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The New Traffic

MORE numerous traffic accidents in Prince Rupert bring home to us an appreciation of the greatly increased volume of motor vehicle use in the city and the care that must be exercised by all who use the streets—motorists and pedestrians alike. They also point up the responsibilities of those charged with the direction and regulation of traffic.

Motorists must be imbued with the attitude that it is better to be safe than sorry—that it is better to go out of one's way to be careful.

Pedestrians should also be impressed with the importance of seeing that they do their part out of fairness to the motorists and also for their own protection.

Both cars and pedestrians have their rights and responsibilities.

There is little use in discussing who, if any, may be to blame after a serious and irreparable accident has happened. The idea is to prevent accidents.

There is also a responsibility on the part of the civic government to see that everything possible is done to make conditions for traffic as safe as possible—that the facilities for safe traffic are provided including streets in decent condition and adequate sidewalks. All this, we realize, cannot be done at once but it is important that those concerned should realize that improvement of the public thoroughfares should have a high priority in municipal planning—particularly since safety of life and limb is so vitally involved.

Live Long—And Like it

THE AVERAGE child born today can expect to live 68 years. This is the highest life span in history, but it can be pushed even higher not only by new medical discoveries but by right living on the part of individual men and women.

Amram Scheinfeld, author of the recent book, "The New You and Heredity," examines in a May Reader's Digest article the chief factors influencing the life span.

Some of these factors are completely or partly beyond your control—your sex, for instance, and the kind of work you do. If you're a female you have an overwhelming advantage. In middle life, 15 per cent more women than men have survived; by the 70's, 20 per cent more, and among nonagenarians women outnumber men by two to one.

Farmers and professional men—clergymen, teachers, lawyers, doctors—live longer than other occupational groups. Slightly shorter are the lives of businessmen and white-collar workers. Next are skilled and unskilled workers; lowest on the list are artists, writers, actors and musicians.

But you can do some things to push the average span above the 68-year mark. You can worry less, avoid overwork, keep your weight down, eat, drink and smoke in moderation. If you're a bachelor—and not too confirmed in your bachelorhood—you can boost your life span by getting married. Married men, Scheinfeld says, have lower mortality rates at all ages; in the 25-to-44-year range twice as many bachelors die.

Medical men agree that humans can and should live longer. But this ideal of longevity imposes another challenge to mankind: to make the world a place wherein a long life can be enjoyed.

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Reflects and Reminisces

NO SERIOUS WORRIES

Many an old soldier is having trouble financially, but it's not that way with General MacArthur. He is drawing \$18,000 and, if that is rather slim, there's five millions for his memoirs.

STAY COOL

A United States senator says he understands an atomic bomb will shortly be exploded 300 feet underground in an Aleutian island, to determine what happens. There are thousands of islands of all shapes and sizes anywhere north of Queen Charlotte Sound and we live on one. It is always easy to make a miscalculation. However, nothing is gained by being nervous and it's a good swift way to go, anyhow.

"All they know is the north" is what Alderman Bert Glassey says when invited to describe Vancouver's views concerning other parts of the province. He returned from a recent visit there, respecting census taking, next month.

Mid-month is when the fleet of coastal craft will step out. The date is the fifteenth. Officials representing all lines speak freely. Business is away ahead of any previous record at this time.

NO SPACE TO SPARE

"We're loaded to the gunwales with bulldozers and now the canneries are booking loads of cans and supplies. I don't know where it's all going to, but we are going to handle every bit of it somehow." That's the way steamboat men speak as they think of the next month or so.

The biggest up coast shipping boom in B.C. history. That's what they're saying. Flush times and more on the way. Heavy machinery for Alcan, Kitimat and all that. Goods in quantity for the great cellulose plant just outside Prince Rupert. Deliveries soon due for defence projects in the north! More freight, at this time than in any previous spring British Columbia has known.

