NEWS OF NORTHERN B.C.

VANDERHOOF

To celebrate the re-opening of the Vanderhoof Hotel, Mr. and Mrs. J. W. H. Day gave a concert, dance and card party last Tuesday evening, nearly two hundred guests being in attendance. Among those contributing to the program were Mrs. Stephen Holmes, R. H. Moore, Charles E. Allan Mrs. R. C. Corkell, W. J. Bowman and Mrs. Warren B. Johnson.

J. M. Johnston and William Redmond were fortunate in sustaining no serious injuries recently when a car in which they were returning from inspecting some mining claims catapulted over a hillside eight miles from Quesnel.

There was a large attendance at an enjoyable dance in the Stuart River schoolhouse last Friday evening.

A Church of England service was conducted on Sunday morning in Webber Lake school house by Rev. L. J. Hales.

There has been much illness among the children here and approximately one third of the pupils at Vanderhoof Superior School were absent last week.

Electric lights have been installed in the Government Telegraph office here by L. R. Seldon, the power being supplied from the Vanderhoof Hotel.

Robert Creasey is driving the Vanderhoof Superior school van just now owing to the family of Bert Mitchell being quarantined.

Rev. Leonard J. Hales of Vanderhoof has been appointed by Bishop G. A. Rix of Caledonia to take charge of the parish at Smithers next month, succeeding Rev. J. B. Gibson who has moved to Prince Rupert.

BURNS LAKE

Two carloads of machinery passed Burns Lake last week enroute to the mining properties of Frank H. Taylor at Owen Lake.

Kenneth Kerr is now employed at the Babine fish hatchery.

District visitors in town on business during the past week have included Fred Saranovich, of Sheraton; Charles Hunter, Colleymount; Mr. and Mrs. Jack Blench Tchesinkut Lake; Alphonse Diorme, Terrace; M. J. Reeb and Paul Penn, Francois Lake; W. N. Clark, Forestdale; T. Pappas and A. Dixon, Prince George, and C. H. Dawson, Charles F. Benson, J. E. Hilditch and James Cox, Hazelton.

A ditcher and gang of men employed on the Canadian National Railways is making its headquarters at Burns Lake just now.

Mrs. W. D. Lukens of Palling is a patient in the Burns Lake Hospital.

Sergeant W. J. Service, provincial police, and Constable A. Fairbairn, Telkwa, were visitors in town last week on official duties.

Thomas Radley left last week on a business trip to Vancouver and Victoria.

Halmer Loss of Edmonton was a business visitor in town last week.

Sam Hepner made a business trip to Smithers last week.

H. C. Hughes of Kimberley has been a recent visitor in Burns Lake.

PRINCE GEORGE

Miss Nan Robertson left last week for Vancouver where she will take a course in interior decorating.

George Milburn, government agent, is on a trip to Victoria on official business.

Mrs. Jacob Leith has returned to Prince George and will resume residence in the city.

LADIES' MUSIC CLUB MEETING YESTERDAY

Program on Subject of "Canadian Composers Arranged by Mrs. G. A. Woodland

An excellent program was arranged by Mrs. G. A. Woodland for the meeting of the Ladies' Music Club in the Japanese Hall yesterday afternoon, the subject of study being "Canadian Composers." The proceedings were opened with the singing of "O Canada" and the program consisted of the following items:

Vocal solo, "Rose in the Bud" (Dorothy Forster), Mrs. Robert Blance.

Piano solo, "Canadian Heroes" march and "Merry Maiden" polka (Sister Madeline), Miss B. A. Leitch.

Vocal solo, "The Morning Wind" (G. Branscombe), Mrs. Ernest Anderson.

Vocal solo, "Dead Mountain Flowers" (David D. Slater), Miss Halliwell.

Piano solo, selected (Brown), Miss M. A. Way.

Vocal solo, "Our Little Hour" (William Ditchmont), Mrs. Ernest Anderson.

Piano solo, "Government House Waltzes" (Mrs. T. R. Ferguson), Miss B. A. Leitch.

Vocal solo, "Land of Freedom" (Dr. Wickett), Miss Halliwell.

Accompanists were Mrs. Geo. Woodland, Mrs. Morris Blott and Miss Granrie.

RICHMOND'S LOUVRE CLOCK SALE TOMORROW

The last Friday of the month has always been the day of Richmond's Louvre Clock Sale. So many of our customers have been telephoning the store to find out if and when this month's clock Sale will take place that we take this opportunity of telling the very day. The last Friday of the month. And this month the bargains available for our customers are greater than ever. Only a few of them are listed in our advertisement in another column—there are many more, which considerations of space prevent mentioning.

