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 Van-

Brothers Develop Early Homestead Into Most Modern Northern Dairy

Proving that certain types of which can accommodate 100 their father in 1908. agricultural activities pay off milking cows with little more The same year the nucleus of in Terrace, the community now difficulty than the 35 the two today's herd of 55 was shipped boasts one of the most modern Franks brothers operating the in by river from Prince Rupert dairy farms on the whole North dairy are milking now. by river boat. They were two

Ivan and Floyd Franks have calves. Located on the site of the developed the modern farm Those days were recalled by first white settlement in that which supplies milk-by-the-quart Mrs. Franks, mother of the area the Franks Dairy recently to the rapidly growing commu- brothers, one of whom was the installed a \$50,000 combined nity of Terrace from the first first white baby born between loafing barn and milking parlor pioneer homestead taken up by Prince Rupert and Smithers.

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.

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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 Social-

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

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, modernly-equipped milking parlor. "Even we, until a few years ago, did a lot of milking by hand, as many as 15 cows each.

the river on a paddle steamer

"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

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 opera-

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 contractcutting 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

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

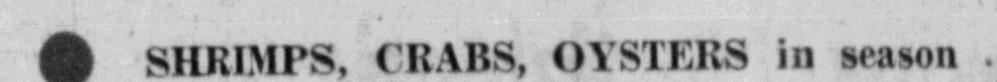
Although mining is no longer considered a principal activity in the area, some 30 gold placermining operations are active, as well as several gold hard-rock

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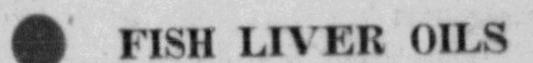


Family

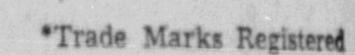
- HY-WAVE* Fresh-Frozen Smoked Fish
- HY-WAVE* Steaks and Fillets
- CHALLENGER* Canned Sea Foods
- MILD CURE SALMON
- WHITE CREST* Fresh-Frozen Fish Mink Food



- BLENDED FEEDING OILS
- VITAMIN A and D EMULSION



GARDEN GRO* LIQUID FERTILIZER



PRINCE RUPERT FISHERMEN'S CO-OPERATIVE ASSOCIATION

Producers-Packers-Processors of Fine Fish Products

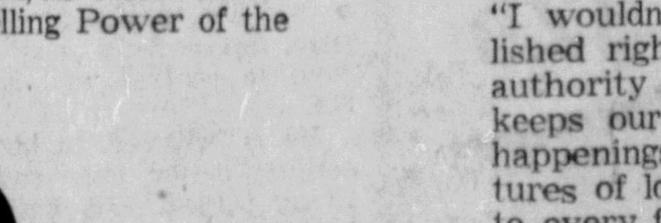
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YOUR LOCAL NEWSPAPER



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"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."



POINT OF VIEW "I wouldn't be without the newspaper pub-lished 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."

FROM THE

READER'S

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