shades ---

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Next to Melmunt Hotel

ing 3 per cent cut in prevailing Last year 53,515, or 50 per cent. price which was too high to move. To begin with, they are pleased taxation would be only a token, were financed under the act. And against the prespect of: ways of getting the surplus— sizeable saving has been made confidently expects 1955 to be a

the government has been follow. Forecast ing fairly faithfully since the Forecast end of World War Two, a good business year isn't one in which i for a year of recession as a stim- ration of Labor today as they ulus to business when it most opened high-level winter meetpolicy in the coming year.

# Lontusion

POWELL RIVER, B.C. 4 will be tallied.

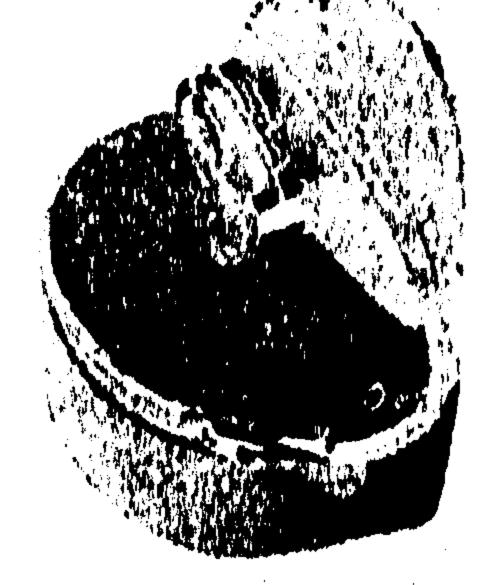
Voters will head for 36 widely- . The council is expected to ensure whether results of hallo:ting will be judged on a local basis or on the total vote of the

There are only a few liouor; riding's larger centres. Meanwhile, most of the small communities will not have any One effect of the reduction of liquor outlets for some time to . come regardless of the voté.

What many of the citizens are afraid of is that some of the existing outlets may be closed should the majority of the rid-, ing --- if counted on that basis! vote "dry."

Recently Ladner lost a beer; outlet when Delta riding voters turned down the liceheing of "public houses."

Male pular borrs, largest of living bears, sometimes weigh at much as 1,000 pounds.



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ilding This Year -

this year by Stewart Bates, new- money available. ly-appointed president of Cen- From April 1 to December 31 tral Mortgage and Housing Cor- la year hank-approved loans

The head of the federal hous- some 40 per cent of the lending ing agency, addressing the Ap- money for housing.

over of construction from one to 7.95 from 11.16. 'vear to another, he said, is By NORMAN enough to ensure a "very sub- year Edmonton had a rate of

> Mr. Bates, former deputy minister of fisheries, said that in Jeamen ASK 1946 only 18 per cent of houses

MIAMI BEACH, Fla. tage is taken o fit to lower the the forecas for 1955 received by national debt, leaving tax cuts leaders of the American Fede-

The executive council. 17member policy-making group of the big labor organization, studied a report prepared by AFL economists predicting unions will win substantial wage increases this year. The report expressed fear

that unemployment in the United States will average about 4,-000,000 throughout the year, or 1,000,000 higher than the jobless average of 1954. An abovenormal increase among the Citizens of the Mackenzie riding available workers, partly due to are somewhat confused as to the scheduled reductions in the possible outcome of the pending military, forces, and new proliquor plebiscite, and how votes ductive efficiencies, were

OTTAWA 0 ... Housing con-tibe act, empowering banks to: 18, Montreal 14 V. struction at a pace equal to or, make real estate loans, with in- nipeg and Ottawall better than the 1954 record year creasing the house construction and Victoria 12 to has been forecast for Canada pace by making more morigage London 11 and

covered 17,000 housing units or

uraisal Institute of Canada The growth of blg cities was Monday, reported 117,000 units traced by the rate of housing were begun and 106,000 complet- starts in metropolitan areas. ed last year and that more than Starts there, up in 1951 to 13.0 l 70,000 were under construction per 1,000 population from 11.8. were almost double those in This all-time record in carry- other cities, where they dropped |

In the metropolitan group last M. MacLEOD stantial volume of completions" about 23 housing starts per 1,000

BAN FRANCISCO M - A 100per-cent war duty bonus for all American seamen going into He credited a 1954 revision of Formosan waters is being demanded by the Sailors Union of the Pacific who also ask that all American ships in that area be armed.

"Our ships in that area are sitting ducks." Harry Lundeberg, union secretary; said as the union voted on the demands at a meeting Monday night.







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> Whether it is a new cosmotic, a new style parring, of decorating device that has her current interest, a work looks to her newspaper's advertising for the guiding facts. She, too, wants to "read all about it."

Truly, the Newspaper is the meeting place and the min ket place of the world.