THE QUINTS

The Dionne quintuplets have youth and wealth and it follows, as a matter of course, that they must also have beauty or what it amounts to. The quint's latest photos appearing in the News Friday shows five good looking. Now that they are growing up, their future will be a matter of permanent interest. And right here is the place to mention that, when they were born, there were not a few who took only a casual concern in what was almost a miracle.

Video Hitting Movies Hard

Newspapers and Radio Little Affected

NEW YORK (AP)—While the movie industry faces the problems of films for television, a survey shows that newspaper reading has been virtually unaffected by the increase in television and radio listening has been affected a lot less than many had expected.

A leading advertising agency, after a survey in all 48 states, reported "the number of persons who read daily and Sunday newspapers is about the same in homes with television as in homes without it." While radio listening drops when television comes into the home, 67 per cent of those with TV sets reported they still tune in radio too.

But the report said that movie attendance is apparently the hardest hit, with 18 per cent of those in homes without television attending on an average day, compared to only 12 per cent from homes with television.

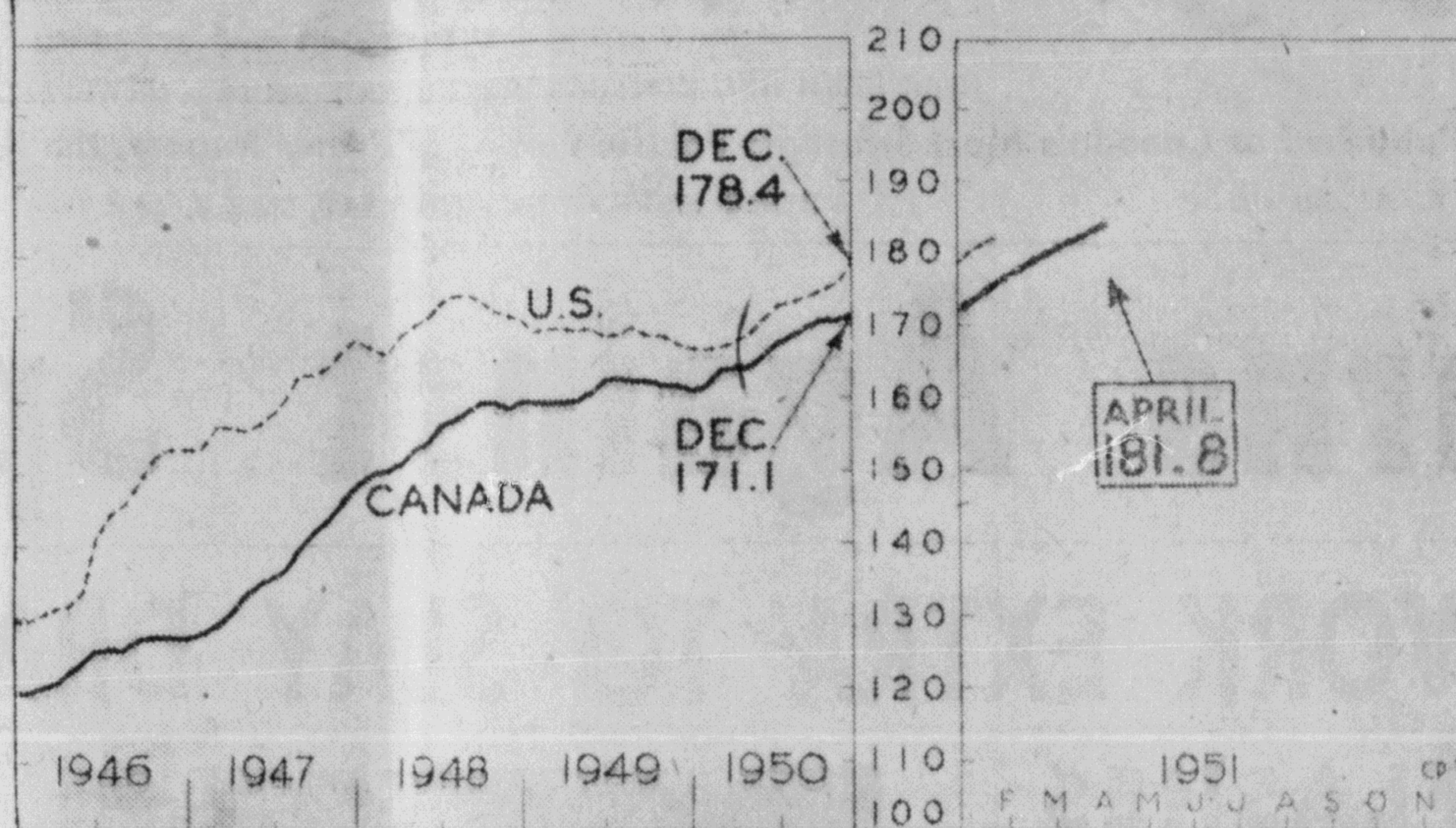
This points directly to the problem facing the movie industry. The federal communications commission has strongly hinted that the movie-makers should make their films available for television.

