J. F. MAGOR, President By mail—Per month \$1.00; per year \$10.00. Authorized as second class mail by the Post Office Department, Ottawa

### Newspapers' Dilemma

THE seven cent newspaper is on its way," Mr. George Hicks, international president of the Newspaper Circulation Managers' Association told Canadian daily newspaper circulation managers in Winnipeg the other day. Mr. Hicks, who hails from Pittsburgh, added that 37 per cent of U.S. dailies are now charging more than the traditional nickel and warned that the trend to higher prices will hit Canada before long.

He is right, unfortunately. Despite increased circulation and despite the ready adoption by newspapers of modern technical devices which streamline operations, equipment, materials, production and circulation have all gone up in cost. No newspaper in its right mind will charge more for its product than is absolutely necessary. In this business, success is determined by readership, so that newspapers are inevitably concerned with attracting more subscribers. But when larger revenues fail to match increased costs, there is no alternative but to boost prices.

Newspapers may be reluctant to do so, but they need not be apologetic. Mr. Hicks spoke of seven---- cent-dailies, but a 10-cent newspaper would be a real bargain if its contents were measured against the contents of the paper of yesteryear and if its price were measured against the inflated prices of other commodities. In this matter, newspapers have no choice but to resist price increases as long as possible and then to keep the increases to a minimum and trust that their readers will understand the problem. -Lethbridge Herald.

## L'ETTERBOX

iness group that has always op-

possed an honest working man's

repeated efforts to have such

JOHN H. WEST,

Prince Rupert.

Wilson Denies.

Belittling

U.S. Sputnik

"SHOULD RETIRE" The Editor.

The Daily News: I see by Thursday's Daily News matters brought to light. that "King Carl I," our minister of highways has branched out of city engineering work and is now handling public relations for the city. (King Carl has one big

advantage over other city engineers in estimating total miles paved. He does the same stretch three times. Does that count?) He issues communiques now like he is really running the city instead of just helping Mayor Hills or Alderman T. Norton Youngs mess it up.

The royal proclamation did denied charges he blocked funds not mention the Algoma Park for the United States earth sadeal However, it possibly was tellite program. He says his an oversight. Maybe Mayor Hills, critic, Dr. Clifford C. Furnas, Alderman Youngs and "the didn't know all the details of the King" are looking into it and outer space project when he was we'll hear more in tomorrow's at the Pentagon.

bulletin. Youngs should all retire to the 1955, and last January. are building.

Prince Rupert. tion about city roads. He gave | tiffe toy." a list of the paying work done this year at the request of The 1. Daily News.

#### VIGILANCE URGED The Editor,

The Dally News: Patrick Henry once said that eternal vigilance was the price of Lberty. It appears to me vigilance is a good doctrine for every community as well as nation. The question therefore arises, how are we getting, along in

Prince Rupert? According to Alderman Lester, we are not doing too well-We are, he says, only getting t 60 cents value for every dollar

spent by the parks board. often wonder if the city administration as a whole should be put under the spotlight of a Royal Commission where all points of view could be dealt? with including that of a city manager.

T consider Prince Rupert the most slovenly-kept city in British Columbia. There are some asleep at the switch that should be awakened.

GEORGE B. CASEY, Prince Rupert

TWO WORTHWILL LINES

The Editor,

The Daily News: Ro your editorial (if such a) mixed-up piece could be so nam- h ed) it would seem that A. Bruce | Brown has certainly got a point; when he writes that you should !. confine your efforts to copyentting from other publications,

As I see it, at least 73 lines | of your column were absolutely a unnecessary. Of the 75 lines printed only two were worth the trouble of reading. They were, of course, the last two: "If there ! is something, then the publicly should know about it."

It will be well noted by the electorate that it has always h been the professional and bus-11

The best way to succeed as a

I made the mistake of bursting into print at once with some 'light-hearted remarks about the sporting way the Americans had taken it, and hinted that there was some hope of scientists as world community. Perhaps scientists would remain polite to

The original burst of polite applause was quickly drowned in a storm of jeers, rebukes and

laneous rabble of patriots, all of them entering the fray with

' seams with glue and baling wire. America could have hoisted if someone hadn't blundered.

the army blamed the navy, the free highways and roads. navy blamed the FBI and the Scientists accused the Rus-convicted in traffic court.

