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at Princeton's
CAPITOL THEATRE
Every Week-Night

THE SIMILKAMEEN STAR

Cameron's Grocery
The Friendly Store
See Our Ad
PHONE 137

Fiftieth Year; No. 8 PRINCETON, B.C., MONDAY, 13th MARCH, 1950 5c per Copy; $2.00 per Year

AMBER AT WAR WITH OFFICIALDOM WANTS SKI SPORT NOT POLITICS

And Princeton Wants Full Value From A Valuable Resource

COLD WAR — AND ALL WET

THERE is cold war in the snow sport and the ski-nanigans mark a cross-roads in a vital public resource.

Everyone likes a scrap, and our dour and doughty Ambers have won as usual. But—

The president of the ski association kow-towed to Pop and there have been apologies from everybody but Amber, which never has anything to apologize for. And Amber again won all the prizes and got a lot of publicity—but.

There are stout friends of Similkameen — and of Amber, which has done so much for us —who are a mite doubtful in triumph and who see a declension in the grand graph of Amber ascendancy. Time to stop and think.

Now first of all ski-sport is important: it is everybody's business. In a democracy sport is not merely a vital element in the social weal: it is a major industry. Ten percentage points in major league standings represents perhaps a billion dollars to a city's economy. In Similkameen our winter terrain is as real an asset as our coal, our copper and our newspaper Private management of a public resource is a community trust and we have a real and vital stake in its management. Whether we ski or not, ski-ing is important to us, and we have to start out by thanking Amber—and mostly Pop — for a very handsome contribution But—

But We Lose

Amber is a fighting club. It stands on its own feet and it has climbed high in independence and determination. Nobody wants to interfere. but ski-ing is one of many things you can't have without people, both our own and outsiders.

In the same theme, our ski management concerns our won public and outsiders, and ski-management in general affects us We have a right, a responsibility. Our interest is friendly and sincere and seeking common advantage in common right. The people speak. They kept their peace until the turnament was over. They suppored it. They have eagerly given friendly help and at opportunty they are eager to give more yet. They are the passive partner in ski sport. The ski fraternity should eagerly give them ear. What is good for the public is good for the sport.

Just before the tournament a controversy blared forth between Amber and the association. There was some bad procedure, some bad logic and some bad journalism, and everybody suffers. But a boil is sometimes a blessing in authoring a sound diagnosis.

And these are symptoms. The time has come for a frank and friendly going-over of the whole ski-sport scene.

Way Back When

History should serve the continuity of intelligent understanding. There is no service in dirty linen. Amber is a fighting club. It came about in a fighting origin. We all love a fighter, and Amber has fought successfully and well. And there will always be plenty to conquer. But it is a battle of achievement in the good gospel of sport, not a ravage of arrogance and ill will. Let us be mindful first of the goal of victory always. You never conquer an enemy till you make him a friend, eagerly convereted to right. You couldn't put on a ski tournament if you shot everybody.

Twenty years ago a pair of skis were as much a sensation here as Lady Godiva or even her white horse. Still as much allured by skis as by either the lady or the horse, some of us have long memories and long association and some disinterested contribution, happy to see the authority taken over by the more actively qualified.

Politics and personalities are not new in ski sport. There was the Verne nonsense of 20 years and local peccadillos that provoke a weary smile but still hold strong. The sport is too big for them.

In those 20 years the picture has changed. The public has learned something too. Ski-ing is an established sport. We look for the same good sense, the for hte same good sense. the same good entertainment value, the same social contribution as from any other sport we support

Locally the early enthusiasts showed themselves impossible administrators.. They got into such a mess as might not only have killed the sport for all time, but left the community seriously holding the bag. We were happy o seetemergence of an organization strong and self-responsible.

In that time Amber kids have gone to the top. To the Olympics and highest national honors with a new crop coming on every year. Big tournaments we have entertained. We have had good enterainment, good publicity. It has made business. We have had good value and we are grateful. But it must be remembered too that we have paid the modest toll. Support makes sport possible. The public is a factor. However little Amber has asked, the public has a right to suggest that it ask all it needs to do the job adequately.

Plenty Still To Do

Amber had a fighting, struggling start. It has won every obvious objective. It was conceived in the idea of ski-sport for our own kids—now kids of all ages.

Its achievement is remarkable. But it is not the final answer to ski sport in Similkameen. It is not enough to grow a good crop. You have to make the best use of it.

In great achievement — and we must pay due tribute to the few who have done it—Amber has simply achieved great and continuing opportunity. Let them remember that and revel in it. A phase is over, and in some ways the easier, fighting phase. The faithful few have put us on the ski map. Let them reflect that what we do is known and watched. Let them refelct that the other phase is no less important, its rewards no less real.

Now Amber has all it asked. It has a local monopoly. It has the hill. It has the youngsters. No one interferes. It has standing offers of help. It has had most of the honors. Are there no new fields to conquer?

Now all that has changed. Amber is simply an advanced example. It got in first and enjoyed the fruits. But two years ago our best skier—young Bert—agreed that Amber could not hope to perpetuate her dominance, whereby, as old Bert could say, corralling so many of the available ski-ers and facilities, had he wished, that he could control any tournament. It was simply not good for anyone, Amber included, that it was so.

Monopoly: Danger

Now in the post-war push other and bigger places are bound to do some catching up. We can't hope to have all the big dates or all the ski-ers. We can have better than we had if we realize we have something bigger to shoot at.

But there are and in a changing picture Amber must be alert to the change.

Conceded Amber has given more than good value. But—

Twenty years ago ski sport in B.C. was a comparative innovation. There was Revelstoke There were a few week-end adventurers to the Vancouver hind-hills. There were a handful of old-line immigrants, somewhat second rate, but authority and amazement in this ski wilderness.

And this too we must remember, good though we were, it was only relative. Now there are ski-spots all over the map. with bigger populations, more money other attractions. In natural facilities, in material, in geography, we are relatively well off. But we must see the true picture and the whole picture.

And the ski association must see it too.

There is more ski-ing and better ski-ing and there is going to be more and better yet. Amber's success was not the ultimate.

Home Brew - Only?

Amber owed its success to its inceptive ideas. It made its own ski-ers. It was for ski-ers, It gave more ski-ing, and more cheaply, simply by making it easily available. That is always sound, but it is not all, and it simply cannot compete with the skill and subsidizing of the Swiss and others. And we are going to have to compete with more and more of that over here. And not too much to be regretted, if we get a fair share in it.

This spread of ski gospel need not irk Amber any more than the invention of the power loom put men out of work. More ski-ers and more tournament towns and more spectators should mean more all round.

But a changing picture calls for a new focus, both here and in the ski association. In that lies the explanation of the recent clash.

Twenty years ago, when the sport was in its infancy, Princeton had its first tournament. There were virtually no local ski-ers, the town was only half its present size, no more attractive and nowhere near as accesible. But every big name in skisport of the day was here—Nels Nelson, Jorstad, Kaldahl, Sotveht, Mobraaten and the rest —and crowds came from far and wide. It was an event Princeton will never forget. And just as Amber's honors have been worth money to us, a show like that did us no harm.

Last week-end, as more than one remarked, you would hardly have known there was anything on. And we had enough ski-ers to make our own event; a better hill and other facilities and a bigger town. And that century-long dream, the Hope Road was open.

Let's Share It

Now Amber will argue, and with much truth, that the best ski-ers were all here—our own (though one or two were away at big events where they did not monopolize the honors).

But that is very much like a bachelor putting on his tux to dine on a can of sardines in his cabin. As a fact, there were the Norwegian champions who had come as near to us as Revelstoke and so could probably have been got rather cheaply. We suspect one or two of you might have thought it a treat, and good value at even a little extra.

Amber is thrifty. You could not ask for a better bargain. And Amber argues that if it had 100 it would not spend it on sign ski-ers, with so much to do for our own kids. But Revelstoke, where the sport is relatively derelict, found it, and there were ski trains and movie and radio men and a big show which the folk probably did not mind paying for. And with no disrespect to our own kids, we suggest Princeton would not grudge it either. The Yankees and the Dodgers are currently the top teams in baseball, but other teams, we predict, will be seen this summer in New York, where everyone doesn't know everyone as well as in Princeton.

And Enjoy It

Putting on a good show is no more being disloyal to your community—with so much here that uncaringly is—than staying home from the Capitol because Mel and Noreen don't star in every picture. There are legitimate imports—things you can't do—and they pay big in the commerce of goodwill. They bring many visitors, for the event and as an effect of it. They sell your town. And they give your own folk full value in a treat. Joe Louis does not aways fight a Detroiter in Detroit. Thirty years ago we had the Salmonbellies in frontier Princeton and you still see it referred to in the big papers today. Latterly our celebrations, our salesmanship, have been all too cheap; one big reason why we are not as good a town as when we were half as big. Why we attract so few visitors and why so many of our own folk celebrate in other towns, send so much valid business out of town. We need some good promotion. Publicity without it is made propaganda. When Pop protests that our tournament got more publicity than the others, he is unwittingly condemning a a well-meaning guy.

Good (?) Publicity

When sport looks to the public it should remember the public. Princeton must capitalize on its resources. It must encourage its own athletes. It is also entitled to a good show.

So we got some publicity in the latest squabble, and Pop, though he boasts of it, is just a little sore about it

Tex Rickard thrived on the formula. 'No matter what they say, just so long as they say plenty." Hate may pack the house when it's hot. It is not established that it keeps warm as long as goodwill Hitler had lots of publicity too. It is not a corollary that he won many friends or attracted many tourists.

Now let it be estabilshed at the outset that in this latest clash Amber was, as usual, right, and regrettably wronged. The admissions are in. There was some irresponsibe talking and some bad journalism. The apologies are in. Amber was right. So was the fellow who had the right of way. To insist on right is vital, but only half success. You have to make the other fellow feel right about it

So we had Amber slapped in big headlines, all over the province. Somebody said it. Pop complains, half in pride that they are all sore at Amber, because they are jealous.

There was a threat to boycott Princeton, to ban any competitor who went to Princeton. Amber was accused of a cheap trick, staging a club tourney where for 50c — less than the normal entry fee for one event —anyone could become a member for the tournament, so that it was really an open tournament. But the real kick was that it was virtually in defiance of the parent association, that it conflicted in date with the Kelowna tournament, sanctioned by the association. "This sort of thing has got to stop."

Official Efficiency

Not very nice things to say, or print. And they were said.

Don't blame the paper for printing them. A darned good story.