To which the movie industry replies, in effect: How can you sell a house that cost \$100,000 to build to someone who can afford to pay only \$4,000?

A good film costs around a million dollars and some much more — the forthcoming "Quo Vadis" hit \$7,000,000. Very few of the top television programs cost as much as \$40,000 to \$50,000 for production of a one-hour show, which is exclusive of the costs for network and station broadcast time.

If the film is released on television so you can see it at home for nothing, who is going to pay to see it at a theatre, ask industry

CANADA'S COST-OF-LIVING INDEX 1935-39 = 100



LIVING COSTS SOAR—An advance of 2.1 points in March in the cost-of-living index from 179.7 to 181.8 was announced Thursday in the House of Commons by Rt. Hon. C. D. Howe, trade minister. Almost half the increase was due to the price of butter. U.S. Consumer's Price Index stood at 181.5 on Jan. 15, but the two figures are not directly comparable. Solid line represents the Canadian figure; dotted the U.S.

Alcan Now Under Way

Company Official Reviews Operations in Getting Great Project Moving

Aluminum Co. of Canada is already going full blast toward the establishment of the multi-million dollar smelter at Kitimat, an undertaking that will have a great benefit to all northern and central British Columbia and to the port of Prince Rupert. George G. Vincent, official of Alcan, who has been a visitor to city and district during the past week or so, told the Prince Rupert Chamber of Commerce last night. The new project is attracting a measure of interest to this part of the province such as it has never had before and the publicity thus being obtained is of great value. People and money were becoming interested and the speaker predicted the establishment of important secondary establishments in the wake of Alcan's industry.

Accounting for his presence in this area, Mr. Vincent explained that he was collecting interesting facts and imparting such information as he could. He had just come from the interior after viewing preliminary progress which had already been taken towards the great new project—the super dam and diversion in the Nechako Canyon, the lesser dam at Tahtsa Lake, the ten-mile tunnel to be driven through the mountains from Tahtsa to the 800,000 h.p. power plant at Kemano Bay, the great smelting plant and city at Kitimat.

There was no time to lose, he said, since 1954 was set as the year for the first aluminum to be produced. The road was now in from Vanderhoof down to the Nechako River dam site and an aircraft landing strip had been established there. The supply line from Burns Lake to Tahtsa including the road along Francois Lake and by way of the Emerald Mine and Nadina was being commenced. Lake tugs and barges were under construction on the shores of Ootsa Lake so that supplies might be taken in by way of the lakes pending the completion of the road to Tahtsa Lake whence a 10-mile water

observers. And if the producer not only fails to make a profit but gets back only a fraction of his cost, how is he going to keep making films of that quality?

PRODUCED FOR T.V.
A number of movie companies have television and radio stations on the air or applications pending with the FCC. The industry is asking the FCC to set aside special television channels for use by theatres so they can have their own networks with television programs exclusively for theatre showing, to supplement film fare.

