



WESTERN PLYWOOD (Cariboo) Ltd. plant at Quesnel, B.C., in its second year of production, plays an important role in the economy of the central B.C. town, known also as a mining and cattle-shipping centre. Structural con-

sultants for the \$2,000,000 plant, including the recently built sawmill and skyline across the Fraser River, were Phillips, Barratt and Partners of Vancouver.

the river on a paddle steamer which was running up to Hazelton at that time. We made our home at Kalum on the Skeena River. In the summer we got our supplies for the winter, and in the winter we got mail once a month by dog team from Kitimat," said Mrs. Franks, now living in town but still active. She is building a duplex as a hobby.

"Our folks worked very hard to make this farm pay off," said Floyd Franks as he supervised the milking in the shiny, modern-equipped milking parlor. "Even we, until a few years ago, did a lot of milking by hand, as many as 15 cows each."

"But this is a cinch now," he grinned.

The milking parlor is located at the end of the loafing barn which is a large, open-air rotunda covered by a roof. In the barn, the cows feed or loaf around, wandering in and out at will. At milking time, the cows are herded into a small corral inside the barn. At one end a door leads into the milking parlor.

Three cows are let into the parlor at one time and they take their places in three separate stalls. There the milking machines are attached and all three cows milked at one time. The milk is pumped up to an overhead cooler, then flows into a bottler.

The entire operation of milking the 35 cows, the cooling and bottling takes slightly more than two hours. The bottles of milk are stored in a refrigerated "holding room" and delivered in the morning.

The Franks dairy is the only one such commercial venture in central B.C., 300 miles west of the Bulkley Valley, and is the most modern throughout central and northern B.C.

Cost of operation is high, though, says Mr. Franks. Large tracts of land for raising the feed are not available in the Terrace area at economical prices. Clearing costs are high and much of the land that is available is of poor grade. Some feed has to be imported from the Bulkley.

"But we hope to increase our herd in the next few years so we can produce to a maximum of efficiency. Yet we know it will not be long before we won't be able to supply the bulk of Terrace's milk consumption," said Franks.

"There is no doubt in my mind that the need for more dairying in this area will exist soon for the Terrace market alone. And then there is always the potential Kitimat market which will be right next door once the road and railway are in operation."

B.C. Plywood Operations Near Quesnel

Quesnel, some 80 miles south of Prince George on the Cariboo Highway, was born out of the famed Barkerville Gold Rush days, but today its economy is based on three natural resources—timber, agriculture and mining.

Major single operation in the town's vicinity is the \$2,000,000 plywood plant of Western Plywood (Cariboo) Ltd., which began active production in January, 1952.

A sawmill to process logs not suitable for plywood manufacturing was completed in January this year. A total of 325 persons—including woods personnel—are actually employed by the company's operations in the Quesnel area.

But as only enough raw material to supply one shift at the plant can be harvested from Western Plywood's forest management acreage, another 200 persons are engaged in contract-cutting to meet the company's demand.

The company's forest management license comprises 86,000 acres.

"Through planned management of the forest resource . . . it is anticipated that at some future date the entire requirement for the mill can be met from this area. During the present transition, however, from virgin forest to managed forest, this is not possible," states Ian C. MacQueen, mill manager.

CATTLE COUNTRY
Quesnel, with a population of some 2,000, is the centre of the northern Cariboo cattle country. With some 2,000 head of cattle shipped from its active stockyards each year. It was until recently the northernmost terminal of the Pacific Great Eastern Railway, which two years ago was extended into Prince George.

Other forms of agriculture, such as poultry farming, dairying and seed potato growing, are becoming increasingly important.

The Quesnel area includes the communities of Alexandria, Cottonwood, Quesnel, Wingdam, Barkerville and Wells, and totals some 6,000 people.

Daily air transportation is provided by Canadian Pacific Air Lines to Vancouver and to Whitehorse, Y.T. A bus service provides transportation to Vancouver and way-points, and to Prince George to the north, connecting with the Dawson Creek bus.

Although mining is no longer considered a principal activity in the area, some 30 gold placer-mining operations are active, as well as several gold hard-rock mines.

