Buy WITH CONFIDENCE WHERE YOU SEE THIS SEAL

PARTICIPATING DEALER
No 34292
TAKE ADVANTAGE OF SWIFT'S
Easter Specials
FEATURING
SWIFT'S PREMIUM HAM
SWIFT'S PREMIUM BACON
NOW Ovenized

Better in 4 ways

The new, exclusive Swift smoking method called "Ovenizing" has made Swift's Premium Ham better in 4 ways: Richer flavour, combining "tang" and "mildness"; Tenderer texture; Greater firmness; and more appetizing colour. Let your family try this new "Ovenized" goodness.

Only dealers with high standards of quality and cleanliness feature the Swift products. Such dealers have a high sense of responsibility to the community which they serve. They are desirable merchants to know and deal with.

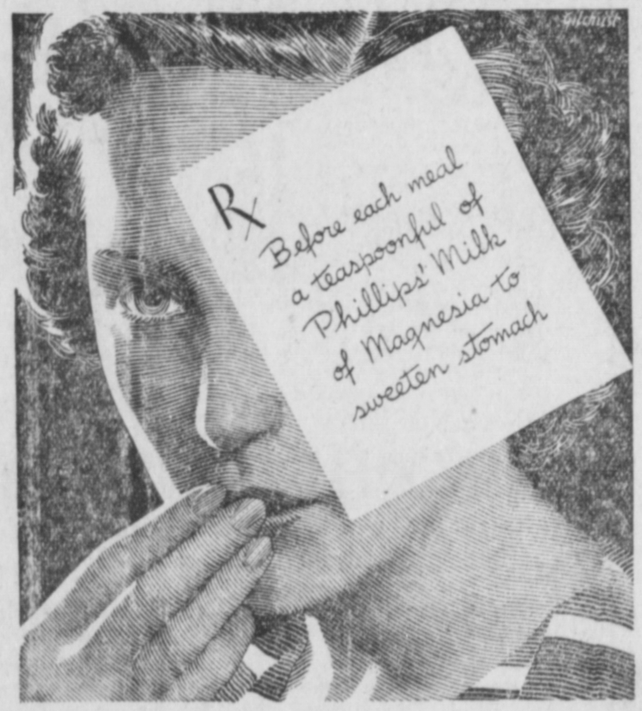
So that you may identify the shops which are featuring Swift's Premium Ham and Bacon during the Easter season, Swift's have supplied their participating dealers with the above seal. Wherever you see this seal you are sure of getting the genuine "Swift's Premium"... at today's especially economical prices. Shop with CONFIDENCE, and watch for specials.

Ask by name for

Swift's Premium Hams and Bacon

NOW Ovenized ... SMOKED AN IMPROVED WAY IN OVENS

SOUR STOMACH



"Made in Canada"

● Get rid of all that sourness and gas. End that bilious headache or any sluggishness caused by too much acid. Put the stomach and bowels in good order. Sweeten the whole system with Phillips' Milk of Magnesia. Be sure it is this bottle, with the familiar blue wrapper that tells you it is genuine *Phillips'* Milk of Magnesia. The substitutes are *not* the same, and do *not* get the same results.

ALSO IN TABLET FORM: Phillips' Milk of Magnesia Tablets are now on sale at drug stores everywhere. Each tiny tablet is the equivalent of a teaspoonful of genuine Phillips' Milk of Magnesia.

If you lose anything, try a classified ad.

Vice-President Of New Company Handling Bovril

W. J. King, A.C.I.S., former manager for Canada of Bovril Limited, has recently been appointed as vice-president of Bovril (Canada) Limited.

Mr. King has had a varied career with the food products trade, not only in Canada, but in England, Wales, Ireland and United States. Thirty-five years ago he started in with the Bovril organization as junior clerk and has since made steady progress. From junior clerk he rose to a travelling salesman, and later was promoted to a branch managership in England. Early in 1924 he was transferred to Canada to be sales and advertising manager. He is now vice-president of Bovril (Canada) Limited and manager for Canada of Virol Limited, also a director of Bovril America Incorporated which controls sales in U. S. A.

Watch This Space on Friday and Saturday

MUSSALLEM'S
Economy Store
We deliver all orders, $2 or over
317-19 Third Avenue West
P.O. Box 575 Phone 18

District News

VANDERHOOF

At the annual meeting of the Nechako Liberal Association the following officers were elected to look after the Liberal interests in this section during provincial election year. President W. J. Park, vice-president O. Burdett, secretary-treasurer L. J. Preston, executive—E. B. Smith, J. E. Philpott, R. Boswell, E. McGeachy, Mrs. A. A. Hutchison and a representative of each of the polling devisions in the Nechako Valley.

The First wedding to be solemnized in the new Anglican (Holy Trinity) church in Vanderhoof took place on Thursday afternoon last when Hobart Hendricks, son of Mr. and Mrs. W. E. Hendricks of Engen, and Miss Sygne Ella Dahl, daughter of Mr. and Mrs. A. Dahl of Greer Valley district, were united in marriage by the Rev. B. S. Proctor, B.A.