The reporter wrote a letter to Amber. He does not back down at all—except that he has the president saying them, when he admits the president did not: a very damaging admission of irresponsble journalism. And in the welter of words that has followed, where everyone is trying to wriggle out of a serious and careless libel against Amber two things are plain: (1) extremely poor relations between the association and the Coast Press; and (2) a most inordinate confusion in top level proceedings at the association.

The reporter says nasty things about the officials; and they are cheerfully reciprocated.

To dismiss the newspapers—in a serious admission the reporter can at best claim to have made a bad job of recording accusations against Amber. Certainly he didn't invent the accusations. Something like that was said by somebody.

A Silly Business

Now of course that wont do. There is far too much irresponsible and incompetent journalism. No good reporter would ascribe a statement to someone unless he was sure he said it. And he would never back down. The practice in Vancouver is to give the ski beat to some kid who skis and who has no journalistic qualifications at all Coast journalism is rather poor. Even Einstein would have to serve a journalistic apprenticeship There is far too much carelessness and inadequacy in a serious profession; far too much front-office for a free and responsible Press. So much for the reporter, who says his share of hard things, deserves his.

Winter Sports in Canada

Skiing—Bob-Sledding—Hockey—Curling—Tobogganing—Dog Derbies Outstanding Attractions

THE invigorating climate of a typical Canadian winter, now regarded as an advantage rather than a hardship, owing to the unusual variety of healthful and appealing sports, is attracting increasing numbers of visitors to the Dominion.

Across Canada there are many beautiful and attractive snow-clad mountains, hills and valleys, which offer exceptional opportunities for enjoying a wide variety of outdoor winter sports. The principal activities throughout the country are skiing, snowshoeing, skating, tobogganing, curling, hockey, bob-sledding and dog derbies, all of which may be thoroughly enjoyed, under ideal conditions. With the exception of an occasional day during mid-winter, the temperature is not too cold for participating in outdoor sports.

While motor travel is not general during the winter season, there are many long stretches of highway which are kept conditioned throughout the winter months. The traveller will always find train service a modern and luxurious means of transportation. Hotels in many of the leading summer resort districts remain open the year round, providing good accommodation for those wishing to participate in local winter events.

Wide Range of Sports in Every Province

Each province possesses winter attractions more or less peculiar to its own particular surroundings. Practically all forms of winter sport are available in the Maritime Provinces, but a preference is shown for hockey and curling. In the province of Quebec the major sport events centre in and around Montreal, Quebec City, Murray Bay and the Laurentian mountains. Lovers of winter sports will find vast territories in Ontario which are ideal in location and in scenic beauty. Ottawa, the federal capital, is adjacent to some of the finest skiing country on the continent, while the best of ice-yachting may be enjoyed in Toronto bay and along the waterfront of lake Ontario. In the Muskoka and Algonquin Park districts, hotels and cabins are open for the accommodation of winter visitors. In Manitoba the Winnipeg bonspiel also the winter carnival held at The Pas, are annual events of international interest, while Banff, situated in the scenic Canadian Rockies in Alberta, is one of the most important centres for winter sports. Record performances in ski-jumping have been witnessed at Revelstoke. The islands and mainland of the southwestern part of British Columbia offer golf, tennis and other summer sports, for the winter visitor.

Government Bureau Information Service

Information concerning winter sports in Canada may be obtained from the National Development Bureau, Department of the Interior at Ottawa. Those who desire such information should state, if possible the particular district or districts in which they are interested, in order that the most complete data may be supplied.

Strange Malady

A man with a freak hat and a broom; well, maybe not a "pinny" but a jazzy sweater like any pin-up. It's true. We seen it. The insanity was curling, and the occasion their bonspiel—French, bon, good; spiel, Siwash, talk. Curling is a game where one guy tries to get a rock in, and seven others try to knock it out, or talk it out. It's lots of fun, and the rocks are not really necessary, but the brooms and the balmorals really are.

Wronged - And blamed For It

The facts are that Amber did offer a club tournament under virtually open auspices. And the dates did conflict with an association-sponsored meet at Kelowna. And despite apologies, and whatever the reason, Coast ski-ers did virtually boycott the Princeton tournament. For none came.

And that adds up: unfortunate, and seriously lacking in cooperation somewhere. But no trick on Amber's part.

As to dates, Amber, through no fault of its was the big loser. It always has a tournament, long before there was a Kelowna club, and usually on that week-end, proven most suitable to local conditions. The dates were set and publicized early in the year. Kelowna knew and set its date accordingly for the week preceding.

THE ASSOCIATION ORDERED KELOWNA TO RETARD ITS DATE TO CONFLICT WITH PRINCETON. THIS WAS TO SUIT REVELSTOKE, WHO HAD SET ITS DATES THE WEEK BEFORE KELOWNA, AND THEN CHANGED IT.

So everybody had to suffer to suit the real offender. Kelowna had arranged to send ski-ers to Princeton and Princeton to Kelowna and neither was very pleased about being deprived.

Threatened

The rights of the thing aside, Princeton was never asked to change her dates. They just got up and benyached and rushed into headlines. Nor is it the first time Princeton has been the victim of date switching.

The whole principle is wrong and contrary to established practice in sport. Postponed games don't change a schedule; they fit in at the end. And there must be a strong suspicion that Revelstoke's Norwegian attraction, engaged at Lake Placid, would not be available for the earlier date. Certainly championship priority could not be argued for side shows, however enterprising.

Amber says the association was advised of Princeton's meet, probably before Revelstoke's original dates were set. And if anyone didn't know, he is not a very eager skier, for it was well publicized and long before the rumpus we talked with Vancouver—and Seymour skiers who had seen the posters.

And there was certainly no cheap trick to it. It was all on the posters, which openly invited entries. Fifty cents is Amber's standard fee. Its boast is cheap ski-ing, and that is no sin. "Membership" is the regular practice for club tournaments, and as the secretary — she is the only one who seemed to show any offical savvy—was reported to have pointed out, there is nothing in the rules to stop it.

The rumpus was raised at an official association meeting, at which club delegates attended. But Amber, a member club, had no notice of the meeting. They have in Vancouver an Amber member who is their accredited delegate and who would have represented them.

But None Came

Amateurish confusion seems clearly the tone of the meeting, with incompetent and bungling officialdom certainly no steer. The reporter's confusion finds easy explanation though that is not excuse.

The first Amber knew about it was in the paper. Immediately there was a wire denouncing the report; regrets from the Seymour Club for 'misrepresentation' (Seymour's Marg. Owen had just been a guest at the Irwin home, using Amber's facilities to train for Aspen, and going down with the Princeton party She told us Princeton was a great favorite with Vancouver ski-ers. It was a Seymour spokesman who started the rumpus.)

There was a letter from the reporter mainly sticking to his guns, though he had printed a retraction, admitting that the statements he ascribed to the president were not made by the president.

Then, quite spontaneous, a letter from the president, a piteous plaint of a much misunderstood man. It must be about the strangest official document of all time, the sort of

(*Turn to Page Seven*)

Their Four Hill Plan

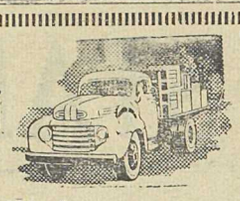
REVELSTOKE is embarked on a plan to build four jump hills on the same site—100, 140 200 and 260 feet, to bring jumpers from the beginners' stage to the top rank in skill and daring. And they are at work on the plan.

Mr. Donald Saunders, now of Osoyoos, underwent an operation for apendicitis this week. He is rerovering nicely.

Robertson's Cleaners are preparing to enlarge their premises. A new power plant will be built at the rear on fireproof lines.

Princeton Hotel is making a major improvement to the main lobby and other changes, under enterprising new management.

VANDERSPEK TRANSPORTATION LIMITED



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SCHOOL SUPPLIES
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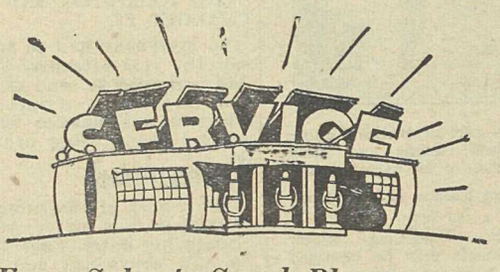

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Princeton's Leading Eating Place
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TRAVELLERS' CAFE
MR. & MRS. NICK BUSH

— Bridge at Harold—Princeton 171 —

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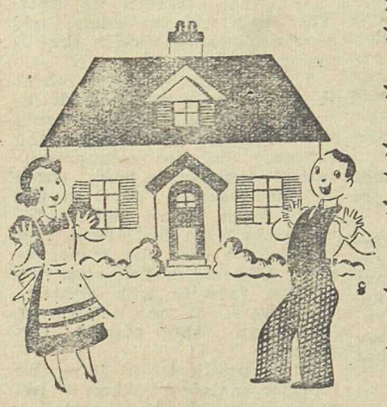

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LOOK AROUND—
—YOU'RE WELCOME

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TYPEWRITERS
AND SUPPLIES
OFFICE EQUIPMENT
AND SUPPLIES
★ THE STAR
PRINCETON 36 ★

An Important Announcement about

NEW MARGENE

When the sale of Margarine in Canada became legal 12 months ago, MARGENE was the first brand to appear on the market.

At that time Margarine had been banned from Canada for 25 years. There was no way of knowing what flavour and what texture would best appeal to the Canadian palate.

In the intervening 12 months, Canada Packers has carried on week-to-week tests to find out exactly the flavour Canadians wish.

We feel we have it in the NEW MARGENE—the flavour and the texture Canadians like.

If you have not tasted the NEW MARGENE try it now.

SPREAD IT on hot toast.
SERVE IT with hot vegetables.
BAKE with it.

You will like the NEW MARGENE

PRODUCT OF
CANADA PACKERS LIMITED

Record $8,900,000 Was Spent For Telephone Expansion In '49

The greatest expahsion and improvement in the history of the B.C. Telephone Company and associated companies operating in B.C. was carried out in 1949.

A record total of $8,900,000 was spent in the 12-month period on the installation of new central office and outside plant equipment and on buildings in various parts of the territory.