Martians on their team. ticians, soldiers, sailors, airmen Safety Council, made surveys to or the safest drivers... and bystanders were mixed up determine at which corners "There has been a remarkable The contract awarded to Arwhile the thing in the sky rolled painted and devised other safe- never be finished."

before the International Geophysical Year is over-

#### DETROIT (P)-Former defence S Diamond Drills secretary Charles E. Wilson has To Decide Site For Power Dam

VICTORIA (P.—Diamond drill-Furnas was assistant secretary My personal opinion is that Mr. of defence for research and de- ing into solid rock will decide if Gustafson, Mayor Hills and Ald. velopment between November, the Wenner-Gren interests can realize 4,000,000 horsepower i. shelves of the new museum they Furnas has blamed shortage their projected Peace River hyof funds for the failure of the dro development, officials said

United States to beat Russia with Thursday. a man-made satellite. And he Results of the drilling will Editor's note: City works has blamed the shortage direct- show engineers where the big superintendent C. J. Gustaf- ly on Wilson who he said re-storage dam can be built on the son did not make a proclama- garded the satellite as a "scien- Peace, downstream from Finlay Forks. If the dam cannot be built where the planners want)

• IN HEARING GLASSES

No button in the ear.

• BEHIND THE EAR AIDS

Fits snug and inconspicious.

slips on and off as needed.

The only satisfactory small

aid concealed in the hair.

Styled to suit your budget.

the most severely handl-

AIDS THAT will help even

Home appointments can be

made by telephoning the

Prices as low as \$50.00.

Attractive frames.

No dangling cords.

IN LADIES HAIR

BARRETTES

IN PRICE.

IN POWER

capped.

MR. WILLIAM GRAHAM, hearing consultant of THE

MAICO HEARING SERVICE, in Vancouver, will be in

PRINCE RUPERT, for the purpose of audiometric hear-

ing tests and personal demonstration of all the latest

MONDAY and TUESDAY

OCTOBER 21st and 22nd

Hours 10 a.m. to 2 p.m.

MAICO HEARING AIDS.

This is a regular service to

YOUR COMMUNITY.

it, the storage will be smaller Try Daily News Classified and the horsepower fewer.

ATTENTION! HARD OF

HEARING

NOW SEE HOW MAICO LEADS THE FIELD IN

SEVEN WAYS IN HEARING AIDS

By G. E. MORTIMER

news commentator is to wait 100. years before you say anything On the day that the Russians launched their satellite the wires were crowded with messages of congratulation from American

should break out, I suggested. Before those words had time to get wrapped ground a fillet of cod, or kindle a fire, some other scientists had made a liar out of me. That is fast work, because some housewives have their newspapers delivered direct the furnace-room and apply a match to it as they take it from

the carrier's hand.

Let's hope they get untangled

## MONTREAL HERALD FALLS VICTIM TO CLIMBING PUBLISHING COSTS

MONTREAL () - Brash and breezy to the last, The Herald yesterday printed its farewell final. Just 24 hours from its 147th birthday, the tabloid-format newspaper that sought sparkle in its news ceased to publish, a victim of climbing costs.

But it's biggest story — its own sad story — got only one column play on page one and was jumped to inside pages. The paper reserved for other news its flair for bold, big headlines and appealing pictures.

Herald readers, about 40,000 a day in recent months, were told the paper, Montreal's oldest, had published at a loss for many years. "Montreal's habits have changed," it said editorially, "The

Herald . . . apparently does not belong."



ALBERTA TOWN SETS EXAMPLE

# to action, closely followed by generals, admirals and a miscel-

TORONTO (CP)— Fred McGuinness, assistant They said that the tin bas- publisher of the Medicine Hat News, said today it is CPA). ketball in the sky was a shoddy possible to reduce highway accident rates, the numarticle held together at the ber of fatalities and the severity of injuries.