A. J. Rae of the department of Indian Affairs left on Thursday on an official trip to Vancouver, Ladner and the Fraser Valley.

M. J. Griffin has received $829.32 from the Custodian of Reparation Funds in the Department of State being amount given for injuries received while a prisoner in Germany during the war.

BERNIER IS STILL WELL

Weatherbeaten Mariner Who Sailed Uncharted Waters For Queen Victoria Now Lecturing

MONTREAL, April 6. (CP)—Many men cherish secret hopes of living to the century mark but Captain J. E. Bernier, the octogenarian French-Canadian seadog who is credited with charting more islands for the British Empire than any other man, openly declares that is the mark he is out to reach.

Hardships have only served to harden the weather-beaten frame of this mariner who sailed the seas for more than half a century and who today is equal to physical feats that would beat many men of half his age.

Short and stout, his hair bushy and white, Capt. Bernier is still game for anything. He retired from the sea in 1927 but fairly brisk ascent of 40 stairs won't take his breath away today. Cultural pursuits are now occupying his time. A Fellow of the Royal Geographical Society, he is lecturing on the "Conquest of the Arctic," in which he took such an active part.

Born at L'Islet, Que., 31 years ago, he was only 20 when he became captain of a Liverpool ship that took him across the seven seas. For more than 20 years he sailed this merchant vessel and then offered his services to Queen Victoria to head expeditions to the Arctic. Many of the islands directly to the north of Canada were discovered and charted by him. To him also goes credit for discovering the remnants of the ill-fated Franklin expedition to the North Pole.

He was on his way to the North Pole himself in 1904 when orders from the Department of Marine compelled him to abandon the expedition and patrol the Atlantic coast in search of rum-runners. "Even in those days we had to be on the watch for them," he commented.

Capt. Berner has the distinction of going farther north than any other Canadian.

Phone 952 Phone 952

De Jong's

Cash and Carry

Friday & Saturday Specials

Toddy—The Ideal Drink per tin **35c**
(With Jig-Saw Puzzle Free)
Red Arrow Ginger Snaps—2 lbs. for **25c**

Malkin's Best ORANGE MARMALADE per 40-oz. jar **32c**
FRY'S COCOA per ½-lb. tin **23c**
Nabob Tea—per 1-lb. pkg. **37c**
Snowdrift Fancy Shredded Coconut, per lb. **22c**
Blue Ribbon Malt Extract, Hop Flavored, Dark per 3-lb. can **$1.45**
Licorice—All sorts per lb. **29c**
Lion Brand Macaroni—3 pkgs. for **10c**
Red Arrow Sodas—per pkg. **21c**
Heinz Tomato Juice—3 tins for **25c**
Swansdown Cake Flour—per pkg. **29c**

Malkin's Best COFFEE per 1-lb. tin **39c**
White Spring Salmon—per 1-lb. tin **9c**
Crown Brand Corn Syrup—per 2-lb. tin **19c**
Kellogg's Corn Flakes—3 pkgs. for **25c**
Yellow Newton Apples—6 lbs. for **25c**

Wednesday & Thursday
TWO SHOWS—7 & 9 p.m.
Admission — 15c & 50c
Feature starts 7:30 & 9:30

CAPITOL THEATRE

FRIDAY & SATURDAY
"CRIME OF THE CENTURY"

YOU HAVE OFTEN SAID IT — NOW SEE WHAT HAPPENS

"IF I HAD A MILLION"

With 15 Great Stars—GARY COOPER, GEORGE RAFT, WYNNE GIBSON, CHARLES LAUGHTON, JACK OAKIE and MANY OTHERS

Comedy—"TAXI FOR TWO" PARAMOUNT NEWS

Get more for your money!

QUAKER Corn Flakes *costs no more than ordinary corn flakes yet you get these* EXTRA FEATURES AT NO EXTRA COST

Attention Mothers!
Children will take milk without coaxing if you serve with Quaker Corn Flakes. All in one serving they'll get the rich energy of corn ... the nourishment of milk ... the health-giving Sunshine Vitamin that builds bone and protects teeth.

1. Money-back guarantee printed on every package.
2. Freshness and crispness assured by wax wrapping and triple sealing.
3. Enrichment with Sunshine Vitamin "D"—an exclusive health feature.
4. Coupons—exchangeable for valuable merchandise—in every package.

MADE IN CANADA

Quaker Corn Flakes

SATIN-GLO

Annual Sale

— YOU SAVE —
$1.00 on ½ Gallons 25c on Pints
50c on Quarts 15c on ½ Pints

These reductions apply on Varnishes, Enamels and Satin-Glo Finishes, and will continue

Until Next Saturday, April 8th

DeLuxe Wall Tint in fourteen attractive shades. Regular price 65c, special price for this week only 50c for five-pound packages.

Thompson Hardware Co. Ltd.

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.