Here are some of the highlights of the 1949 operations:

- More cable placed than in anyother single year.
- Record average business day calling — up from 1,281,000 in 1948 to 1,350,000 in 1949.
- Record total of filed long distance calls — up from 5,893,946 in 1948 to 6,238,995 in 1949.
- Second largest telephone gain in the system's history
- Second largest telephone gain in the system's history — 18,940 new instruments installed.
- Major manual switchboard additions made to 20 exchanges.
- More than 12,000 new lines of automatic equipment put in service.
- A total of 25 building projects started or completed.
- Sixty new long distnace circuits added in B.C. and between B.C. centres and outside points.
- Greatest number of employees in the history of the system — more than 4,400.

●

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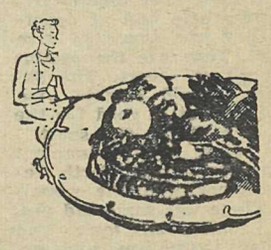

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— SINCE 1886 —
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Groceries, Drygoods
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Better . . . .
Quicker . . .
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TULAMEEN CAFE
UNDER NEW MANAGEMENT
A Trial Will Convince

Pasture Fresh MILK

From your own Similkameen Meadows
Atkinson's
• Princeton Dairy
— Daily Delivery —

Photo Finishing
24-Hour Service
★ Jumbo Prints
★ Enlargements
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THE STUDIO
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ROCK GAS
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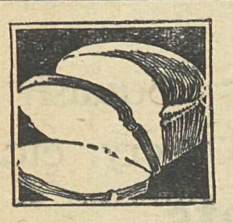
Clean, Convenient Cooking
TWO RIVERS LUMBER & BUILDING SUPPLIES Ld.

THE SNACK BAR
[Formerly Taylor's Dairy]
ALL HOME COOKING
DAILY SPECIAL
- MARGARET McGOWAN -
Opposite Princeton Hotel
Try — Know Why

CONCRETE MIXER FOR RENT
★
New Condition
★
QUALITY WOODWORKS
NEXT PRINCETON P.O.


HOME BAKERY
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Ads Pay

Record Cable Program Features 1949 Telephone Development

•

More cable was placed through out the territory of the B.C. Telephone Company and associated companies in B.C. in 1949 than in any previous year.

This was one of the highlights of the record $8,900,000 expansion program throughout the system last year.

Major manual switchboard additions were made to 20 exchanges and 25 building projecs were started or completed during the year.

•

B.C. TELEPHONE CO.

INDUSTRIAL STEEL
CONVEYORS, PRESSURE TANKS, SMOKE-STACKS, Etc.
WB
WESTERN BRIDGE & STEEL FABRICATORS LTD
VANCOUVER, B.C.

AMBER AND THE COLD WAR - -

(from Page Five)

thing you write to your aunt Agatha to kill time when stranded in Olalla with a close season on the night clubs and all the klootchmen retired to pious meditation in keekwille convents. Seven pages of boyish scrawl, each on an association letterhead.

After copious comments on the weather, the state of affairs in Denmark and endearing enquiries about the family cat (which Pop no got) and the paternal bunions (which have got) he traces the history of the holey roaming vampire from genitive to reservations and the only edification on the issue is that the president is a very bewildered young man who loves little Amber and hates the wicked and bundering newspapers (include us in SuhSpence

Of course this was essayed as a gentle laxative to Pop's notorious bile, but the bairn is all too artless.

Pop had already written, when he first saw the story, a personal masterpiece of injured dignity. Now he resorted to

(Page Eight)

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AUTOMOTIVE PRICE LIST
— RETAIL —

◆

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(2)	Truck Lubrication, above One Ton	2.00	and up
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(4)	Truck Front Wheel Pack —per wheel—	1.00	
(5)	Hyd. Lub. — E.P. Lub. per pint or pound	.40	
(6)	Pack U-Joints—2	2.50	and up
(7)	Air Cleaner Service	.50	
(8)	Air Cleaner Service—oil bath type	.75	Plus Oil
(9)	Cleaning and Spraying Springs — each	.25	
(10)	Lubricating Steel Covered Springs — each	.50	
(11)	Service Wet Clutch—with lubrication job	1.00	
(12)	Service Wet Clutch—without Lubrication Job	.1.50	
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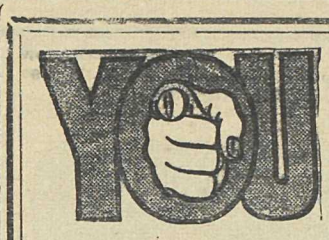
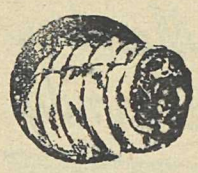
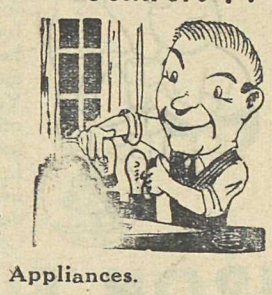
(14)	Flush Differential and Transmission with oil	.75	
(15)	Speedometer and Cable Lub.	1.00	
(16)	Install Oil Filter Pack	.50	
(17)	Brake Fluid Inspection and Fill	.50	Fluid Extra
(18)	Replace Grease Fittings, inc. fitting—straight	.25	
	— angle	.35	
(19)	Change Fan Belt	.50	Plus
(20)	Install Fuse, including Fuse	.25	
(21)	Install Light Bulb, Material Extra	.50	
(22)	Replace Ground Strap or Bat'y Cable: Straight Time		
(23)	Replace Heater Hose or Radiator Hose: Straight Time		
(24)	Clean Spark Plugs—Flat Rate	1.00	
(25)	Install Seal Beam Unit and Align	.50	
(26)	Focus Lights	Straight Time	
(27)	Tire Repair on Car, 1 Patch	1.00	
(28)	Tire Repair off Car, 1 Patch	.75	
(29)	Each Additional Patch	.25	
(30)	Life Guard Tubes	1.25	
(31)	Changing Wheels Around — Each	.35	
(32)	Install or Remove Chains	.50	
(33)	Battery Charge, Remove and Replace Extra	1.00	
(34)	Battery Rental — Minimum Charge	.50	
	— Daily Rate	.25	
(35)	Radiator Reverse Flush, remove hoses, Labor	3.50	and up
	Flush Radiator with Cleansing Agent, Labor	1.50	
(36)	Car Washing	1.50	and up
(37)	Service Calls — Minimum Charge	1.00	
(38)	Labor — Flat Rate or Straight Time	2.50	and up
(39)	Car Storage, Nightly	.75	
(40)	Truck Storage, Nightly	1.00	



NEED PROTECTION
Don't Risk It . . .
Don't take cances—a slip may mean a Pink Slip—or a broken bone — or a burglary or a fire. The onus is on you. Shift it to us Let us take the chance on you. We are able.
. . . Insure It
EARL W. NOWELL - *Insurance* - PHONE 5

PRINCETON MEAT MARKET
Home of Fresh Beef


CHOICE MEATS
POULTRY
NOCA BUTTER - FRESH EGGS
Fresh, Smoked and Frozen FISH
S. A. WILSON, Proprietor
TELEPHONE 21 BRIDGE STREET, PRINCETON

Let Us Check
Your RADIO, WASHER and Other Appliances
for Summer Comfort . .

Our charges are reasonable, and all work is guaranteed.
We carry a good stock of **Radio and Washer Repair parts.**
We stock **Hearing Aid Batteries — Marconi Philco, Northern Electric, Easy, Speed Queen** and **A.B.C. Radios and Appliances.**
Our Service Department Backs our Sales
MANSFIELD ELECTRIC
BRIDGE ST., PRINCETON—PHONE 130

SKILL — *Superior* — SERVICE
ROBERTSON'S CLEANERS
South Bridge Street — Princeton
★ PHONE 1-2-3
Ladies' DRESSES A Specialty

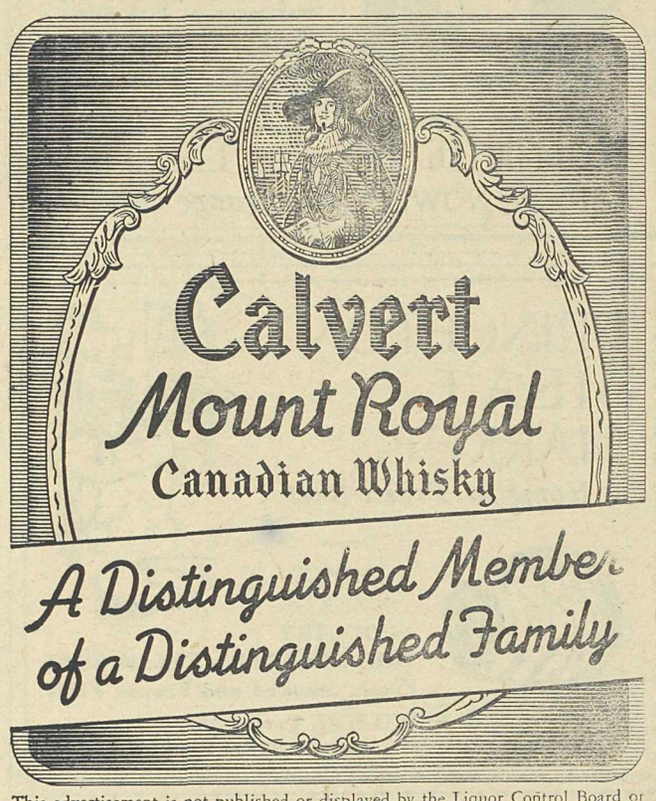
Men's Clothing
Blankets
Chesterfield Covers
Drapes
Net Curtains
Pressed while You Wait

Insure on your Automobile NOW!
CONSULT...
P. W. GREGORY
concerning your new driving responsibilities under the Public Safety and Financial Responsibility provisions under Provincial law, now in effect. Otherwise you risk impounding of your automobile and loss of your driver's licence. We have policies designed for just this legislation.

Boys!
EASY SPENDING MONEY for
BATTERY LEAD
THE STAR

Old timer Arch Samuel has a bad arm, broken at work in the mine a month ago.

Princeton bakeries are now open until 6 p.m. including also Thursday afternoons.