Remember, this Clock Sale lasts only from 9 to 1 o'clock, Tomorrow Friday. advt.

Walter R. Overend arrived in the city on the Princess Alice yesterday afternoon from the Stikine River where he spent the summer engaged in his duties as customs officer. He will be here for the winter.

TRAPPERS

Get every cent your

FURS

are worth. Ship them or bring them to

BOYD YOUNG

Port Simpson, B. C.

DEMAND

"Rupert Brand"

Kippers

THE DAINTIEST BREAKFAST FOOD

Smoked Daily by

Canadian Fish & Cold Storage Co., Ltd.

Prince Rupert, B.C.

The VALUE of BOVRIL to WOMEN

Women who are easily tired need Bovril to prevent them from getting "run down"! Bovril is especially valuable in replenishing a woman's reserves of energy. It acts so quickly. You feel the benefit of Bovril—its warm, stimulating action upon the wearied system—as soon as you have swallowed it.

And if you keep up your Bovril daily you will soon find your strength become equal to the work and worries of everyday life. For Bovril builds up health and fitness by sound nutrition. Bovril is the best of the beef—its vitalizing and energising properties in concentrated digestible form.

BOVRIL prevents that Sinking Feeling

SOME FACTS ABOUT THE NEW FORD

Production and Demand for New Ford Exceeds All Previous Records

The manufacturing schedules of the Ford Motor Company of Canada, Limited, have been steadily built up until a new daily record for Canadian automobile production has been reached.

Despite this peak output, orders for the new Ford keep uniformly ahead of the rising tide of manufacture. It is therefore necessary to continue a high rate of production. To this end a steady flow of material from more than 385 Canadian sources streams into the Ford plants. And here, with more than 10,000 men on the payrolls (almost double the previous employment record) these materials are converted into New Ford cars.

Ford Quality of Manufacture Has Been Strictly Maintained

In the effort to build enough New Ford cars to meet requirements, no deviation from the high standard of Ford precision has been permitted. This standard, unbelievably strict, was set before the car was placed upon the market, and it has since been rigidly adhered to.

In the New Ford Car 40 different steel alloys are used. Each is chosen for the specific use for which it is best adapted. In the transmission gears alone there are seven different kinds of alloys. Likewise, the forged steel spring perches, hardly bigger round than a man's thumb, will withstand a strain of 15,000 pounds. This is 30 times greater than the strain put on them in ordinary use.

The excellence of materials used is matched by the careful precision of its manufacture. For example, the eight valve guides in every engine may deviate from perfection only by 1/30th of the thickness of the average human hair.

The simplicity and soundness of Ford design is unparalleled. Such manufacturing methods ensure a high degree of satisfactory performance over a long period of years.

Ford Performance is the New Standard for Judging Automobiles

The rapidity of get-away and acceleration of the New Ford is a by-word. Its endurance, which permits sustained driving at the higher speeds hour after hour, is little short of marvelous. The ease with which steep hills are climbed in high gear is equally as impressive. Shifting gears, steering and handling the car under the most trying road conditions are exceptionally simple. 25 to 30 miles per gallon of gasoline and remarkably low oil consumption give a worthwhile operating economy.

In city traffic and on country highways, the New Ford performs as well as and often better than considerably heavier and higher priced cars. In the light car field it is absolutely without equal.

By these marks of Ford performance other motor cars are being judged. It simply means that price is no longer the gauge of automobile quality.

Ford Beauty Is More Than Skin Deep

On the surface the New Ford car is all that you want it to be. Beautiful low lines, harmonious color combinations, sparkling nickel, sturdy steel spoked wheels and balloon tires all play their part in making this a car of graceful proportion and handsome appearance.

But its real beauty is invisible. The quality of materials; careful workmanship; correctness of design; the things that really matter—these are the points in which the New Ford is exceptional.

Windshield of shatterproof glass and a six brake system, fully enclosed, safeguard occupants in any emergency. Four efficient shock absorbers in conjunction with the best proven light car spring system, give matchless riding comfort. All models are completely equipped to provide the ultimate in comfort, convenience and safety.

If you have not ridden in the new Ford car, or experienced the thrill of driving it, there awaits you the knowledge that car values have actually changed; that a really fine car has come into the light car field; and that values offered by the new Ford cannot be duplicated anywhere. Your local Ford dealer will prove these statements by demonstration.

Ford

FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONTARIO