

A happy picture of the King and Queen on one of the first trips His Majesty ventured to walk about the estate at Bognor. The King, who looks remarkably well, is responding smilingly to the greetings of the large crowd that assembled to see him.



Boss (Interviewing Applicant): "You understand double en-

Applicant: "Rather, sir. In my last place they had triple entry—one book for the boss, one for the shareholders and one for the Income tax department. —The Passing Show.

NEW MODELS JUST ARRIVED

All Chevrolet Models

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ST. GEORGE'S DAY

For Englishmen Overseas

Unite we today in a spirit fraternal
In honor of England and England's Saint George;
To honor the spirit, the spirit of England,
Bred in her sons in the land of their birth.

With pride do we cherish our ancient traditions:
Justice and freedom where'er the flag flies!
Greatly to do and dare all things for duty;
To honor our pledges whatever they cost.

Traditions like these are the soul of Old England, Born of great spirits who gave their to her. Whenever we fail to be worthy our heritage, Her soul is untarnished, the shame is our own,

None cherish her more than we who are absent.

What know they of love who have ne'er had to part?

The children of England, tho' ocean's leagues sever

Cherish her dearly, deep, deep in their hearts.

Hail then! Oh, England! Great Mother of Empire!

Hail to St. George! England's own Patron Saint!

Here on this festival, in spirit fraternal,

We greet thee,—St. George and Old England,—All Hail!

Montreal P.Q.

—W. J. KING.

A FEW FACTS ABOUT PRINCE RUPERT

Prince Rupert is:

The terminus of the Canadian National Railway.

The Central administrative point for the whole of central and northern British Columbia.

The centre of the halibut and salmon fishing business.

The centre of an extensive mining and lumbering district.

Prince Rupert has:

One of the finest harbors in the world.

The largest fresh halibut business in the world.

The largest fish cold storage plant in the world.

A large, strictly modern drydock and shipbuilding plant.

A large, strictly modern drydock and shipbullding plant.

A grain elevator leased to the Alberta Wheat Pool with capacity of 1,250,000 bushels.

A large, modern ocean dock.

A new modern lumber mill, planing and shingle mills and box factory with capacity output of 60,000 board feet daily.

Fish reduction plant.

A new mill at Porpoise Harbor and another building alongside it seven miles from the city.

Railway shops employing about 75 men.

Several ship sheds for building and repairing small craft.

Provincial government district offices and court house.

Provincial government district offices and court house.

Dominion government fisheries, customs, and other offices.

Marine department central station.

Dominion government wireless station.

Canadian National district offices.

Dominion fisheries experimental station.

B. C. Packers district offices.

B. C. Packers district offices.

Consolidated Mining & Smelting district assay office.

P. Burns Co., Ltd., modern abattoir.

P. Burns Co., Ltd., modern abattoir.

Several docks and wharves used by coasting vessels.

Number of fish houses doing an export business.

About twenty salmon canneries in the neighborhood.

Several fishery supply and shipchandlery establishments.

Several fishery supply and shipchandlery establishments.

Several wholesale houses doing a large business in the district.

Fine modern retail stores

Fine modern retail stores.

Good steamship services to Alaska and south to Vancouver and Victoria and west to the Queen Charlotte Islands.

Three large oil and gasoline distribution stations.

Good hotels and restaurants.

Prince Rupert has:

Modern high school with first year university classes.

Four public schools with over thirty teachers.

Seven churches representing the most important demoninations.

Paved streets and concrete sidewalks in the business section.

Well kept gardens and pretty residences.

Number of clubs and fraternal organizations.

Prince Rupert has:

No severe cold in winter.

No extreme heat in summer.

No mosquitos or other insect pests.

Great opportunities for boating, fishing and hunting.

Fewer climatic or other disadvantages than most places in Canada.

A harbor that never freezes.



THE WAGES OF WAR FOR BRITAIN'S WORKERS
A Crown of Laurels.

A Crown of Thorns



If you would keep the Roses in their Cheeks - the Glow of Health in their Little Bodies

right! If you cannot nurse baby DO NOT EXPERIMENT --turn in confidence to Eagle Brand, tried and proven, the leading infant foods ince 1857. Babies thrive on it because it is absolutely pure, always of the same strength and quality, and so easily digested even in cases where all other foods have failed.

The Borden Co. Limited, Vancouver
Send me free booklets on care of baby



EAGLE BRAND CONDENSED MILK

The true purpose of a Budget

ERY year you spend a large proportion of the money you get. So much for clothing. So much for shoes. So much for things to eat—for house furnishings, books and what not.

Here is the way to get the most for your money.

Keep a budget. Decide what you can afford to spend for each item, and hold yourself within this amount.

Then—to get the most for your budget money read advertisements carefully. The advertisements you read tell you what is newest and best. They give you the latest ideas and improvements. They help you to get more from each dollar you have apportioned in your budget—and so live better and dress better with the same income.

The true purpose of a budget is to enable you to spend wisely—and only by careful reading of advertising can you hope to accomplish this result.

Read advertising regularly. It points the way to better living.