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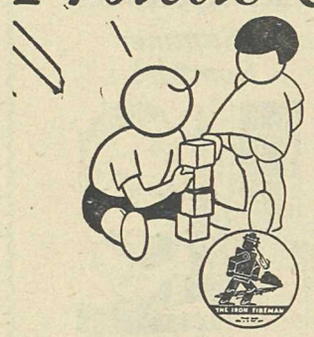
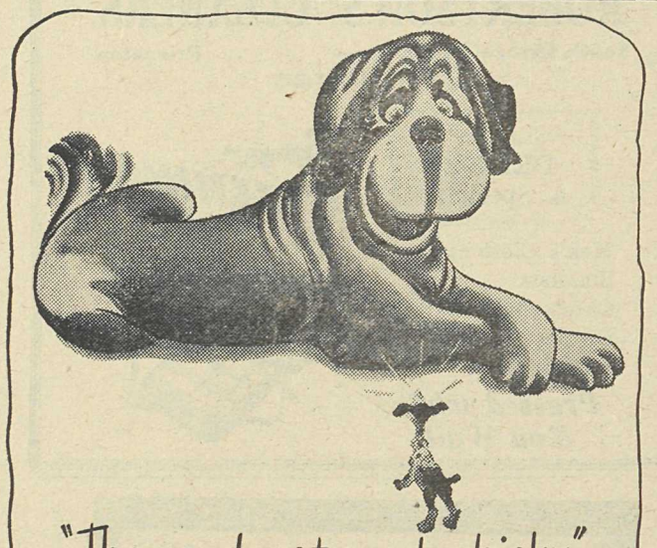
Protects Children



Is the temperature in your home always "just right" for children's health? If not, install an Iron Fireman and be sure of healthful, steady, clean heat all day long. You'll have new peace of mind, too, knowing you have the outstanding leader in the automatic coal burner industry, world famous for dependability. See the new Coal Flow models.

IRON FIREMAN
AUTOMATIC COAL FIRING

RELIANCE SERVICES
VERMILION AVE. — J. E. GOTT — PHONE 58-K



"The good-natured whisky"
Seagram's
King's Plate
CANADIAN WHISKY
The price is "Good-Natured" too!

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Captured Flavour OF THE INDIES...
OVER FOUR YEARS OLD

OLD INSPECTOR RUM

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AMBER AND THE COLD WAR - -

(From Page Seven)

hayseed with a sting. After politely answering the enquiries about his venerable wellbeing, reporting the weather (without acknowledgment to Salesman Sam) as the best for ski-ing in the northern hemisphere, he told the solicitous president that he could take credit for the whole blooming mess both agree (and the only thing) that ski-sport is in.

Waxing poetic, he compared the infant solons of the big city to our bobbing little river birds, for which Junior will quote you a charming name, and which Pop quoted, but spelled wrong.

Iago-like, he told the president what the reporter had said of him, and the reporter how the president was going to kick all reporters (ladies, gentlemen and real newspapermen) in the pantz. Then the threw the case book at them, not denying himself a few personal observations.

All of which may be entertaining, but no more helpful to ski-sport than the blundering and thundering at the other end

This is all just the boiling of an old kettle of flounders, with an appropriate smell.

It serves nothing to belittle a central authority, for there must be one. Its auhority must deserve respect.

Browned Off Amber

It was frankly because Amber has none for it that they preferred to take their own chances with a club tournament. "The association gives us no help, and this way they can't interfere as much."

Amber has sent her stars all over the ski zone, and in lean years helped make many meets simply by supplying the ski-ers. And certainly Amber has done a good job in its own house; no club, comparatively, has done better: in winning honors, in developing ski-ers, giving the kids so much ski-ing. That is a contribution to ski-sport at large which deserves to be honored.

But Amber feels that it has not merely been hampered all along by official bureaucracy and inefficiency, but has had a plain raw real.

During the war, Amber claims no other club was able to put on a big meet and Amber was expected to save the ship. Now that conditions are better, the favorites get all the plums.

Two years ago Amber bid in the formal manner for the Western Canada championships There's was the only proper bid, and according to the bylaws they must get it and they were assured they would. But they heard no more. The association, they say, often ignores an approach. does not answer letters. "It just does what it wants—a few big-shots who know nothing about ski-ing; and tries to make ski-ers do what it fancies."

Slides or Slide Rules?

Public and athletes care little about sports government, want just enough of it for co-ordination and smooth sailing; have no time for sport politics, and would be quite happy if sport could be regulated by an automaton. But it is only too obvious, however wearying, that ski-sport has too many badgers There is executive irregularity and inefficiency. The present case eloquent example.

Sport is for sportsmen and spectators, not for badgers and bumbledom, who neither pay nor play. Big sport turns administration over to a paid commisssioner and clerks and it goes on as unobtrusively as in big business. But amateur sport can be terribly amateurish.

All these squabbles, these displays of amateurishness, do the sport no good Bad publicity is worse than no publicity. Time wil prove it.

And there is too much petty jealousy, between clubs, among officials. Sport itself provides an ideal outlet for healthy rivalry.

Last year Amber was asked to stage the official zone championships. Hardly any Vancouver skiers came to their own meet. They went to conflicting tournaments — the very thing they wax so righteous about—and wrongly—over Amber now. (Amber sneers they may figure to win a prize or two, having angled Amber out of the way).

But the Vancouver officials came up and took over the bossing of the meet. They would not let Princeton kids jump on hills-for the paying public-they had been jumping on all winter.

Right along, Amber contends, they have been holding Amber kids back by classifying them below their abilities, simply because Vancouver kids of the same age can't do what Princeton kids can do.

There is one Amber plea that the paying public will heartily applaud—all too much technical hokus pokus and emphasis on some magic of "style."

Scoring a ski jump is a work of art. You never know who won on the spot. It is figured out by the judges hours after.

And I have seen experts' cards that told amazingly different stories and qualified skiers will site you classic atrocities. For one thing, it tends too much to foibles and favoritism; for another, it is death to spectator interest. Imagine going to a ball

(Page Ten please)

"Captain Morgan's in town!"

Guests will appreciate the warm welcome of the host who serves both brands of Captain Morgan Rum . . . Gold Label, rich and full bodied—Black Label, extra smooth and flavourful.

Captain Morgan
GOLD LABEL RUM Black Label

Blended in Canada from carefully selected rare old rums by Captain Morgan Rum Distillers Limited.

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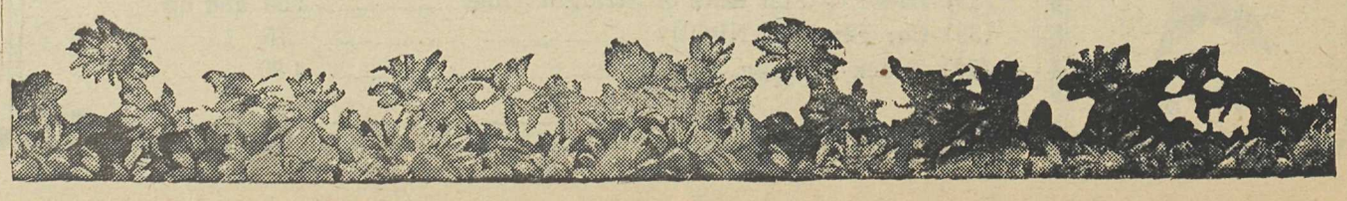
PRINCETON NURSERIES

BEDDING PLANTS FLOWERS and VEGETABLES

Snapdragons — Asters — Lobelia — Elysium — Portulaca — Pansies — Marguerites Zinnias — Stocks, etc.
Cabbage — Cauliflower — Tomatoes — Squash Brussels Sprouts — Cucumbers — Celery, etc.

50 Varieties ★ Pot Plants
READY FOR SPRING PLANTING

PRINCETON NURSERIES
ALLISON FLATS PHONE 127-K



FINEST PICTURES
at Princeton's
CAPITOL THEATRE
Every Week-Night

THE SIMILKAMEEN STAR

Cameron's Grocery
The Friendly Store
See Our Ad
PHONE 137

Fiftieth Year; No. 9 PRINCETON, B.C., MONDAY, 13th MARCH, 1950 5c per Copy; $2.00 per Year

Opinion ★★★

Tourist Gold

SPRING is at hand, our first with the Hope - Princeton road. The century-sought highway is in the real sense not open yet. That will come with the open sesame of spring.

Some of us do not realize yet our opportunity in tourists. And some are lucratively licking their chops.

There is gold in the tourist industry. There is tourist gold in these hills, and never fear that the tourist will come seeking our values as shrewdly as we do his. He mostly comes from the big city, and he gets around.

The true gold for him is here by nature's blessing and we can sanely win it into our cash registers by the safe currency of fair exchange. The accessory values we have to give are relatively small, but vitally important. In what is ours to give, we must simply give good value in civic attractiveness, in commercial dealings and in hospitality. We have a reputation for the latter, an open-hearted hill hospitality that we should zealously cherish. For the rest, we should remember that we can best exploit the tourist, in the larger sense, by not exploiting him in the smaller.

As to civic attractiveness, we are much in arrears and there is no time to waste. Nature — and the government—has done much more for us than we have done for ourselves. It is up to us —and now.

Some men, and some organizations, like the Rod and Gun Club have made intelligent investments. Some investments have been more selfish.

A vital intelligent job is publicity. It too is subject to the longer or shorter view. In the longer view, it is an expert job. It is our job, and we mean to do our best. We can't have too much help, and there is no better investment.

The Bergman Case

EVERY once in a while a self-righteous world is pleased to be shocked by a scandal that puts in the public balance of morality what is smugly excused in too many private lives.

We had the Prince of Wales, and events have shown that most of us were wrong, for the ultimate justice lies in private concsience. Now we have the Bergman case.

It is interesting, were it not so sickening, to see the rush of outraged morality, more sentimentality than sentiment.

Now the seventh commandment is good morals and good sense and it is right that we should resent a wrong in it.

But it is by no means the alpha and omega of moral law, and this is not the first time it has been broken.

It is argued that prominence is a factor, that in hero worship it sets a sad example to the young. It would be well if we were always as careful of example, in all things.

The real factors in the outraged arguments are not so much morality as prominence and exposure, in the plain deceit that the evil of evil is discovery.

The true moralist will find it hard to believe that Hollywood, or the world that makes it thrive is a mirror of morality. News of The World outsells London Times 50 to 1 and there must be some suspicion that the outrage in the Bergman case is in the same morality. Let each judge himself in that.

The point is that any immoral act is a sin. But hypocrisy only adds a second sin to the sin.

All Way Streets

THESE are the days of thaw and puddle. Some of us have cars; we pay a licence and that gives us rights. Some make a good bargain of those rights. They use the roads. parking or driving, 24 hours a day, 365 days a year, and drive in the same assumption. If everyone had a car—or fleet of trucks—and assumed the same, it would be awfully jolly, what?

And there are meticulous house keepers who dump ashes and garbage in streets and lanes and never give a thought that public tidiness is more of an obligation than private And long stretches of sidewalk frontage owned by the best people from which not a shovelful of snow has been lifted all winter. And they think incorporation would work.

Rightly and necessarily giving priority to main arteries, the government tends inadvertantly to bolster an arrogation of sheer selfishness.

All the streets belong to all the people, and the difficult seasons must be met with courtesy and consideration all round.

COALD COMFORT

For taking coal from a neighbor's bin a Princeton man paid a nominal fine The magistrate said there was no criminal intent.

The Little Man and the Big Cigar

THE British election surprised no one—and pleased fewer still. A sick world can't thrive on new ills, and the British vote was that of a sick nation which voted to be sicker still. And the great patriot' Churchill, has lost no time showing that he means to make capital of its sickness to promote his childish vanity, his lust for personal power.

What Britain needs is strong solid government, and it concerns the whole world that she get it, for there are few solid props against a growing maniac of chaos—the chaos of achievement. And Mr. Churchill offers —politics, and a cheap trick.

Politics is not government and the tragedy of the age is that the gap is widening. Government is drawing ever farther from the people, principles which divide parties matter less and less and the emphasis is on office — power. Here in B.C. we have the prime example.

This trend, at this serious time, is treachery. Totalitarianism is scheming, using every advantage, to overthrow right and the individual freedom to seek it—the only way—to funnel the fruits of a progress of tremendous resources, to serve the few. Life to-day should be very much fuller than it is; but Godless men, foolish men, will waste the heritage of their fellows to add a little to their vanity.

BAD MEDICINE

And our governments, responsible leaders against this ancient anarchy fortified by modern assets, are giving the total intruder utmost opportunity by exposing our weaknesses in weakening the ideal of democracy with just the same tactics. Their hostility to foreign doctrines in the same spirit is in defence of their lust to keep the advantage for themselves.

The tragedy is truly in the illusion, for you cannot pass laws cannot find happiness in matter. to make people good, and you ialism. A diamond will not, in circumstances and in ignorance, give the satisfaction of a lump of coal—both carbon. And our material quest has so outstripped the cultural and the spiritual that we do not know how to enjoy our advantage.

And all our quest is the material. In that the motives that dominate society—funnelled in politics and big business, materialist power — are precisely those of absolutism, and in the ignorance and inequality of the contest, there will always be utmost opportunity for foreign intrusions—an ambitious Communism hard on the heels of Fascism.

So Britain voted in illness and ignorance. Politics seizes on a glamorous catchline in sutble salesmanship. The real issues are not put to the people. The real issue is power. In Britain the struggle for power is between the workers and the vested interests. There is no guarantee of fairness or success in socialism any more than capitalism Just as free enterprise has been exploited by politics and big business, so has Communism made the working man the dupe to make a few men powerful.

THE POWER HOUSE —

Socialism could work no miracles in Britain for there is precious little to nationalize but is not a liability. Its economy and welfare was already propped with artificial props which is the modern magic of government, and which collapse in the stress when needed most Subsidies and currencies for example.

British terrain, capable of supporting ten million population, has 45 million. It is typical of the timeless pattern of the masses—underprivileged masses to provide and protect the power and profit of the few.

British imperialism reached over the world to support the

Mr. CHURCHILL

man. In wisdom, the British Commonwealth could be the power of the world. It has the territory, the people, the resources, and far from disintegrating in times of crisis, it should be privilege and security to belong to it. And a righteous commonwealth could have done for the world what the United Nations finds so hard to do. If we are good Britons we must admit our history is not all good

—AND POOR HOUSE

A colonial—not commonwealth —policy dictated by the private power that finds expression in politics. exploited rather than developed the resources of one fifth of the world; not for the colonies, not for Britain, not for the masses, but for the selfish profit of a few.

And the prosperity was therefor largely fictitious. financial. The British Empire was a bankers' empire.

Selfishness is suicide. It was a factor in bringing war and war showed Britain's weakness. But we would not learn. A second war left us just that much worse. Britain's artificial props had gone. And worst of all, her human structure was inevitably weakened. Britain's true industrial strength, her standard of living. never reflected her financial power. Her morale was weakened by inequalities, by class discrimination. Always the reaction to exploitation, both at home and in the colonies the underdog took advantage of crisis. That his reaction was neither fair nor helpful is understandable—but none the more helpful.

It was a sorry task for any government to take over in post war Britain. It was the worst possible auspices for socialism And fair observers, who have no faith in socialism, can have only admiration for the job Mr. Attlee has done.

Mr. ATTLEE

But he worked no miracle and as fair minds foresaw, evils took their toll.

Out of all this comes increasing respect for Mr. Attlee. In tremendous contrast to his illustrious rival, he has neither magnetism nor genius. He is a very ordinary little man—but an honest and courageous one who will not be swayed or cowed or stampeded. In so many ways he lacks the gifts so high a post demands. Yet how few, you feel, use so well—and faithfully — the gifts they have.

Churchill, in contrast, is a brilliant but irresponsible spellbinder. How big he could be, how much better he knows than he does. Why? Because he lacks the wisdom of sincerity. He is a precocious, but spoilt child, with the shrewdness of more than man, the vanity and irresponsibileness of the boy. He does not know enough to mean well, knowing so much.

In a world that does not analyse and think, he is the most

IS THIS GREATNESS?

over-rated man in the world. To those who know him, and the world, his failures are no amazement, for, while he is carelessly deified, he is also much suspected. His political history is that of the great individualist, with changes of affiliation based not on principle but on ego. Even now he is used by his party more for his spellbinding capacity, his popularity —qualities over-rated—than his sagacity. He is the self-made hero who commands acceptance, full of petty vanities incompatible with bigness. His bigness is all in effect. He has done really very little. His self confidence and conceit were simply the qualities needed to crystallize courage and fire enthusiasm in dark days.

With so much more to exploit he is held in much less favor by his own henchmen than little, almost apologetic Attlee.

There is very little of the sacrifice that is true bigness about him While he drove others, he was always the limelight seeker; while he urged others to give and go without, he was always the special exception; his childish whims and petulances put down as whimsical signs of genius. He felt, made no bones about it, and so it is still felt distant half-knowledge and sentimentality, that he had earned immortality. Yet it was no surprise to those on the scene that, at the height of his glory, he could not win his first election. It was not Churchill who made the gains in this one. It was the toll of events.

Mr. Churchill is an aristocrat, by distant ancestry. In one election campaign—in the 20th Century—he told an audience that the middle and working classes are not fit to rule—it was the of the aristocracy This was Scottish industrial town of Dundee, and there is a suspicion that there are distilleries nearby But Dundee answered the aristocrat of the era by electing over him an unknown prohibitionist. And ever since Mr. C. has cold-shouldered Dundee!

Many of his henchmen wish they could govern him, or win without him. Some want td. His imperiousness blinds himself as it spellbinds others. He has no magic touch, which, his greatest failing, he seems to believe he does Even a genius is no Churchill disdained the strategic experts. He had amighty tiff with Eisenhower—and lost. When, at critical time soon after he took two invaluable warships were literally thrown away without air cover, and in the people's House the action was questioned, he "satisfied" doubts with an imperious "I did it." When any strategy was questioned, he petulantly refused explanation or analyis, called for a vote of confidence. In effect, he said, "I am winning this war; if you question me I leave you to your fate We needed a strong hand; we accepted a high one; but we did not forget, even if only subconsciously.

THEY LIKE IT TOO

If nothing else, men like Churchill and Roosevelt set a dangerous precedent of personal rule which others have not been slow to exploit.

Mr. Churchill is too vain to learn. It may seem that he recouped in this election. He should have won it hands down. Socialism is no solution and in the most importunate auspices in war-bled Britain it worked no miracle. But Mr. Attlee promised none. And he did make a sound and honest contribution to recovery and his only promise of solution was in that appeal. And there was a long overdue and wholesome levelling up of old inequalities, doubtless overdone.

That was the true issue of the election, and if the old offenders had learned their lesson, fair and sensible men would have forsaken the lure of socialism and returned gladly to an alert and honest two party system. just as they will in the same circumstances anywhere.

But Mr. Churchill was up to the same old tricks. He played politics He enticed the disgruntled — who would be disgruntled under any system, but he failed to convince reasonable men and the biased on the other side he only drove more fiercely to working class rule.

Mr. Attlee had the policy of a sincere mistake. Mr. Churchill had no policy but a return to power, and that breeds suspicions He did not lay bare the error of the socialist concept. He left all the social sops which they believed in them—and no intelligent man can — the old line parties could have given long before the socialists did, just as in this country they have been given in the sheer determina-

(Page Nine)

The Beauty of Winter - -

★ NED M'GOWAN'S WAR
THE MAGISTRATES BROKE THE LAW

[On Christmas Day, 1858—British Columbia's first—a miner, Farnel, of Hill's Bar went up to Yale, two miles up the Fraser. Celebrating over-freely, he was incensed at the sight of a negro barber, and proceeded to beat him up, forgetting that here was British tolerance.

Now the rustic magistrates of Yale (Whannel) and Hill's Bar (Perrier) were peacock - proud and mightily jealous of each-other. When Perrier learned that a citizen of his metropolis had misbehaved he sent his constabule to fetch him back, which of course was ultra jures, but the learned lawman did not know that, and probably would not have cared two hoots anyway But the magistrate of Yale had already had Farnel arrested, and when the Hill's Bar constable arrived he promptly had him arrested too, doubtless hoping the magistrate of Hill's Bar would come along also.

But the learned Magistrate of Hill's Bar had the advantage of strategic counsel—the celebrated Ned McGowan, who had been a judge in California

Consequently a warrant was issued for the arrest of the Magistrate of Yale and his constable for contempt in arresting the constable of Hill's Bar. Enforced by a posse comitatus he marched on Yale arrested the magistrate and his constable, opened the jail and let his own man out He imposed a heavy fine on his "brother" magistrate.

A MILD CASE

The Yale magistrate thereupon endited a lurid complaint to Governor Douglas, making the notorious McGowan the hero of the piece, charging a conspiracy to oust British authority and annex the country to the United States Douglas sent post haste for Col. Moody, commandant of the tiny contingent of Royal Engineers who had only recently arrived from Britain.

With 25 men plus ratings and marines in port, and trailing a field piece, the long grim trek began to save a nation So that there might be quick dispatch of the traitors Judge Begbie was included.

The opera bouffe had a fitting finale. Ned McGowan's oratory dominated the hearing and Judge Begbie went along with him to learn how to pan for pay dirt, followed by a champagne lunch in his hut. Ned McGowan's war was won by Ned McGowan

But this was, officially, the first military operaion in British Columbia

★ THE SAN JUAN DISPUTE
THE PIG THAT ALMOST BROKE THE PEACE

THREE thousand miles of unguarded frontier and a century plus of peace was almost shattered by a pig.