The FCC said that in considering applications it would examine the co-operation of the movies with television which, it declared, needed Hollywood's films and services of Hollywood's stars—many of whom are required by their contracts to stay out of television.

However, a half-dozen or more independent producers are turning out films specifically for television.

United Television Programs, Inc., with headquarters here, handles the television film output of four independent producers, particularly for second showings. But on the question of costs, a spokesman said a producer can't spend over \$15,000 for a half-hour video film (at the rate of \$30,000 an hour) and make a profit on it. Even at \$15,000, he said, the producer has to sell the film for second or third showings before he gets onto the profit side.

tunnel would be driven to the 800,000 h.p. power house on Kemano River. The road from Kemano Bay to the power house site was now practically finished. Wharf construction had started at Kitimat.

Vanderhoof and Burns Lake are already stirring under the impetus of the new construction work. Terrace was hopeful of developments in that area in the direction of Kitimat.

Putting in of a new city in what was previously regarded as a wasteland was quickening the pulse of activity in the whole province and in this picture Prince Rupert was destined to play a great part. He predicted no sudden rush but a steady and progressive development of the whole hinterland. Indeed, as it commenced to take its place in the industrial development of Canada, Prince Rupert would become an important artery. He said credit was due to Hon. E. T. Kenney, minister of lands and forests, and to northern members.

Mr. Vincent expressed pleasure at the cordiality and hospitality that had been extended to him here. "And I have been fascinated by the weather," he commented.

The Alcan official left on today's plane for Vancouver.

Earthquake in El Salvador

SAN SALVADOR, El Salvador (CP)—At least 1050 persons were reported killed in an earthquake Sunday in the cities of Jucupapa and Chinameca, about 92 miles east of here.

Strong quakes destroyed many homes and public buildings. Many persons were buried in the ruins.

Longest Air Race Planned

CHRISTCHURCH, N.Z. (CP)—Plans have been completed for the longest air race ever prompted—the 1953 contest from England to New Zealand.

Sponsored by the Canterbury International Air Race Council, the race is due to start on or about Oct. 10, 1953. The shortest great circle route between the start and finish is 10,208 nautical miles.

There will be two sections—speed and transport. Aircraft now in operation could fly non-stop from England to Christchurch, and it is possible that by 1953 there will be planes which can complete the course in a single day. Aircraft in the speed section are permitted to refuel in flight.

Pilots may use any route provided they check in at the one intermediate check point, which will be in the vicinity of Basra. There are numerous great circle routes which could be followed, some taking a northerly course and others following routes much further south. Some cross from Curtin countries for a considerable distance and may be ruled out by pilots on that score.

Entries are open to any country, organization or individual. Provisional entries have already been made in the handicap transport section by British Overseas Airways, British Empire Airways, Royal Dutch Airlines, Qantas Airways, and Armstrong-Whitworth Ltd. De Havillands have also indicated that they will enter in at least one section.

The Royal Aero Club in London will control the race as far as Basra, and the Canterbury International Air Race Council the remainder. On each section the prizes will be: first, £10,000 (\$30,000); second, £3,000; third, £1,000; fourth, £500.

100,000th DP Here

HALIFAX—Greeted by Canadian government immigration and other officials as he stepped on Canadian soil, sixteen-year-old Leons Ziemanis, the 100,000th displaced person to immigrate to Canada, got a rousing welcome on his arrival here from Bremen, Germany, on Saturday. He was among 1300 immigrants who made the trans-Atlantic crossing to their new Canadian home in the SS Nelly.

But his biggest thrill of the day came as he stood admiring one of three big, streamlined Canadian National Railways steam locomotives which idled at the head of long boat trains at dockside waiting to take the immigrants to all sections of Canada. Mechanically inclined Leons, who speaks English, chatted with Engineer Elmo Hall, of Halifax and on the invitation of the driver, beamingly stepped up into the cab and the engineer's seat.