The Co-op Family



● **HY-WAVE*** Fresh-Frozen Smoked Fish

● **HY-WAVE*** Steaks and Fillets

● **CHALLENGER*** Canned Sea Foods

● **MILD CURE SALMON**

● **WHITE CREST*** Fresh-Frozen Fish Mink Food

● **SHRIMPS, CRABS, OYSTERS** in season

● **BLENDED FEEDING OILS**

● **VITAMIN A and D EMULSION**

● **FISH LIVER OILS**

● **GARDEN GRO*** LIQUID FERTILIZER



*Trade Marks Registered

PRINCE RUPERT FISHERMEN'S CO-OPERATIVE ASSOCIATION

Producers—Packers—Processors of Fine Fish Products

COMPLETE DEPARTMENT STORE—LARGE MODERN BAKERY

SOCIAL CREDIT KEEPS YOU INFORMED

In the first twenty months of Social Credit government British Columbia has experienced the most progressive legislation in the history of the province.

Between February, 1952, and December 31, 1953, the net debt of the province has been reduced by \$36,178,000.00—in other words, \$38.00 for every citizen.

YOUR SOCIAL CREDIT GOVERNMENT

has placed British Columbia—along with Alberta—ahead of all other provinces in Canada in the field of Old Age, Blind and Mothers' pensions and Social Assistance.

YOUR SOCIAL CREDIT GOVERNMENT

abolished the unfair method of Hospital Insurance premiums and instituted a 2% increase in the Social Service Tax. This means a family of four with an average wage of \$260.00 per month now pay only approximately \$14.60 per year for Hospital coverage against the old premium method of \$39.00 per year. This progressive change spreads the cost of a worthwhile service as equally as can be devised and saves the people of the province \$1,000,000.00 per year in administration costs.

YOUR SOCIAL CREDIT GOVERNMENT

has removed the Social Service Tax on meals costing up to and including \$1.00, and abolished the Sales Tax on young children's clothing, young children's boots and shoes, reduced car license fees and car registration fees, and reduced the Amusement Tax.

The following three factors will lay a solid foundation for opening up the rich interior and northern country of British Columbia and encourage new industries.

YOUR SOCIAL CREDIT GOVERNMENT

passed legislation to extend the Pacific Great Eastern Railway both north and south. Clearing has already commenced on the southern extension from Squamish to North Vancouver. The surveys to the Peace River country will also soon commence.

YOUR SOCIAL CREDIT GOVERNMENT

has undertaken the largest highway construction program in the history of the province.

YOUR SOCIAL CREDIT GOVERNMENT

places major importance on rural electrification.

YOUR SOCIAL CREDIT GOVERNMENT maintains a constant and uncompromising stand for free democratic way of life in which the rights and responsibilities of each individual citizen are recognized and respected.

BRITISH COLUMBIA SOCIAL CREDIT GOVERNMENT will continue to do its best to administer your affairs honestly and efficiently in the best interest of the people and the province as a whole.

SOCIAL CREDIT
is genuine free enterprise, but opposed to monopoly.

FAIR TREATMENT TO ALL AND SPECIAL FAVORS TO NONE
is the Policy of your Social Credit Government.

SOCIAL CREDIT
is in favor of Social Reform but is opposed to State Socialism.

YOUR SOCIAL CREDIT GOVERNMENT, IN ITS SHORT TIME IN OFFICE

**HAS ALREADY ABOLISHED
PATRONAGE — WASTE AND EXTRAVAGANCE
SECRET ORDERS-IN-COUNCIL**

Do Not Be Misled by False Propaganda of the Political Machines

SOCIAL CREDIT KEEPS YOU INFORMED

Headquarters B.C. Social Credit League: 175 E. Broadway, Vancouver 10, B.C.
Vancouver Island Office: 103-4 Stobart Building, 745 Yates Street, Victoria, B.C.

Noel J. Murphy, President

YOUR LOCAL NEWSPAPER

COVERS EVERY



**FROM THE
ADVERTISER'S
POINT OF VIEW**

"I know my advertising is accepted with authority when I place it in the local newspaper! A man may want to buy a new car, a radio or a power tool; he may have heard all about the advantages of this or that model but he still wants to 'read all about it,' to see the claims set down in authoritative black and white for his careful study. Women, too, look to newspaper advertising for the guiding facts on merchandise they plan to buy. In my opinion, no other advertising medium has the Selling Power of the Local Newspaper."

**FROM THE
READER'S
POINT OF VIEW**

"I wouldn't be without the newspaper published right here in my community! It's the authority on what's going on in our town, keeps our family informed on neighborhood happenings and world events, carries the features of local interest which are so important to every family. Its stories are of every-day living, the simple and homey events that touch our lives. In my opinion, no other reading matter entering the home is as vital to the family as the Local Newspaper."

**MORE VALUE TO THE ADVERTISER
MORE VALUE TO THE READER—
READ AND USE YOUR LOCAL NEWSPAPER**