

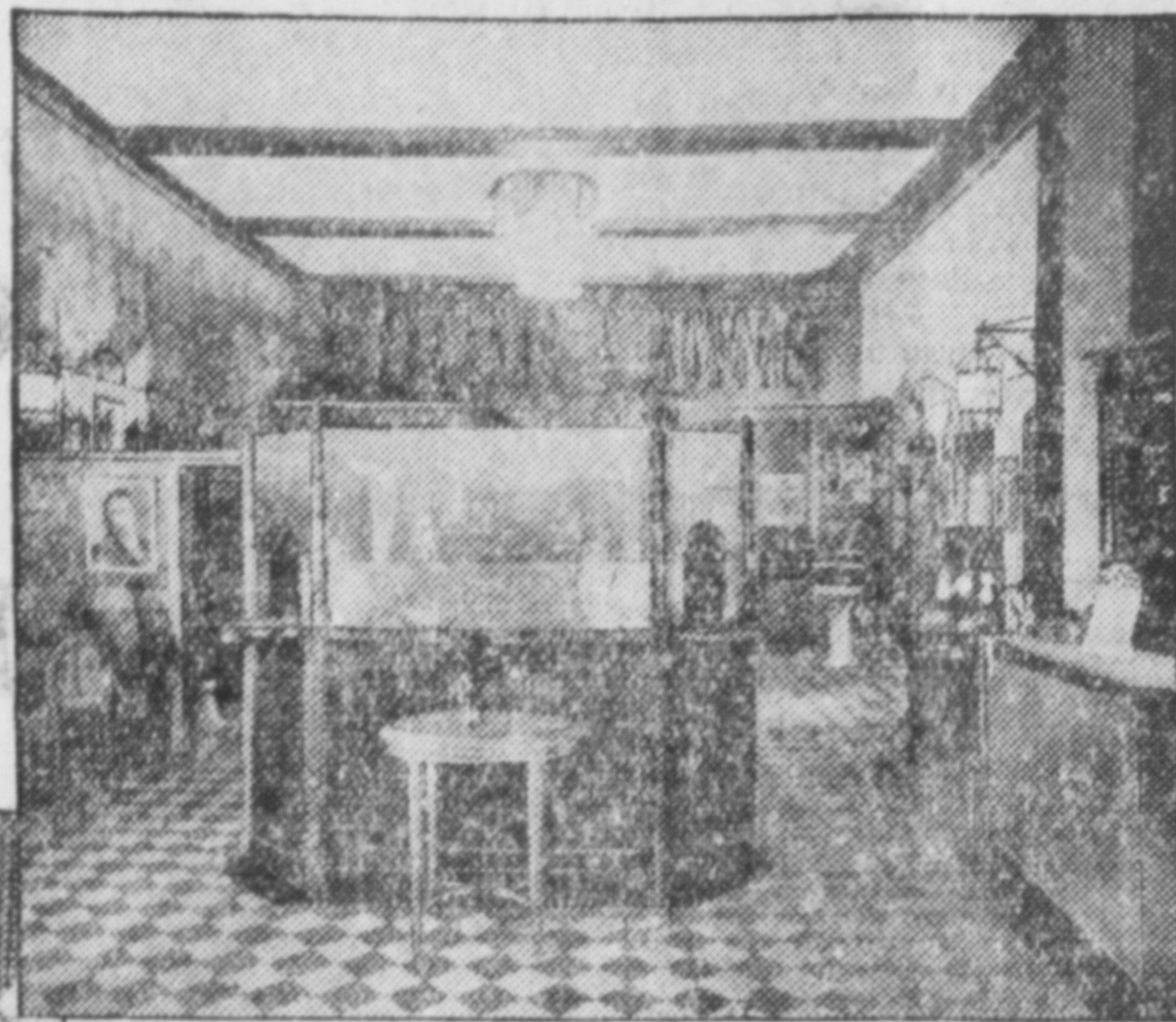
# The Weaver-Jackson Company

## Hollywood's Famous Beauty Experts

### advise daily use of Palmolive Soap

"Society here is very cosmopolitan. So is our clientele. We must know all the beauty treatments in vogue on the continent. Among these, the most famous is the Palmolive Soap treatment... used by famous beauties throughout Europe."