Hand on the throttle, Leons assumed a pose worthy of Casey Jones himself, while Engineer Hall let him in on some of the secrets of driving big engines. Yanking the cord and tooting the whistle of the C.N.R. engine gave him a big laugh, and Engineer Hall finally had to say "Someone

R. M. MacLeod, barrister and solicitor, was elected to membership in the Prince Rupert Chamber of Commerce last night.



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Tungsten Ore Is Required

JUNEAU.—Needed to toughen the hides of tanks, ships and armour, tungsten ore is being sought by defense industries in the Territory. It is reported by the Alaska Development Board.

The nation is in a bad way tungsten-wise, imports to meet industrial requirements having increased from 53 to 80 percent during the past 10 years. Moreover, in some instances large foreign sources have been cut off altogether. These include China

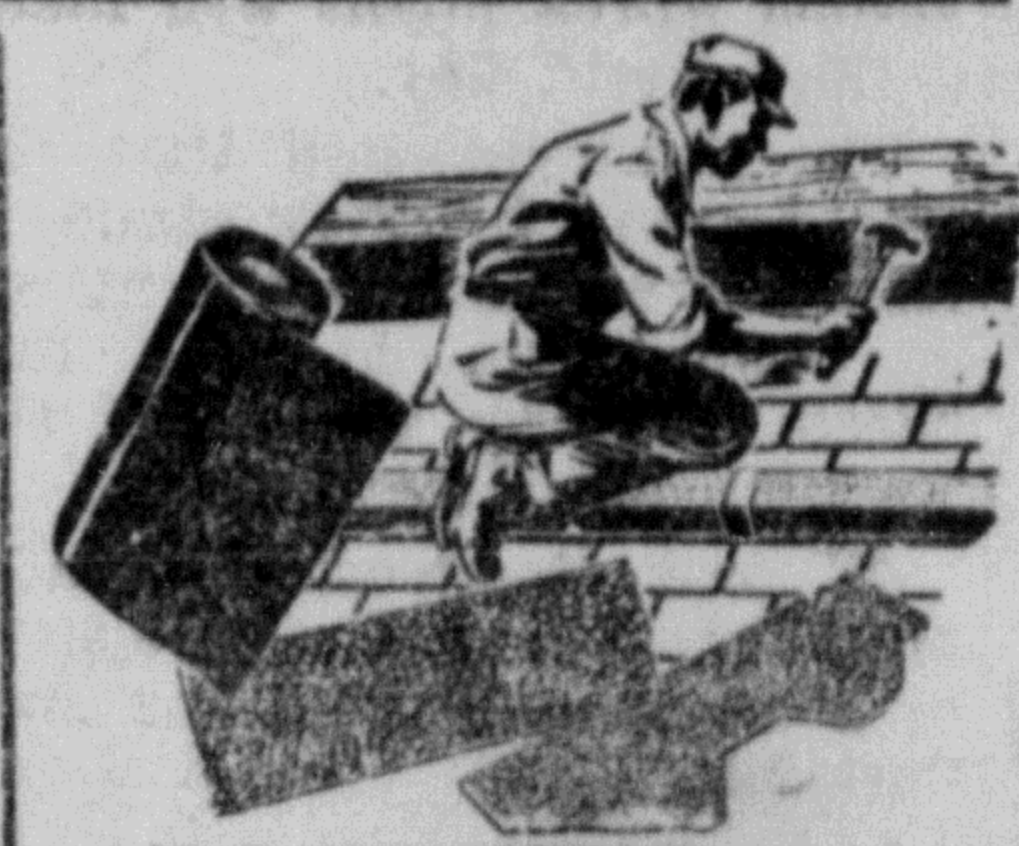
and Korea which account for a sizeable percentage of ports. Internal troubles in China also have tended to the supply.

The only tungsten mine in Alaska during 1950 was the Riverside mine near Tungsten also is known near Fairbanks, Anchorage and Seward Peninsula.



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