Mr. McGuinness, a director of better satellite in half the time, Medicine Hat's traffic safety ery. council, described in a speech The Medicine Hat safety counthe methods used by Medicine cil concentrated on persons less I can't remember the precise Hat, Alta., to win the national than 20 years old. One of the details, but it seems to me that record of 1,067 days of fatality- district high schools had its own From the files of The Daily News safety council with the power to

He described the role of his draw up regulations and im-FBI blamed the Texas Rangers, newspaper in making the public pose fines. who in turn said the whole thing safety conscious by printing edi- "We hope the school safety McGuinness said.

Mr. McGuinness told the Onation convention that the coun-were to say that Medicine Hat afternoon by car for Terrace. sented to city council.

The text of his speech was is-la if they "want it badly sued to the press before deliv- enough."

ROYAL BLAST - A puff of smoke rises in the background as the Queen presses a button to detonate a charge of dynamite and inaugurate construction of the Queensway, a proposed limited access highway through the centre of Ottawa. Prince Philip watches the smoke at the right. (CP Photo through Dominion-Wide flown here by TCA and

October 19

#### 10 Years Ago

Fred Brown, well-known Vanwas the fault of the women's torials and slogans and publish- program will be extended to couver insurance man and direcauxiliary to the Coast Guard. | ing the names of every person other schools next year," Mr. | tor of the British Columbia Au-"I would be telling you some-|spending the past two or three ened to report them for using tario Insurance Agents' Associ-thing less than the truth if I days in the city, is leaving this

#### 20 Years Ago

together in a shrill dusty and traffic signs should be placed, improvement in the driving and mour Salvage Co. for the new undignified verbal donnybrook, where crosswalks should be walking habits, but this job will Standard Oil Co. plant here includes a large warehouse, dock, serenely on its course above their ty regulations which were pre- He said any city could suc- approach, office, tanks, fence ceed with Medicine Hat's formuland grading of docks.

#### 30 Years Ago

Ninth Avenue East, entertained last evening at their home in honor of their son, J. Y. Leveque.

Funeral Held

Funeral services for W. A. Pil-

Ferguson's Funeral Home.

Interment followed in Fair-

Mr. Pilforld, a resident of Brit-

lish Columbia for 48 years, died

Monday in the Prince Rupert

General hospital at the age of

KIDNEYACIDS

Many people never seem to get a good

night's rest. They turn and toss-blame it

on 'nerves'-when it may be their kidneys.

Healthy kidneys filter poisons and excess

acids from the blood. If they fail and

impurities stay in the system-disturbed

rest often follows. If you don't rest well

get and use Dodd's Kidney Pills. Dodd's

help the kidneys so that you can rest

Dodd's Kidney Pills

better-and feel better.

BLACK

fold were held at 2 p.m. Friday

Rev. V. E. McEachern officiated.

view cemetery.

In all the better circles

It's a social victory scored To have everybody's friend . . .

Captain Morgan Rum . . . on board!

#### "Captain Morgan's in Town with the finest rums in B.C.

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# Eager-beaver Housewarmer service



## · Detergent-Action fuel!

QUICKER! Your housewarmer prides himself on prompt, neut-us-u-pin deliveries. One call brings convenient, suite-mails oil heat-all season long PLUS fuel-saving tips that

THRIFTIER! Standard Furnace Oil with Detergent-Action Thermisol keeps your hurner system clean for low-cost, officient operation.

WARMER! Standard Furnace Oil is specially refined for furnaces—to bring you more pure heat per gallon. No other type of fuel has higher burning efficiency: Every drop of Standard

CLEANER! Standard Heating Olls burn so elean, fabrics, walls, and, woodwork stay fresh and new-looking much longer.

your Standard Houting Oil Distributor or bent Standard Man STANDARD OIL COMPANY OF BRITISH COLUMBIA LIMITED

Serve 'White Horse'... it Hives you special flavor and extra smoothness. Now this great Scatch comes to you in a now and different curtan.

SCOTCH WHISKY

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