



... in Soups and Creamed Sauces

TASTE the fresh sweet flavor of pure country cream! Blending so well in savory soups, giving rich velvety body to sauces—there's nothing like St. Charles Evaporated Milk to make good meals better.

St. Charles Milk is evaporated to creamy richness. All herds are rigidly inspected—plants are spotless and shining. Sixty per cent. of the natural water is removed and nothing is added. No wonder St. Charles is the safest, finest flavored milk you can buy.

Our new cook book "The Good Provider" will give you cooking secrets any French Chef might envy. 80 pages—186 recipes—full color illustrations of tempting dishes. Just mail the coupon and it's yours.



Borden's
ST. CHARLES
MILK
UNSWEETENED EVAPORATED



The Borden Co., Limited,
50 Powell Street,
Vancouver, B.C.

Gentlemen: Please send me free copy of "The Good Provider."

Name: _____
Address: _____

DOES YOUR BUSINESS NEED A DOCTOR?

Now, Mr. Businessman, have you ever tried to diagnose the reason for that sudden drop in profit over the figures of "last month?" If the temperature of your business alarms you there is no need for you to lose any sleep—the remedy is simple.

ADVERTISE

"Ah!" you say, "But that's all very well. I'm only a small man and can't afford it." That's the reason the small man remains a small man. The big men in business today did not become big by hiding their light under a bushel, they advertised, and Advertisized, and ADVERTISED. Advertising is as necessary to a "sick" business as the doctor's services are to a sick person. And it will find the money to pay its own bills, if done judiciously, from the increased volume of increased profits. Start with a small appropriation

IN "THE DAILY NEWS"

tomorrow and test the idea for yourself—after all it's RESULTS that count today. We have an expert advertising man at your service at any time. He will advise you as to size of space to use and see that your space is filled with "business bringing" copy.

PHONE 98 and make an appointment

Let the Daily News Classified Ads. work for you.

FIGHTING OF FIRES

Head of Victoria Department Gives Interesting Talk on His Work

Fire prevention and fire fighting was the subject of an interesting address yesterday afternoon at the weekly luncheon of the Prince Rupert Rotary Club by V. W. Stewart, chief of the Victoria fire department and provincial grand prior of the Knights Templars.

Mr. Stewart, who has been fire fighting for many years and who knew the Prince Rupert fire chief before Prince Rupert was founded, laid stress on the fact that fire fighting was now a profession and a good deal of study was required to keep a member of the staff up to date. He found that his men at Victoria read technical books and fully qualified themselves for the work. The great thing was to get into the fire and at the same time keep down the amount of damage done by fire and water. In this work chemicals were used very largely.

The chief suggested that people travelling should always investigate the egress so that in case there should be a fire they would be able to escape. Many lives had been lost because of failure to do this.

In rating a town, the underwriters took cognizance of the condition of the streets, the efficiency of the water supply, the number of telephone connections and the fire alarm and fire department organization.

Telling of the big fire in Victoria when the Albion Ironworks was burned and 65 buildings in all were destroyed, Mr. Stewart said the fire jumped as much as five blocks at a time, the dry shingles igniting readily. The air was dry and it was only the coming of evening that made it possible to stop the spread of the blaze. Similarly at Berkeley, Cal., recently the fire departments of all the surrounding municipalities could not stop a fire until late afternoon when humidity increased.

Summarizing some of the reasons for fires, Mr. Stewart laid stress on the use of combustible celluloid as one great danger. In Victoria a fire had been caused in the window of the Hudson Bay Company by the sun shining through a piece of plate glass used as a stand and forming a lens which ignited a duco finished piece of wood.

Former Atlin Man Buried in South With Lodge Rites

The funeral of the late John Dunham, well known mining man of Atlin, whose death occurred at Bridge River on May 30, took place in Vancouver on Thursday afternoon of last week under the auspices of Plantaganet Lodge A. F. & A. M., deceased having been a past master of Atlin Lodge A. F. & A. M. of Atlin. The funeral took place from the chapel of the Mount Pleasant Undertaking Co. to the Masonic Cemetery in Burnaby where interment was made.

Deceased, who was a foreman in placer mining operations, was born in Ontario 59 years ago and resided in the province 30 years.

Rebekah Tea and Sale Is Success

Delightful Affair Held Yesterday in Prettily Decorated Home of Mrs. Bert Morgan

A delightful tea and sale of home cooking was held by the Rebekah Lodge yesterday afternoon at the home of Mrs. Bert Morgan, Fifth Avenue East, the affair being a great success both socially and financially. The reception room and tables were beautifully decorated with pink sweet peas.

Mrs. Morgan was assisted in receiving by Mrs. Bert West, Mrs. J. E. Boddie was general convener and cashier, Mrs. J. S. Irvine and Miss E. M. Earle presided at the urns and serviteurs were Mrs. William McLeod, Mrs. G. V. Wilkinson, Mrs. Thomas Priest and Mrs. W. A. McLean. The home cooking table was in charge of Mrs. James Simpson.

