New Spring Dresses \$10.95

Plume Shop Ltd.

Britain Calling For Immigrants

LONDON (CP)—Britain must coccurage, inmigration from Europe and bearing of larger families by her mothers, the families by her mothers, the families where the families was a large families and the families of the families where the families was a large families where families was a large families where families was a families where families was a families where families and the families was families and the families was families and the families was famili

The Times said many would be The Times said many would be immigrants awaiting transportation in Britain would be disappointed by the outcome of the Australian ministers' conference at Canberra which decided that large-scale immigration must be showload for some years.

rigescale immigration must be bandoned for some years. The Times added that other ominions also are looking for young and skilled immigrants," ut the article did not speci-cally mention Canada,

U.N. Postpones Arms Cut Talk



MES ANTI-GENIUS—Don't quote the bright asylings of your tittle Junior when Dr. Harlow Shapley, above, director of Harvard Observatory, is around. Declaring that of the five worst enemies of mankind, the "genius beautiful to the suggested genius could be commiss of manking off, in infancy," all primates that show any evidence of promise of genius, of even talent." His drastle "remety was made in speech 16 vancement of Science in Boston, Mass. Members elekted him president for 1947.

Considers Charge Against Albania

AUGIIIS AUGIIIG

LARE SUCCESS, NY. (AP)—
The United Nations security
council, overriding the vigorous
objections of Soviet Russia, voted
Monday to consider the British
charges against Albania. The
vote was 10 to 0 with Russia
abstalning.
Soviet Audiei A.
Soviet Audiei A.
British and not exhausted the
British had not exhausted the
Sir Alexander Cadogan, British
Sir Alexander Cadogan, British

LAKE SUCCESS, NY, (AP)—

The United Nations Security
Council Monday postponed consideration of arms reduction proposals until P6+ 4. The vole wellshad been taken before the council in the negative for more in the negative for more intended to the council in the negative for more intended to the negative for more intended and n

So many appeals are made to our merchants, in the course of a year that we hope it may be a cheerful surprise to have one appeal made for our merchants. Appeals in the name of so-called "Advertising" have reached such proportions in our City that we feel it is high time to face the facts. Business houses are annually mulcted of many thousands of dollars for space in Programs, Tourist Guides, Time Tables and other worthless publications, under a sore of titles. And so persuasive are the space sellers and "publishers" that few merchants seem able to resist, them, even when better judgment urges them to any "No!" Now let's look at the facts! For space in our daily papers the axerage cost is \$1.00 per single column inch, for a definite audited circulation of approximately 20,000 copies of each issue—and the newspaper can tell you exactly where each one of these 20,000 copies goes! This means that the advertiser pays so per inch per thousand for newspaper space. Let's use this as a measuring stick. The charge in the publications under, examination is anything from \$1.00 to \$2.00 per iach, and this for a circulation "claimed." to be anything from 500 to \$2.00. On the average we have the merchant paying \$1.00 per inch per thousand of inches the period, per thousand a squaint So-period, per thousand for the known sirculation of his daily papers. In other words he pays not double, not treble, but twenty times as much for a circulation as doubtful in quantity as it is in quality!

Yes, it is surely time for the merchant to say "NO"

Yes, it is surely time for the merchant to say "NO and stick to his decision.

Of course, such "advertising" is often sold on behalf of most laudable objects—objects worthy of our most generous support. But let the merchant make, his donation direct, instead of paying, say \$20, for worthless advertising, \$10 of which must go for the cost of production, at least \$5 to the promoter, and, perhaps \$5 to the object of the publication.

A COMPLETE

ADVERTISING SERVICE

So many appeals are made to our merchants in the

News Of The Island

Trade Board Seeks Thetis Island Fishing Protection At Courtenay-Comox

COURTENAY — The Federal Fisheries Department has been requested by the Courtenay-Comox Board of Trade to make amendments to fishing regulations in order to protect depletion and damage to fishing grounds by otter trawls, seiners and mill-atters.

grounds by other trawls, sellners in order to improve communications. The board was greatly concerned over the depiction of corned over the depiction of corned and the sellners in the sellner in the corned at valuable tourist at the ties described in the saset should not be allowed to deteriorate further.

Some of the amendments of fishing regulations were as following regulations were as following regulations were as followed in the sellner in the prohibition of setting and gilluncting for salmon from shift the prohibition of setting and gilluncting for salmon from shift the prohibition of setting and gilluncting for salmon from shift the prohibition of setting and gilluncting for salmon from shift the prohibition of setting and gilluncting for salmon from shift the prohibition of setting and gilluncting for salmon from shift the prohibition of setting and gilluncting for salmon from shift the prohibition of setting and gilluncting for salmon from shift the prohibition of setting and gilluncting for salmon from shift the prohibition of setting and gilluncting for shore until Oct. 20, see the salmon from shift the prohibition of setting and gilluncting for shore until Oct. 20, see that the salmon from shift the prohibition of setting and gilluncting for shore until Oct. 20, see that the salmon from shift the prohibition of setting and gilluncting for shore until Oct. 20, see that the salmon from shift the prohibition of setting and gilluncting for shore until Oct. 20, see that the salmon from shift the prohibition of setting and gilluncting for shore until Oct. 20, see that the salmon from shift the prohibition of setting and gilluncting for shore until Oct. 20, see that the salmon from shift the salmon from

Manager Of Spencer's Retires At Courtenay

COURTENAY — John MacIn-tyre has retired as manager of David Spencer Ltd., here, and will be succeeded by Thomas Menzles.