Weaver-Jackson Co.  
By William J. Jones & P.  
HOLLYWOOD-LOS ANGELES-PASADENA



Interior of one of the ten famous Weaver-Jackson Shops in Hollywood—patronized by more than half of the celebrities of the moving picture world. The Weaver-Jackson Company Shops are known throughout Los Angeles, Pasadena and Hollywood.



Operators working in the Paris salon of L'Institut de Beauté, presided over by the distinguished Madame Valentin le Brun. Madame le Brun advises all her smart patrons to use one soap—and one only—Palmolive.

#### Where Hollywood is beautified

"Among our patrons are the smartest, the most fastidious, the most prominent women in Hollywood, Los Angeles and Pasadena. We take pride in serving fully half of the women in the motion picture industry."

"We operate a system of ten distinguished shops which form the largest one city beauty service unit in the world, and prominent among our shops is the world-known unit in the Ambassador Hotel."

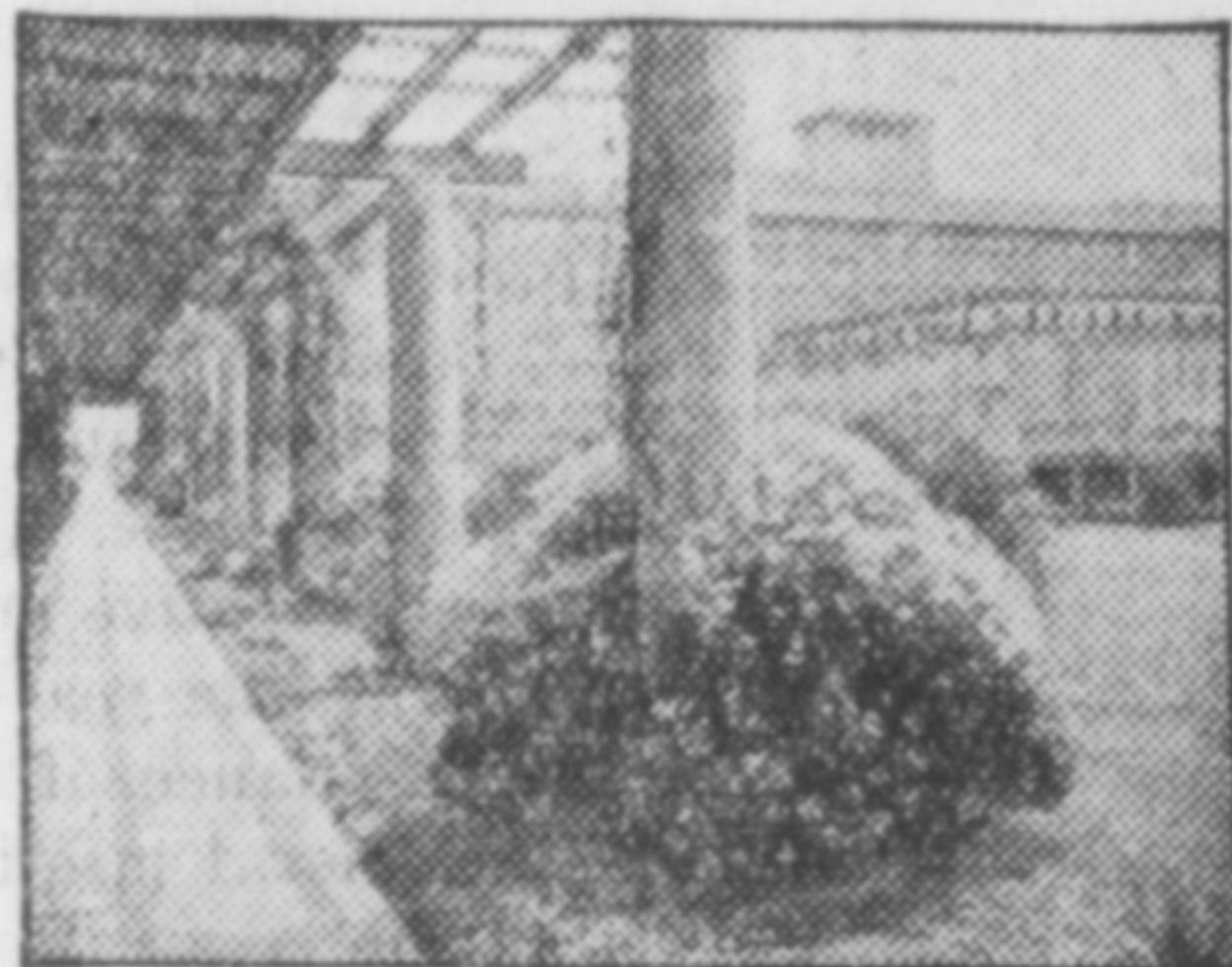
"Society here is very cosmopolitan. So is our clientele. So we must know all the beauty treatments in vogue on the continent."

