Mrs. William C. Hankinson, left today by CPA for Halifax, to visit her mother who is seriously ill in hospital.

Fashion Club Society News

GRACE BROWN—Social Editor

WHEELBARROW: Denim goes to pieces in a jacket that follows the long and the narrow, meets a skirt that goes around in permanent pleats. By Churchill of Boston. Styled for easy-travelling in carefree cotton and Arnel denim. A "Holiday in Arnel" feature—washable, next-to-no-ironing, wrinkle free. —Photo by Chemcell Fibres Limited, Montreal.

SHOOTING PARTNER: Two inseparable separates take aim in Arnel sharkskin, printed for the pop top, chalk-white for the pedal pushers. Playmates by Leberg Sportswear, Toronto. Both harvest the easy-care qualities of Arnel, the Canadian man-made fibre. They wash by hand, stay wrinkle-free, crisp and cool. —Photo by Chemcell.

Western style '60 rage

MONTREAL — The girl of the Golden Sixties will go western in a manner of fashion.

Special to The Daily News

She will harness her sportswear to the wild wild west, sporting slims and weskits, jamaicas and straight jackets, armed perhaps with a ten-gallon hat and shooting irons.

Except for the sherriff's badge, the girl of the 60's takes aim in classic sports-minded clothes, clean-cut, trim, styled to perfection. She hitches her printed blouse and weskit to slims or pedal pushers or jamaica shorts, co-ordinated with skirts that pleat all around and mated with straight-line jackets. Her separates are all inseparable, mixing and matching for every occasion.

She also dabbles in western colors, preferring willow green, cocoa brown, lotus green, cowboy blue—or the biege tones shading to snowy white.

But the gal of the wild west does not gamble on fabrics. She rides the easy-care boom in crisp arnel sharkskin or dapper denim of cotton and arnel. She adds a crisp touch of arnel and cotton broadcloth for flavor, often printed or checked.

She is armed only with the knowledge that easy-care fabrics of arnel take the pain out of washing and ironing, stay wrinkle-free at home or on holiday. She likes the way her pleats in skirt and slack stay permanently, giving a lifetime of easy-care living.

This girl of the Golden Sixties is wanted in every province.

She may be armed, so approach with care.

PITCHFORK: Bernard Cowan of Canada takes two matchmates and makes four—the jamaicas are reversible for a separate costume. Styled in a lightweight "Banner" linen of Arnel and viscose, easy-care for summer fun. A "Holiday in Arnel" feature. —Photo by Chemcell.

City firm gets sub-contract

A city firm has been awarded a sub-contract for work included in the construction of the new Terrace and District Hospital.

Mitchell and Currie Ltd., of Prince Rupert was awarded the mill contract by Peter Kiewit Sons Co. of Canada Ltd., Vancouver, the contract winner.

Symposium in advertising held by Toastmistresses

A symposium on "Advertising" was conducted by the Prince Rupert Toastmistresses club last night when the group held its regular meeting.

Gathering at the home of Mrs. F. St. John Madeley, all members present gave a two minute talk on different phases of advertising.

President Mrs. B. B. Milnes was chairman.

Following an adjournment for refreshments, further informal discussion was held on advertising.

It was announced that the next meeting will be held at the home of Mrs. Herman Rensvold at 1002 First Avenue West, May 12.

Advertising in The Daily News Brings Results

WHEAT GUARANTEE

Australian wheat farmers have a government guarantee of $1.66 a bushel for the 1959-60 crop, an increase of four cents over the previous year.

Jack & Jill pupils enjoy weekly swim

Swimming lessons which are being given the children of the Jack and Jill school every Wednesday morning are proving very beneficial, it was reported last night.

At the regular meeting of the Prince Rupert chapter of the B.C. Retarded Children's Society it was announced that the children are thoroughly enjoying the weekly swimming lessons and that they are progressing very well.

It was also stated that there are still 11 children attending the school.

Presiding over the meeting was president William F. Stone, who was delegated to attend the semi-annual meeting of the Retarded Children's Society of B.C. in Duncan, May 20 and 21.

School director Mrs. Joe Ridedale will attend the summer classes for retarded children teachers to be held at the University of British Columbia in July, it was announced.

Residents were reminded that membership in the Prince Rupert branch may still be obtained for one dollar at William F. Stone Men's Wear Limited.

LONDON (CP) — England and Wales have 160,000 acres of "derelict land," says a professor at the University of North Staffordshire. He said that with modern techniques and policies more than 60 per cent of it could be used for agriculture or forestry.

B.C.'s Favorite...
because of the taste!

CARLING'S PILSENER LAGER BEER
BREWED AND BOTTLED BY THE CARLING BREWERIES (B.C.) LTD. VANCOUVER, B.C., CANADA

When it comes to enjoying a light and bright pilsener beer it's **CARLING'S** *of course!*

FOR FREE HOME DELIVERY PHONE 4032

The Carling Breweries (B.C.) Limited

This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia.

YOUR **Credit Record** IS AN OPEN BOOK

Preserving a good credit record is not only a matter of convenience, but of personal prestige.

The files of the Credit Bureau show how you pay your bills. This record is available not only to the members of the Credit Bureau in your own community, but to the members of more than 2,000 other Credit Bureaus throughout the United States and Canada.

The Credit Bureau does not make your credit record. It merely keeps the record. If you buy more than you can afford—and don't pay promptly—these facts will be available to those from whom you may want to obtain further credit.

Your Credit Record is an open book—written by yourself in the way you meet your obligations. The only way to maintain it is by paying every bill on the date it is due.

PRINCE RUPERT RETAIL CREDIT GRANTORS ASSOCIATION.

NATIONAL RETAIL CREDIT ASSOCIATION FOUNDED 1912

Who Pays For ADVERTISING ?

—NOT the newspaper reader, because he saves both time and money by shopping the wide selection of honest values offered through the advertising columns!

—NOT the advertiser, because advertising always returns a profit when it is used correctly and consistently!

—NOT the publisher because of the hundreds of firms who profitably invest hundreds of thousands of dollars in newspaper advertising!

EVERY LINE OF ADVERTISING IN THE PAPER IS PAID FOR BY THE FELLOW WHO DOESN'T ADVERTISE!

The business which the non-advertiser loses pays the cost of advertising and ALSO returns a nice profit to the fellow who does advertise! HOPING for more business is not as effective as inviting more business!