No relationship in history is more salutary than that which shares a continent divided at its waist by an imaginary belt, between men of the same stock, one half held by those who revolted from the British Crown the other by men who held leal. But there have been times since Valley Forge and John Paul Jones when relations were sorely strained; not always faced with the calm fortitude of the United Empire Loyalists.

Nowhere was the friction fiercer than in the belated claiming of the Pacific North-West, and none of the long series of grievances was more grave or more grotesque—than the San Juan dispute, which was skewered in a firebrand soldier—and cold pork.

When, 200 years after the East had been tamed and divided, attention turned to the "sea of mountains" beyond the great barriers of the prairies and the Rockies, Britain and America were the chief rivals.

Historically, the U.S. had scant claim, for in the great era of adventure, while the Thirteen Colonists were still good Britons, the west coast had been visited and claimed—and left primeval.

In 1493 with a sweep of his shaky pen Pope Alexander VI, "to avoid contention among the Christian princes" drew a line dividing the new world between his Catholic pets, Spain and Portugal. But the heretical English adventurers of Elizabeth were not impressed, and Drake, in 1579 was undoubtedly the first to visit the British Columbia coast

FURS FROM THE SEA

It was not until two centuries later that the west was broached and then a sudden era of intense activity began. The fur traders pushed over the mountains and expanding America sent explorers too.

When the Russians sent Bering pushing down from the Asian north Spain and Britain both replied with marine explorations. Landing at Nootka in 1778 Cook's sailors swapped with the Indians and took in exchange a strange kind of furs. When they traded off again in China they realized that the sea otter had undreamed of value.

So began the brief but unique era of the marine fur traders on Vancouver Island. Land was "bought" from the Indians at Nootka and a post established by Lieut. John Mearnes, RN.

Spain protested hotly and war was near over the log huts of Nootka.

Spain's claims were sincerely based on the 'discoveries' of Juan de Fuca, and it was an Englishman, Michael Lok, who caused all the trouble. In the halcyon days of discovery touched off by Columbus there was an avid appetite for the adventure story and armchair admirals sailed the seven seas with no rudder than the pen. Lok told of meeting in Venice Juan de Fuca, and chronicled his discoveries in Puget Sound in 1592

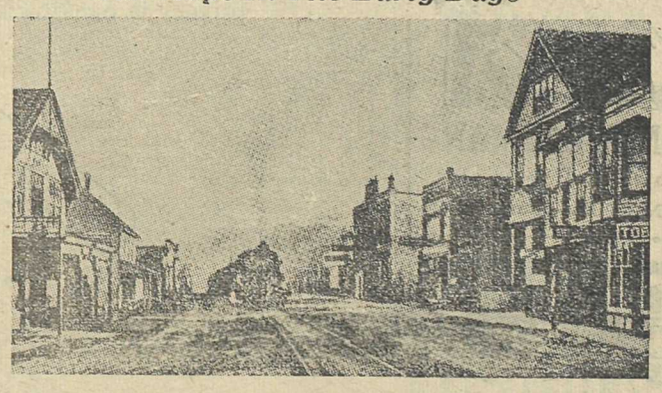
Lok may never even have been in Venice and certainly de Fuca was never near Puget Sound. There is a whole series of apocryphal voyages relating to the North-West which deceived solid historians till recent times.

But the contest over Nootka was very real. Gentlemen and authentics, Vancouver and Quadra were happily chosen by their respective governments and the Nootka Convention amicably agreed that there would be no occupancy at all meantime

Britain made an agreement with Russia fixing the northern boundary at 54-40 Expanding America bought Alaska, took California in a war with Mexico, and made an agreement with Spain that "awarded" her all territory between California and Alaska. Thus America, with no rights of discovery, had the whole coast, and set out to push her claim with the anti-British

(Page Two)

Kamloops In Tne Early Days



SUSETTE
Variety Store..
DRESSMAKING
ALTERATIONS
REPAIRS
SUPPLIES - NOVELTIES
MRS. A. C. BELL
Vermilion Ave., Princeton
P.O Box 103
Mail Orders Welcomed

Nest-Fresh EGGS
Delivered straight from the coop to your door
Alex. Graham
Personal Service
PHONE 720

Charles Thomas
BUILDER, CONTRACTOR
ESTIMATES FREE
PRINCETON

Whereverrr
Wheneverrr
BURR'S TAXI
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STAND OPPOSITE
PRINCETON HOTEL

AUTOMOTIVE SERVICE
International Trucks
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General Repairs
Etc.
Johnston & Byrne
The House on the Hill
Princeton — Phone 48X

QUALITY WOODWORKS
Cabinet Makers, Builders
★ Craftsman-made to your requirements
S. BROWN
Princeton—Next Post Office

DON SPEARMAN
Painter and Decorator
PRINCETON—Phone 119-Q

DOMINION SALES BOOKS
★ THE STAR
PRINCETON 36

Ski Publicity For Princeton

IT'S bad enough to call us Amber, B.C. but it's going too far when they pinch our ski stars.

One Eastern report has Noel Paul from Revelstoke another Bert Irwin from Vancouver. And B.C. papers printed 'em.

On the whole, however, Princeton got first class publicity out of the season's ski junket.

Canadian Press wires carried a big tribute to the Irwin boys, and incidentally a good plug for the carpenter business, and if folks feel he can make houses like he does ski-ers, father Irwin is likely to be plagued with orders from Halifax to Honolulu.

Bert Irwin, Sr., shows letters from all over Canada and the U.S. asking about how they do it, the Amber way.

Advertisers YOU NEED GOOD PRINTING
THE STAR
Can handle the Valley's every printing need

Record Cable Program Features 1949 Telephone Development

More cable was placed through out the territory of the B.C. Telephone Company and associated companies in B.C. in 1949 than in any previous year.

This was one of the highlights of the record $8,900,000 expansion program throughout the system last year.

Major manual switchboard additions were made to 20 exchanges and 25 building projects were started or completed during the year.

B.C. TELEPHONE CO.

Calvert GRAND RESERVE Canadian Whisky
S-m-o-o-t-h as a swallow's glide
This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia.

F·I·S·H
Fresh As The Waves
Salmon,
Halibut
Sole Fillets
Oolichans
Smoked Haddock,
Kippers, etc.
Fresh Cod & Fillets
Princeton Meat Market
S. A. Wilson, Proprietor
PRInceton 21

ME... And 13,999 Others
Advertising Illustrations used in The Star are truly sales-getting Attention Compellers. Over 14,000 "cuts" to choose from.
Use Star Sales Skill

FOR YOUR SUNDAY BREAKFAST
SAUSAGE – Fresh Daily
Broilers—Chicken—Fowl
QUALITY MEATS ONLY
QUALITY MEAT MARKET
PRINCETON 100— A. E. BLOOM, Prop.

John and Peggy and Peter and Joan

PARDON our pointing . . . with pride.

But it's an event when the number of bank workers passes the 40,000 mark — as it did last year. That's 65% more than before the war.

It's an event, first, because it shows the increased use of Canadian bank services . . .

More deposit accounts: now over seven million. *More funds:* customers' deposits now reach nearly seven billion dollars. *More services:* to farmers; to personal and small-business borrowers; to war pensioners; to people receiving Family Allowances.

It's an event, too, because of the kind of men and women who have joined our ranks. Eager to get ahead, they are finding in banking an interesting job, a challenging career. *They* can tell you how important privacy in banking is to the Canadian way of doing things.

Going to your bank is not like having to deal with a state bureau—but that's how it would be under state monopoly.

SPONSORED BY YOUR BANK

TALK ABOUT A HOUSING SHORTAGE...
FOR RENT
THERE IS NO HOUSING SHORTAGE for MOTHS
They may be homesteading right now in your favorite suits or dresses.
Better protect your clothing with U-San-O, the Insured Mothproof Cleaning System.
U-San-O is part of our regular cleaning service. Call us today and forget your moth troubles.
ROBERTSON'S CLEANERS
PHONE 123 PRINCETON
U-SAN-O INSURED MOTH PROOF CLEANING SYSTEM

Captured Flavour OF THE INDIES...
OVER FOUR YEARS OLD
R-6
OLD INSPECTOR RUM
Old Inspector RUM
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BENNETT'S
BUS DEPOT
GARAGE

NIGHT SERVICE
::
Open from 5:30 p.m.

REPAIRS — WELDING —
TIRE SALES & SERVICE
TRUCK SERVICE
A SPECIALTY

HUGH BENNETT, Proprietor
PHONE PRINCETON 113

COLLEN'S
Cash
DEPARTMENT
STORE

Ladies'
Men's
and
Children's
Wear

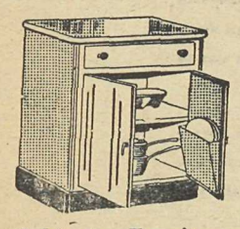
Verm'lion Avenue, Princeton

Star Ads Sell

FIR
SAWDUST
$10.00 Per Load
(Two Units)
DRY WOOD
$3.50 a rick
SLAB WOOD
$1.75 a rick
: :
Raymond Huff
LEAVE ORDERS AT
STAN THOMPSON's - barber

PIANO, VIOLIN
and VOICE
INSTRUCTION
— offered by —
Mr. G. VanStockum
SPECIAL LOWER RATE
FOR BEGINNERS
Three minutes from Depot
or enquire Star Office

Built To Suit You . . .



Cabinets, Furniture,
Home and Office
Fixtures
Built to Your Requirements,
Finished to Harmonize
or to Your Taste
— IT COSTS NO MORE —
●
Princeton Products
Cabinetmakers, Builders
H. MILLER
Opposite Tulameen Hotel

The Big Cigar - -

From Page Three

ion to retain power.

In a time when Britain can not afford politics, he used all he old political tricks.

Take his peace offensive with Stalin. No sane observer can believe that it would work with a Russia so oppositely determined, and, as Stalin promptly showed, Mr. Churchill was just about the last man who could sincerely or successfully suggest it—except as an unscrupuolous vote getter.