Menziest Victor Spencer Jr. at a testi-monial dinner for the former manager, referred to Mr. Mac-filtyre as one of the pioneers of Comox district. He was manager David Spencer Lid. bought the best of the company of the company of the testing the company of the company of the store in September, 1946, and carried on in the same capacity since that time.

LET'S STOP IT-

Mr. Merchant!

We say let sooteness, Organizations, Fraternities, Clubs and Conventions get out their own programs and pay for them, or confine their "advertising" appeals to their own members, but for any sake let us stop this everlasting hounding of our merchants for the support of anything and everything in the name of "advertising." In any case, most merchants are members of the various organizations, and, as such, called upon to do their part.

Let the City set a good example in connection with this year's 24th of May Celebration. Let them get out a dignified, readable program at a cost of \$200 to \$300, instead of allowing some promoter to raise \$2,000 from our merchants, making perhaps \$1,000 for himself and supplying the City "Free" with a program not at all worthy of the occasion.

There are, of course, a few programs and other occasional publications which do have some legitimate reason for their existence and therefore some real advertising value, and with these we have no

If any merchant wants a fair appraisal and analysis of the advertising value of any such publication, this office will be happy to supply such information, whether on to the inquirer is one of our clients. And, in the interests of good business and better advertising, we offer this; service quite without obligation or charge.

Stop being fooled, Mr. Merchant, have courage to say "NO" and let's squetch this ever-growing, in-sidious drain on your advertising appropriation— every dollar of which should be invested in recog-risted. Media which will bring a return in exact proposition to the intelligence with which you use them.

Popular Resort

THETIS ISLAND-This island, situated four miles off Che-mainus, is growing in importance as a summer resort with the con struction of more and more per-manent homes and summer cot-tages for Vancouver business

ATLANTA (AP)-Steady rai ATLANIA (AP)—Steady rainfall in the last three weeks has yent rivers throughout the southern states roaring to flood stages and caused many lowland dwellers to scurry for higher

dwellers to scurry for higher ground,
Scattered evacuations and a train derailment marked the flood situation in Mississippi and hought a "westher bureau warn-bought a" westher bureau warn-southeastern part of the state this week may be "as bad as it ever gets." The soggy condition of a railroad right-of-way was given as the reason for the derailment Monday of two Diesel rain. Two trainmen were injured slightly.

At Rome, Ga., the, Oostanuala, Blver flooded into the west see.

Seven Killed In Owl Train Derailment Polish Election



But the Republicans control both Senate and House and they are annoyed with labor union intensified uring the coal strikers. This attitude was intensified uring the coal strike of November and December. A major strike, such as those with the strike in the steel in ment court.

Wreck Produces Surrealist Picture



mething dreamed up by one of those ultra-modern is the picture above. Actually it shows what was the locomotive on the Empire Bullder, crack pas-train, after it had exploded recently near Devil's

Death Toll 133

WARSAW AP! — Campaign and election day attacks by the underground—on poil commissioners and militamen appeared. Monday to-base to the commission officials were killed and another 24 were kidnapped and presumed slain. At least 16 underground tighters were killed, along with 58 members of the Volunteer Citizens' Milita and the regular milita. Numerous attempted attacks sere exported bastian off. Sunday in the Lublin, Poznan, Rzeszow and Balaystok districts.

Ceiling Reimposed On Used Bagging

OTTAWA (CP) — The Prices Board announced Monday that price cellings, removed Jan Jaf from used bags, used bagging and haling material, will be relimposed today because of the celling bagging the cellings the cellings the board will adjust the prices of used bagging the cellings the board will adjust the prices of used bags from 1% to 3 cents above their former maximum prices.

Acrial view shows Southern-Pacific's San Francisco-tofor Balkersfield, Calif. Seven persons were tillident
of Balkersfield, Calif. Seven persons were tillident
for Gaginst Anti-Strike Action

Business and the second word of the accident.

Washington (PP)—A body
day from major industrial strikes
be day from major industrial strike
be day from major industrial strikes
be day fro

In suits 5 JANUARY SALE

PRICES at Malleks

STURDY SCHOOL SHOES!







This space is paid for in its entirety by the Harry (A Penman Advertising Agency, without contribution from Newspapers, Merchanfs, or any other source.

HARRY G. PENMAN

620 VIEW STREET, E 2623 VICTORIA, B.C.