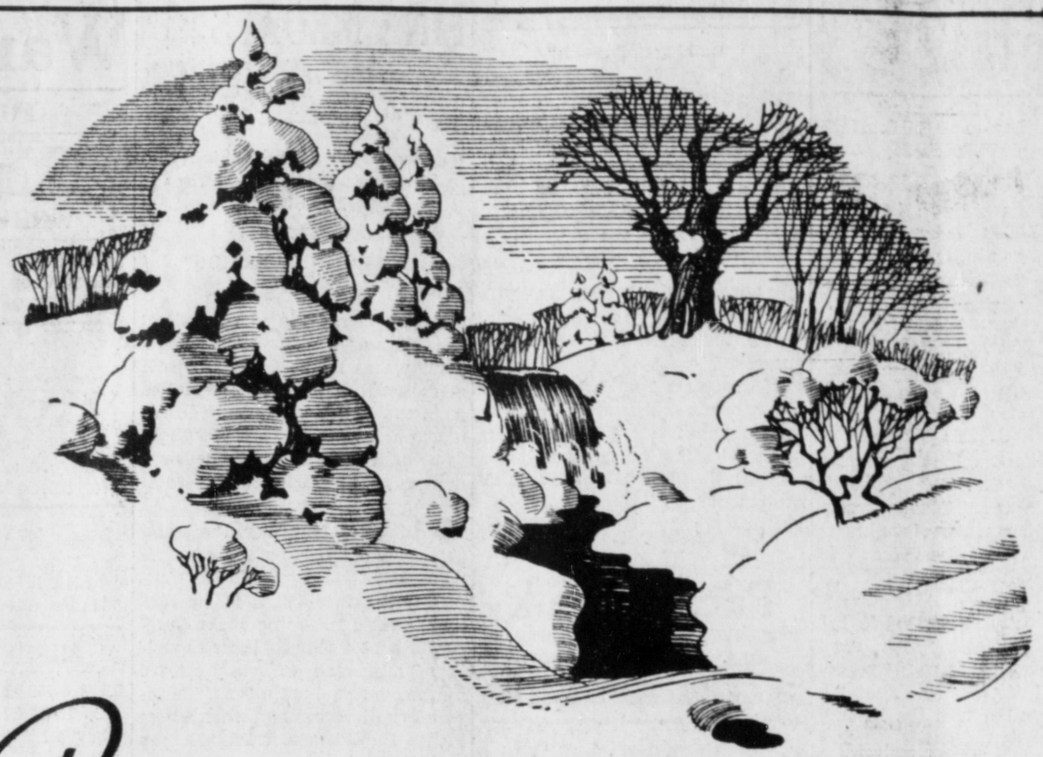

Purity and Freshness

Users of tobacco in any form are always assured of purity and freshness when they buy a product of the Imperial Tobacco Company. These qualities are achieved only by the practice of eternal vigilance.

That vigilance starts with the education of the grower, in methods of cutting and curing that ensure the utmost cleanliness and wholesomeness in the leaf as delivered. The grading is all done over screens, to remove sand. Leaves showing any blemish are immediately destroyed. After that the stock is submitted to a forced-draft heat treatment that mellows and conditions the tobacco.

During the three-year ageing process, the leaf lies packed in hogsheads, for, like wine, it mellows best in wood. These hogsheads are stored in bond by themselves in modern warehouses through which the outside air moves freely. The sweating induced by summer heat and humidity has the effect of dispelling harshness, and leaving the leaf sweeter and softer to the taste.

During the manufacturing process, as a protection against even the most remote possibility of contamination, the leaf is handled in rooms where the air is filtered of all impurities, humidified to prevent dust, and where walls are being constantly whitewashed.

Yet that is only the beginning. Every single shipment of a material that directly or indirectly enters into the manufacture of any Imperial product must first pass its prescribed laboratory test, to determine whether it fully measures up to the purity standard set for it. If not, it is instantly rejected. And in the case of cigarette paper, there are easily a dozen different tests, chemical and physical, that must be survived before any shipment is permitted to be used.

When the manufactured tobacco is ready for packaging, it is of course in prime condition. It is to ensure its reaching the consumer in equally good condition that so much care is taken, so much expense incurred, with the wrapping. Waxed paper, tin foil, cellophane, snugly-fitting packages and hermetically-sealed tins are only a few of the devices employed to conserve freshness.

Finally, such is the reputation enjoyed by Imperial products for purity and freshness, that the large and steady demand for them assures a quickness of turnover that precludes any possibility of their growing stale on the retailer's shelves.

I.T.Co.

IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED

WHIFFLETS
From the Waterfront

Delayed by making extra calls on her way up the coast, as well as by having heavy freights, Union steamer Catala, Capt. James Findlay, arrived in port at 9:45 last night from the south and sailed a couple of hours later for Anyox, Stewart and other northern points whence she will return here tomorrow morning, sailing at 1:30 p.m. for Vancouver and waypoints.

Cannery crews are continuing to arrive in the district from the south to make ready for the coming season's packing activities. The Catala last evening on her way here from the south made a special call at Inverness with R. G. Johnston, manager of that plant who spent the winter at Victoria, and members of his advance crew. The Catala also brought north A. L. Stewart, manager of Butedale cannery, and members of his crew; J. P. McMillan, manager of Sunnyside cannery, who went through to Port Simpson and will be back here tomorrow enroute to the Skeena River, and members of the crew of Namu cannery.

Capt. Joseph Flood arrived in the city at the end of the week from Vancouver to act as pilot for the British steamer Jersey City which is due on Wednesday to load a full cargo of grain from the local elevator for delivery to the United Kingdom or Continent.