To probe deeper, most of our practical difficulties with Russia stem from the mistake of Yalta—a stupid, secretive if not sheer sinister sell-out of simple, inexorable right. And whatever his stand, Mr. Churchill allowed himself to be one of the three authors of Yalta. A violent antagonist of Bolshevism of old, a hearty comrade in the strange alliance in a war in which he authored the Atlantic Charter—and promptly admitted that it was not an ideological war—within a month of Yalta he was at Fulton, Missouri voicing the first public suspicions of the sinister Soviet; showing that whatever he is he is no fool.

That he came up with the election bait of "I'm the man to talk to Stalin" was rather foolish, even if it fooled some pretty big people.

And Mr. Churchill has lost no time in showing that he means to use the old knife; and none too wisely, sincerity apart. In the crisis of war Labor buried its own ambitions in the national interest. In this equally critical time for British—and world recovery, he exploits crisis to promote his ambitions. He lost no time in pinning down the shaky new administration and it is obvious that he means to exploit it at every turn.

To most of us, politics don't matter. We want good government, and a strong Britain is more vital to us than who does it or how it is done. Mr. Churchill has wonderful lever to compel sane administration, a tremendous contribution to mankind in these dangerous days. He is much more concerned with his own ambitions.

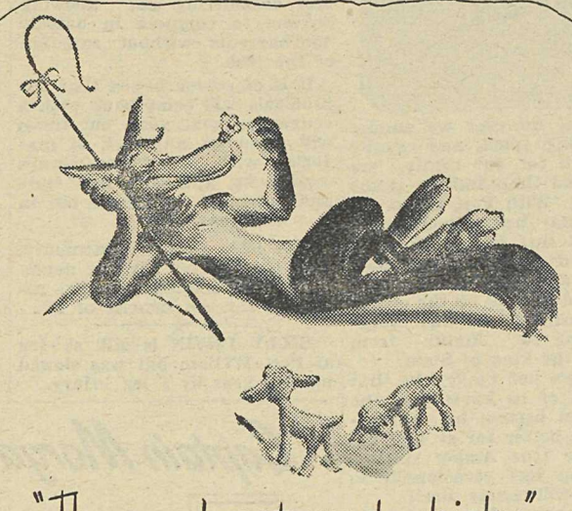
And all unwisely. He is gradually revealing to the many what the few have always known. He is cute enough to leave his Beaverbrooks in the background. But his own hand shows more clearly, and the Churchill myth is breaking down. He did not carry the nation with logic or with spellbinding and he is not carrying parliament with petty politics. The more he tries the more he discredits himself.

Simply, grandly, the little man Mr. Attlee meets the challenge with honesty and courage, with neither ability nor inclination to meet a brilliant adversary at his own game. And humanity will wish the little sincere man more wisdom rather than the brilliant man more power.

Mr Churchill truly said, so unwittingly against himself, that the ideology we fought for was a hypocrisy of ideology. By whom if not our leaders?

The myths are exploding. Joe Stalin is a patent rascal again. They are beginning to call Mr. Churchill a warmonger. It is not true, but some men push ambition even at the cost of war. Most lovable and perhaps most sincere, Roosevelt was neither saint nor paragon. He too was an individualist and he made some bad mistakes. Perhaps, after all, fate treated him most kindly of the three.

Meanwhile, until a true prophet appears, perhaps we might go along with the honest little men and pray that God give them abounding grace.



"The good-natured whisky"
Seagram's
King's Plate
CANADIAN WHISKY
The price is "*Good-Natured*" too!

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Men! Want pep, vim normal vitality?

Thousands Regain Vigor, Easy Way

Quit feeling weak, depleted, worn-out, rundown, older than your years. Try a little "pepping up" with stimulating, invigorating, revitalizing, blood-regenerating Ostrex. Especially advised for men, women of 40, 50 or 60. Costs little. New "get acquainted" size only 50c. Try Ostrex Tonic Tablets to renew pep, vigor, vitality and feel years younger, this very day. At all druggists.

Scratch Pads at The Star.

KITCHEN-PEABODY
NEW "Freedom-Fit"
JUMBO OVERALL!
UNION MADE

SEE IT—TRY IT ON! at men's wear shops, clothing, general stores everywhere!

KITCHEN PEABODY
SHIRTS • OVERALLS • PANTS
Products of THE KITCHEN OVERALL & SHIRT CO., LIMITED
BRANTFORD, CANADA

It's 100-to-1 You'll like the
NEW
MARGENE

When spread upon bread, or used upon vegetables, not one person in one hundred knows it is margarine.

You won't believe how good it is until you taste it.

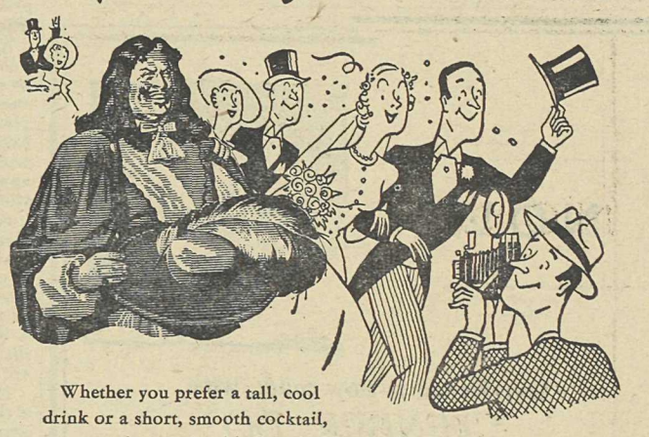
Try it once, and we are confident you will buy it regularly.

NEW MARGENE can be coloured for table use in three minutes. Directions are given in every package.

M2A

A PRODUCT OF CANADA PACKERS LIMITED

"Captain Morgan's in town!"



Whether you prefer a tall, cool drink or a short, smooth cocktail, next time try it with Captain Morgan Rum. You'll enjoy Gold Label, rich and full bodied, or Black Label, extra smooth and flavourful.

Captain Morgan
GOLD LABEL RUM *Black Label*

Blended in Canada from carefully selected rare old rums by Captain Morgan Rum Distillers Limited.

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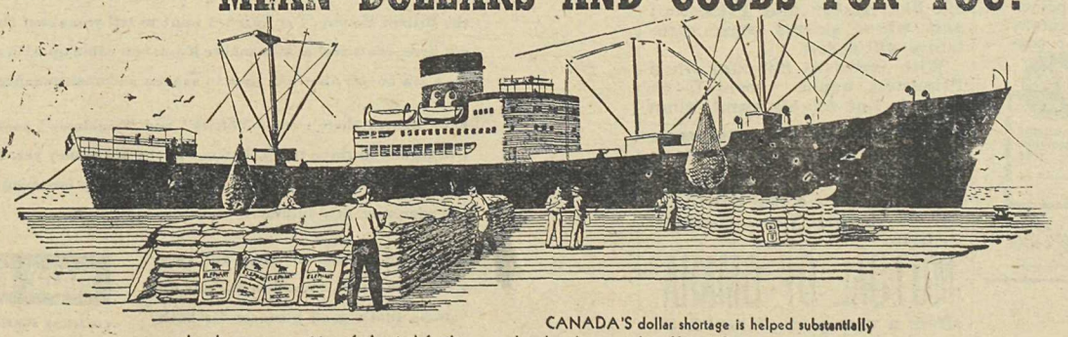
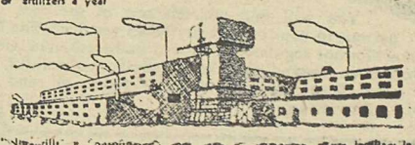
MADE IN CANADA
Fertilizers FOR EXPORT
MEAN DOLLARS AND GOODS FOR YOU!



Utilizing waste surplus sulphur gases [illegible] metallurgical operations, Cominco produces, in its $25 million chemical plant, upwards of half a million tons of fertilizers a year.



"Nitraprills" [illegible] Cominco's [illegible] process produces compact, nearly spherical pellets which are free-flowing [illegible] suitable for fertilizer trade.

Because of seasonal demand for fertilizers, [illegible] storage space is necessary. Cominco's plant at Trail can store 100,000 tons. When required for shipping, fertilizers are placed in jute sacks or paper bags. Daily shipping capacity is over 2,000 tons.

CANADA'S dollar shortage is helped substantially by the great quantities of chemical fertilizers produced and exported to United States by Cominco and paid for in American dollars. Canadians are able to obtain more dollars to buy needed American manufactured goods and other commodities not available in Canada. Fifteen hundred tons—38 box cars—of Cominco's Elephant Brand Chemical Fertilizers are shipped daily to all parts of the world: Ammonium Phosphates for the Prairies, Ammonium Sulphate and Phosphates for Pacific coast citrus crops and Hawaiian sugar and pineapple, Nitraprills (ammonium nitrate) for Europe, the East Indies and the Orient. This means bigger crops, more food for a hungry world and more international trade dollars for Canada.

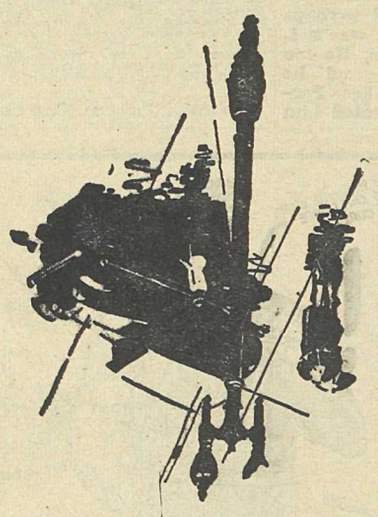
MADE IN CANADA

One of Canada's Great Institutions

The Consolidated Mining & Smelting Company of Canada Limited

BURR MOTORS, LIMITED

The Complete Automotive Service



- FORD Sales and Service
- IMPERIAL Gas and Oils
- Expert Mechanics
- Body and Fender Work
- WELDING
- Tyres and Tubes
- Batteries
- Chains

Ford

BURR MOTORS, LIMITED

Bridge St., Princeton Telephone 55

Princeton's Pioneer Garage

NOW!

Our Bread is now made with

* TENDER_DO

* a new scientific vegetable shortening which gives added vitamins — increases food value — more tender — more tasty — stays fresh longer... Try it and be delighted!

All our recipes noy use TENDER—DO

HOME BAKERY

PRINCETON — PHONE 54

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Your Newspaper . . . at Your Service

Are you thinking about YOUR NEXT JOB?