"Among these the most famous is the Palmolive Soap treatment. You take this soap which is made from the oils of the Palm tree and the Olive tree. You massage it gently into the face—so (with some warm water, of course), until you see the skin is clean. Then wash it off, still with gently warm water following with cold. There you have a beauty treatment used by famous beauties throughout Europe."

Dozens of experts in Hollywood recommend this famous treatment involving

Palmolive Soap! And over four thousand specialists all over the country give their patrons this same advice.

In Paris, home of beauty, all the experts tell you the same thing. Lina Cavalieri, for instance, the former opera star, who now tells the smartest women in Paris how to keep their priceless beauty; Madame Valentin le Brun, the acknowledged dean of all Parisienne beauty specialists; Massé, Vincent, Delord et Bion, Payot—all the beauty specialists of note in the beauty-loving capital of France recommend Palmolive Soap to their distinguished patrons; and in Vienna, Berlin, Budapest, Rome, Madrid, London—in all the great capitals of Europe you hear this same advice, "safeguard beauty with Palmolive Soap."



Pergola of the beautiful Ambassador Hotel, where one of the most celebrated Weaver-Jackson beauty salons is located.



4612

Retail Price 10c

## Would Build Railways and Roads to Open Up Northern and Central British Columbia

(This is another of the articles received in the competition now being conducted by this paper to try to find a means of improving the position of this part of the country. Names of the writers are withheld until judging is completed.)

### DEVELOPMENT OF NORTHERN AND CENTRAL BRITISH COLUMBIA

British Columbia has untold wealth which has not yet been touched, both in minerals and farming.

There is the Peace River block which has not yet been touched, then there is the Groundhog coal grounds, which only surveyors have explored.

The Pacific Great Eastern Railway should be continued from Quesnel, where it now ends, to Prince George, so that it could join the Canadian National Railways and then could run down the Canadian National tracks to Prince Rupert.

The railway from Stewart to Peace River, which would not only help the Peace River, but also the Groundhog coal fields and the mines in the vicinity of Stewart.

A road which is now under construction from Prince Rupert will in time join up with the Pacific highway at Vancouver. This will open up the country around Bulkley and Nechaco valleys.

There are thousands of acres of unoccupied land in the Peace River area, both in British Columbia and Alberta.

In joining up the railway from Stewart to Peace River with the Edmonton, Dunvegan & B. C. Railway, it will make people occupy the farming land and thus increase the population and wealth of both the province itself

and the people.

Even with the talk of a railway from Stewart to Peace River, people have started to settle in the Peace River, but when the railway is built the land will all soon be occupied.

In the Caribou country there is both mining and cattle ranching.

There are hundreds of acres with nobody on them, most of this land is good arable farming land.

The population in Peace River is only a few thousand, but five years ago there was scarcely a thousand people.

On the whole, the Pacific Great Eastern should be continued to Prince George, a railway should be built from Stewart to the Peace River and the road from Prince Rupert should be continued down to Vancouver.

## 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 nearest point in British Columbia to the Orient.
- 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 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.
- 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.
- Consolidated Mining & Smelting district assay office.
- 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 wholesale houses doing a large business in the district.
- 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 denominations.
- 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.

## LOCAL LIBRARY IS CONGESTED

Question of Housing the Books Is Becoming Serious Problem For the Board

### SPLENDID DONATIONS

Women's Canadian Club Spend \$75 On Purely Canadian Books For Prince Rupert

The question of providing extra space for the public library to keep pace with the growth of the institution and particularly to accommodate the increase in the juvenile section was discussed at the meeting of the library board last night. Alderman Frank Dibb presiding, and there being also present Mrs. Kirkpatrick, James Black, V. Bass, Bert, H. F. Pullen, Secretary Lindsey and the librarian. It was decided to get prices on a new stack and also on putting an extra shelf on some of the book cases already there.