Word has been received in Prince Rupert to the effect that Harry Johnson of Seattle, whose tender of 40¾c per pound for halibut livers was accepted this spring by the halibut fishermen and boat owners of the Pacific Coast, has assigned the agreement to Parke, Davis Co., well known medicinal manufacturing concern, which will take the livers at this figure.

The handsome cup put up by captain, oficers and crew of the steamer Prince George as a perpetual challenge trophy for model sailing yacht racing here has been placed on exhibit in the windows of the Canadian National Railways offices on Third Avenue. With it on display is a splendid new model racer belonging to A. J. Croxford of this city in the making of which Queen Charlotte Island red cedar, supplied by the J. R. Morgan Logging Co., was largely used as well as a trim model power cruiser belonging to Charles McKeown. The first race for the Prince George's Cup will take place on Friday and already general interest is being manifested in the event.

Imperial Oil Co.'s tanker Imperial arrived in port this morning from Ioco with fuel for the company's local tanks. After discharging, the Imperial sailed on her return south early this afternoon. Capt. Geddes is in command.

The snagboat Essington, Capt. J. D. Watson, after having spent the past week on the Skeena River, arrived in port Saturday night and left this afternoon for the Naas River where she will operate for the next month with headquarters at Mill Bay.

C. N. R. Trains

For the East—
Mondays, Wednesdays and Fridays ..... 5:30 p.m

From the East—
Tuesdays, Thursdays and Saturdays ..... 10:15 p.m.

COMIC FEUD ON SCREEN

Walter C. Kelly, "Virginian Judge" And Andy Clyde in "McFadden's Flats"

"McFadden's Flats," for many years a successful American and English stage play, comes to the screen of the Capitol Theatre as the first of the week feature offering with Walter C. Kelly, beloved vaudevillian of "Virginian Judge" fame, and Andy Clyde in the featured roles. The classic feud of the McFaddens and the McTavishes in the background of an interesting and amiable story. Kelly is the battling Irishman who rises from brick-laying to wealth without once relenting in the feud with his old Scottish enemy, played by Andy Clyde.

Under the wordy battles of these two old hardshells, however, is a genuine affection and, when Kelly gets into financial trouble, Clyde secretly supports his credit at the bank and enables him to complete the modern tenement flats of his dreams. The friendship of the two old feudists is finally cemented after many intriguing incidents when their children fall in love.

Richard Cromwell and Betty Furness, an appealing pair of youngsters, handle the romantic assignments and other prominent members of the cast include George Barbier and Jane Darwell.

WEATHER REPORT

Terrace—Clear, northwest wind, temperature, 28.
Anyox—Stewart—Calm, 32.
Stewart—Clear, calm, 25.
Hazelton—Bright sunshine, calm, 10.
Smithers—Clear, calm, frosty.
Burns Lake—Clear, calm, 7 below.
Dead Tree Point—Clear, calm; barometer, 29.86; temperature, 44; sea smooth.
Triple Island—Part cloudy, fresh westerly wind; sea choppy.
Langara Island—Light northwest wind; sea calm.

CAPITOL

TONIGHT and TUESDAY

SCOTLAND versus IRELAND!

Here's the famous international laugh riot . . . And what's more, you're seeing it ahead of Vancouver!

McFADDEN'S FLATS

McTavish came to America because he heard it was a FREE country—and McFadden has never let him forget it! The best of enemies . . . and they like each other so much that they wouldn't think of quarreling with anyone else! Come on and join the fun!

— with —
WALTER C. KELLY
(The Virginia Judge)
ANDY CLYDE
Richard Cromwell
Jane Darwell
(At 7:45 & 9:45)

ADDED TREATS
Ruth Etting in "NO CONTEST"
Chic Sale in "WINDY"
Colored Cartoon
"When the Cat's Away"
World's News Events

The Magic Brain

R.C.A. Victor Globe Trotter RADIO

The "MAGIC BRAIN" of these sensational instruments is an exclusive R. C. A. Victor development. Brings short-wave reception to a new peak of perfection. The "Magic Brain" enables you to tune in stations across the globe with greater ease and accuracy and a much truer life-like tone than has heretofore been possible. Ask for folder that fully explains the "Magic Brain."

R. C. A. VICTOR GLOBE TROTTERS give you good reception day and night. Ideal for the approaching long summer evenings. Trade in your old radio.

RCA

Generous allowance
Terms on balance

McRae Bros. Ltd

MANURE
For Sale
$1.50 a Load
DOMINION DAIRY
Phone—Red 608

FRESH MILK AND CREAM DAILY
VALENTIN DAIRY
Phone 657

NEW ROYAL HOTEL
J. Zarelli, Proprietor
"A HOME AWAY FROM HOME"
Rates $1.00 up
50 Rooms Hot & Cold Water
Prince Rupert, B.C.
Phone 281 P.O. Box 196

Steamship Sailings

For Vancouver—
Tuesday—Catala ..... 1:30 p.m.
Thurs.—ss. P. Rupert 10:30 p.m.
Friday—ss. Prin. Adelaide 10 p.m
Ss. Cardena ..... midnight
April 4, 15, 25—ss. P. Norah 5 p.m.
Wed.—ss. Pr. Rupert ..... 10 p.m.
Friday—ss. Prin. Adelaide 4 pm
Ss. Cardena ..... p.m.
April 11 and 21—ss. P. Norah a.m.

PERJURY CHARGE

Otto Bruning, committed for trial at McBride on a charge of perjury, has appeared before Judge H. A. Robertson in County Court at Prince George but has not yet made up his mind whether he will take speedy or jury trial, divisional headquarters of the provincial police here have been advised. Bruning is alleged to have made an affidavit that he was a married man when applying for relief whereas he is single.

"TILLIE THE TOILER"

"Play" Work

—By Westover