J. A. Brown, well known Ecstall sawmill operator, is paying a brief business visit to town, having arrived yesterday from Port Essington.

LABORATORY YIELDS NEW FACTS ON KELLOGG'S ALL-BRAN

Its "Bulk" and Vitamin B Help Relieve Constipation; Also Has Blood-building Iron

New laboratory experiments demonstrate that Kellogg's ALL-BRAN has sufficient "bulk" to exercise the intestines, as well as Vitamin B to help tone the intestinal tract.

In addition, Kellogg's ALL-BRAN supplies twice as much blood-building iron as an equal amount by weight of beef liver.

Now you can overcome common constipation by this pleasant "cereal way," and banish the headaches, backaches, loss of appetite and energy that so frequently result.

No need to worry along with pills and drugs, which often lead to harmful habits.

Instead, just eat two tablespoons daily of Kellogg's ALL-BRAN—adequate for most types of constipation. If your intestinal trouble is not relieved this way, see your doctor. The "bulk" in ALL-BRAN is much like that of lettuce. Inside the body, it forms a soft mass, which gently clears the intestines of wastes.

Special processes make ALL-BRAN finer, softer, more palatable. It is not habit-forming. Equally tasty as a cereal, or used in cooking. Recipes on the red-and-green package. At all grocers. Made by Kellogg in London, Ontario.

Freighter Named After This Port Is at Vancouver

The Reardon Smith freighter Prince Rupert City, named after this port, arrived at Vancouver at the end of last week from Australia to load grain and other cargo for the United Kingdom. The skipper of the Prince Rupert City is Capt. C. Wilson, former chief officer, who succeeded Capt. Roper, the first master, who died on the ship's last visit to New York. On the last voyage of the ship she carried cotton from New Orleans to Japan, thence a cargo to Australia and then came to Vancouver to load for home.

Phone 953 Phone 953

De Jong's Cash and Carry

Friday & Saturday SPECIALS

Seville Orange Marmalade 29c per jar
Quaker Corn Flakes— 25c 3 pkgs. for



Malkin's Best Tea— 41c per 1-lb. pkg.
Gold Dust Washing Powder 23c large package
Master Sardines—In pure 25c Olive Oil, 3 for
North Star Lard— 39c per 3-lb. pail
64c per 5-lb. pail

Alberta Eggs— 44c 3 doz. for

Salt—Plain or Iodized 9c per shaker
Fraser Valley Jam—Raspberry or Strawberry 44c per 4-lb. pail
Malkin's Best Green Beans (Asparagus Pack) 2 for 41c
Valencia Oranges— 89c 5 dozen for
California Grape Fruit— 25c 4 for
Rhubarb— 25c 6 lbs. for
Spinach— 7c per lb.
Strawberries—Arrive on Friday's boat, per basket 15c

Friday & Saturday
TWO SHOWS — 7 and 9 p.m.
Feature starts 7:40 and 9:40
ADMISSION — 15c & 50c

Capitol Theatre

A Thrilling Air Show — Not a War Picture

"THE LOST SQUADRON"

All Star—Richard Dix, Mary Astor, Joel McCrea, Dorothy Jordan, Eric Von Stroheim. Unsung air heroes. They pledge their lives on the altar of thrills and love.

Comedy—"ONLY MEN WANTED" Cartoon—"THE FOX HUNT" METRO NEWS

SATURDAY MATINEE at 2:30 Feature Starts 3:05—15c & 35c

MONDAY & TUESDAY—"THE UNHOLY GARDEN"

FIRE WOOD

Mill Ends and Box Ends, \$4
For Big Load

Slab Wood, \$3.25 Big Load

Albert & McCaffery Ltd.
116 — Phones — 117

The Fish which made Prince Rupert Famous

"Rupert Brand"

SMOKED
BLACK COD

Prepared Daily By
Canadian Fish & Cold Storage Co., Ltd.
PRINCE RUPERT, B.C.

AIR DRIED SHINGLES

Retain the cedar oil in the wood, affording extra and better preservation than kiln-dried shingles from which the essential oil has been evaporated. Our shingles are made on Queen Charlotte Islands and, as a home product, deserve your preference. Shingle makers wages on the Islands are spent eventually in Prince Rupert, while Vancouver wages never come north. Support a home industry and your own welfare by specifying Air Dried Shingles.

Prices: No. 1 5X \$3.75; No. 1 3X \$3.25
HYDE TRANSFER—PHONE 580

Christie's

Christie's Snow Flake Sodas
light and flaky

In the big, new, family-size package. Pure, crisp, light, flaky and always FRESH.

SNOW FLAKE SODAS