PRINTING and BOOKBINDING

THE STAR

AMBER AND THE COLD WAR - -

(From Page Eight)

game and having to wait for the paper to find who won. You may have perfect style but if you fail to clear the ditch you are all wet and the guy who makes it, though he jumps like a cow, is the natural winner. No body understands ski scoring; no expert we have yet met, and the Vancouver experts can't jump against our 12-year-olds without the laws they usurp the authority to judge by Pure hokum. As in any other jump, outside a simple foul, the best jump is the biggest jump. Yet they were speechless when Pop dared to put on a special longest standing jump—won by a kid who had been limited to 50 feet. But the public, who pays, was plenty vocal and in this we are all for Amber.

A new deal is definitely in order, with far less officialdom and favoritism, and more for skier and spectator.

And there is no denying that certain towns are favored for big dates. Some have more natural advantages and winter playground reputations. These are legitimate factors in awarding big meets, but they must accommodate rival claims in the same argument.

Banff and Revelstoke are principally C.P.R. towns and the C.P.R needs no charity from a sport that makes its athletes pay their own way to represent their country.

Discrimination

Certainly both Banff and Revelstoke have claims and it will serve nothing to fan a petty feud But each town must see that its claims get a fair hearing, and Princeton—and the facts — do support Amber in this view.

Banff certainly has attractions for those who can afford them. But that is not the true gospel of amateur ski-sport, and we still contend that the chief beneficiary is the C.P.R. And in terms of ski population Banff is not central but remote.

It can well be argued that no good reason exists why Revelstoke should in this day get any big date. Its claims lie all in sentiment. It has the big tournament tradition. Once it was the only town capable of a big tournament and it had Nels Nelson. It still knows how to promote, where Princeton is utterly deficient, and its enterprise in importing a $3000 attraction deserves commendation

Now Revelstoke did in a way hold the torch to ski-ing in the west. But in all its long eminence it has produced only one good ski-er of its own — Bob Lymburne. A few promoters and a civic mindedness that appreciates them tell the real story.

And in terms of local missionising—something the association should consider — it can't hold a candle to clubs like Amber. Moreover, it is a spectators' attraction rather than a ski-ers'. In straight ski facilities most ski-ers—try them—vote for Princeton every time.

Now Amber's boast that it is a ski-ers' organization is a sound attraction, but it is also a good explanation why it has fallen down in the promotional side.

The Spectacle Too

Though its own ski-ers continue to thrive, and, as Amber argues, are a tournament in themselves, that is just about what it is getting to be. The big annual event as an attraction has been going down hill lately.

And with everything in our favor. For if there is more tournament competition, there are also more ski-ers, more potential spectator visitors.

We have a very good club, with a tremendsous honors record. In climate and terrain we can not be surpassed. And now ski facilities are up to top national standard, with plenty of hospitality. And modern transport and the Hope road place us five hours from the teeming Coast—an ideal jaunt once the road is really accepted.

More than one Vancouver ski-er considers there is no better week-end bargain. And whatever ski politicians may be, ski-ers like Amber and Princeton; and where ski-ers come spectators will follow.

With judicious handling, then Princeton would seem to be more in line for big events than

ever. But however we admire the fighting spirit, and equally determined for our rights, we cannot find that Amber's is the right way. With Pop, grand old loyalist that he is, you sometimes feel that having slain all the local dragons, the obsession goes on, and he won't be content till he has put all the others out of business and has everyone ski-ing for Amber from Satan to the king of Siam.

But Pop's not really like that and most of us know that the bigger and better the competition the better for all and the better the true Amber spirit—which Pop has occasionally to criticize—will assert itself.

Amber has done about as much as any club can do, but it takes town plus club to get big billings. Certainly a free hand in its own house his paid off for Amber in ski skill, but in ski-nanigans Pop has to let 'em know the town is right behind its ski-ers; and in some ways just too far behind. Revelstoke, for instance. And Helsinki ski club did not land the Olympics.

Let's Dig In

Though there has been real progress, this has not been a good year for Similkameen ski sport. The big hill was considerably improved and a new record set. The hill will now provide jumps or 250 feet, and that alone is attraction for the future. The new downhill course and the slalom course rate among the best in Canada. And there is climate, terrain, geography — and the highway to back this up.

Every week-end the hill should be crowded. A few Coast ski-ers have already been up. They say it is better value than a trip across the line, which dozens of Vancouver ski-ers make regularly. And they like Princeton.

In competitions Princeton has hardly had a worse year. Laura Allin was picked for the Canadian women's team, but it certainly was not the old monotony of Amber winning all the honors Very few local stars contested oustide meets; the honors bag was the leanest ever.

"They won't practice" is an odd complaint to hear from Amber. But the fact is that many of the youngsters who were soaring to stardom were not at all keen this year, and Amber is hardly not very keen about being represented by them; is in fact considering not allowing anyone to compete in outside tournaments without sanction of the club.

It is of course hoped that the prodigals will come back with a vengeance next year, but there will never be any lack of material, with youngsters always coming up, and some new stars and potential stars came out in a lean year.

★ ON Page One is a summary, with observations for the development of Similkameen ski resources for the benefit of all.

★

BILLY IRWIN is still ski-ing at Fort William but was slowed up this year by a leg injury.

THE SOLUTION

From Page One

7—ACCOMMODATION — Commercialism will take care of the tourists but we must find cheap and attractive accommodation for the week-end ski-er. The Winter Sports Club's plan for cabins was a good one. A suggestion—cheaper rates for visiting ski-ers by the auto camps.

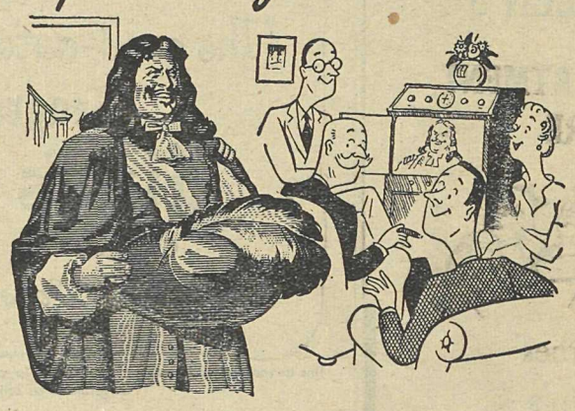
7—ROAD—We have a marvellous ski hill right alongside the highway. Both are public and state assets. A road direct from the highway would be an excellent bargain all round.

8—TO AMBER—You are custodians of a community asset. In your own way, you have done a wonderful job. But it is not all your job. Concentrate on your speciality—ski technique — and work hand in hand with the community in the larger sphere.

Development of ski-ers is grand but don't forget the spectators have a stake too.

Let's get together—association club and community, for the advantage of all.

"Captain Morgan's in town!"



Guests will appreciate the warm welcome of the host who serves both brands of Captain Morgan Rum . . . Gold Label, rich and full bodied—Black Label, extra smooth and flavourful.

Captain Morgan

GOLD LABEL **RUM** *Black Label*

Blended in Canada from carefully selected rare old rums by Captain Morgan Rum Distillers Limited.

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AGENTS WANTED

To men and women with selling ability we offer a real opportunity to better your financial position.

MUTUAL OF OMAHA

offers a new plan of health insurance to sell—a major-minor medical-surgical contract which is a very necessary supplement to Government Hospitalization A quick selling plan—top commissions to men and women who can qualify.

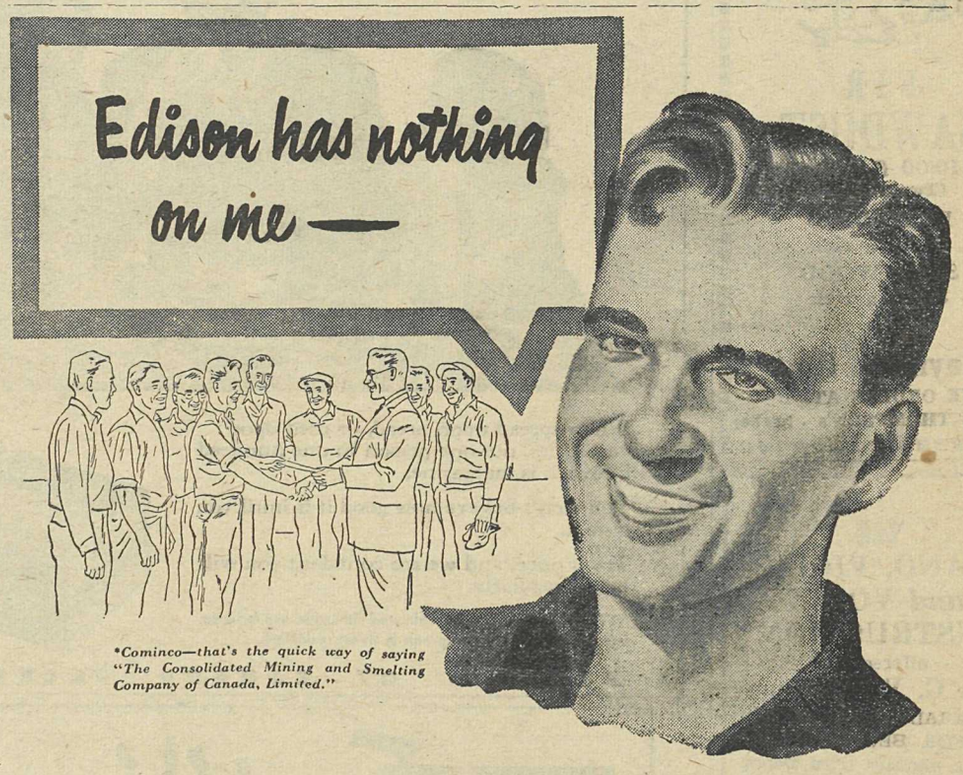
Full particulars past employment, also references first letter.

Mutual Benefit Health & Accident Association

6th FLOOR LUMBERMEN'S BDG

VANCOUVER, B.C.

Edison has nothing on me —



**Cominco—that's the quick way of saying "The Consolidated Mining and Smelting Company of Canada, Limited."*

My ideas pay off too!

"Up here at Cominco* we make metals and fertilizers—the biggest producers in the British Empire, I've heard. I want to tell you about the suggestion plan we've got here. It's a real money maker if you can come up with an easier or safer way to do a job or one that will save in repairs and maintenance.

Each month there's some "fifties" and "hundreds" passed along to the boys—I've cashed in three times, but not in the big money yet. Biggest award so far was around $750.00 and that's the class I'm shooting for—could do with it for the trip I'm planning this summer.

You see, if you get the ideas and they are good enough, Cominco will pay off —guess that's good business for both of us."

MADE IN CANADA

CHEMICAL FERTILIZERS

The Consolidated Mining & Smelting Company of Canada, Limited