The librarian reported books taken out during the month included fiction 2,776 volumes, duplicate pay 192; non-fiction 415, and juvenile 1,001. The average daily circulation was 202.9.

During April 30 new borrowers registered, the number now on the list being 2,765. Books were placed on the shelves 22 by gift and 56 by purchase, making a total library collection now of 6,706 volumes. The Board, on motion of James Black passed a vote of thanks to the Women's Canadian Club for the donation of \$75 toward the

purchase of Canadian books. A list of proposed purchases had been submitted to the club executive by the librarian and approved and the books were ordered to be purchased. These include volumes on Canadian literature, sociology, history, travel, biography, reference and juvenile.

## SEAL CATCH EAST COAST

ST. JOHN'S, Nfld., May 7:—The catch of the Newfoundland sealing fleet was recently reported to be 182,714 pelts, divided as follows:

	Pelts
Steamer	31,000
Imogene	24,780
Naseopie	22,000
Beothic	18,838
Ungava	16,302
Neptune	12,762
Terra Nova	12,755
Ranger	10,957
Eagle	8,326
Sagana	2,204
Viking	400
Terra Nova	200
Neptune	

**"Deliciously Fragrant"**  
CHASE & SANBORN'S  
SEAL BRAND COFFEE  
SOLD ONLY IN  
1/2 lb. 1 lb. and 2 lb. Tins

## NEWS OF NORTHERN B.C.

### BURNS LAKE

Forest Ranger Walter N. Campbell made a trip to Fraser Lake last week on official business.

Fraser Lake is now free of ice and the Fraser Lake Sawmills are running at full blast in order to catch up with large orders for shipment.

James Baron has been appointed assistant forest ranger at Topley.

Burns Lake is free of ice now and boating is again the order of the day.

Eli Ferguson, Palling weather prophet, predicts that there will be abundant moisture this summer and that weather conditions will be propitious for the crops.

Miss Evangeline McCrea of Topley, who is recovering from a severe attack of rheumatism, is visiting here with Mrs. A. E. Kistock.

The Northern Garage has put in a filling station at the crossroads of Francois Lake and Endako highways.

Arrangements for the annual School Fall Fair here were initiated at a meeting last night in the Burns Lake school house.

Fred Fraser, government agent at Pouce Coupe, in a letter received here, states that settlers

are rushing into the Peace River district and that there is an unprecedented rush to file on land.

Forestry officials state that there will be rigid enforcement of the fire regulations in this district this year.

### STEWART

Mr. and Mrs. A. Lindegard have been spending a few days in Prince Rupert.

Mrs. A. A. Frazier returned last week from a visit in California.

A new map of the Portland Canal district has been prepared by Dalby B. Morkill B.C.L.S. Mr. Morkill expects to be back in Stewart about the middle of the month.

F. C. Green B.C.L.S. expects to return to Stewart about the middle of this month and has a big season's work in hand.

P. S. Jack, local agent for Canadian National Railways, can now sell tickets for all stations east of Prince Rupert.

The provincial government has made a special grant of \$500 to meet a deficit in the operation of the Stewart Hospital during the month of April.

Matthew Little, well known mining engineer, returned to

Stewart last week from Victoria. A son was born recently at Nelson to Mr. and Mrs. L. T. Davis of Stewart.

Henry Brentzen recently found in the Babine Range a prospecting outfit which was left there sixteen years ago by Ernest Profit.

You can always depend on having interesting fellow passengers on the railways of Germany. Germans take twenty-three railroad journeys a year per capita, and only one-third have to pay full rates. The other two-thirds take trips for scientific, education and cultural purposes, or in some other way are able to take advantage of reduced rates.

## No jumpy feeling NOW when I drive through traffic



Nothing relieves tension so effectively as Wrigley's. The act of chewing, as motorists have discovered, has a gentle soothing effect. The healthful cleansing action of Wrigley's refreshes the mouth and steadies the nerves.

