Supreme in Quality
"SALADA" TEA

"HARTT"
SHOES FOR MEN

Hartt Shoes have the quality and style that has made them the most outstanding line in Canada.

Latest styles and fittings, from narrow to wide widths in boots and oxfords, in brown and black.

Hartt's Army, Navy and Air Force Shoes carried in stock.

FAMILY SHOE STORE LTD.
"The Home of Good Shoes"

EDITORIAL

DAILY EDITION THURSDAY, APRIL 2, 1942.

Part of Big Picture . . .

The impression of some who interviewed the minister of national defence, Col. J. L. Ralston, during his visit here this week, was that there might be a tendency to overestimate the immediate danger in Prince Rupert. Of course, the minister was aware that a real danger existed and there should be no letting up in organizing for defence and protection in case of surprise. It must be remembered that the minister of national defence, if anybody, would look at the situation in a broad way, Prince Rupert just being one point in a large war picture.

How to Make a Million . . .

Here's the way to make a million dollars, told in fifteen words:

Sell industriously a mechanically-made product, of the "repeater" kind, and having large general consumption.

Examples of such products are cigarettes, newspapers and magazines, shoes, soap, motor cars and tires, packaged foods, toiletries, razor blades, electric light bulbs. Many retailers have become millionaires. A retailer who sells to 800-900 customers daily, making an averaged net profit of 10 cents on each sales transaction, would make for himself a million dollars in 40 years, and in 20 years when the averaged net profit is 20 cents.

A retailer can make for himself $100,000 in 20 years by selling to 80-90 customers daily, if his averaged net profit on each sales transaction is 20 cents.

It should be clear that the retailer, "out" to make $100,000 or $1,000,000, must advertise continuously in his local newspaper. He cannot hope to get into his store, daily, the essential number of customers apart from informative advertising—advertising which will attract buyers to his store.

A retailer can make, in a calculable period of time, the fortune of his desire.

A Trip to Stewart . . .

Visitors from Stewart say that the people there are very anxious, if a trip can be arranged, to welcome an excursion from here to the Portland Canal mining camp. Providing a ship can be obtained, it would be very well to have such a trip. It is one of things, of course, that will depend upon what the activities of the war will permit. Prince Rupert people would be as glad to make the trip as Stewart people would be to receive them.

Special Price
for LADIES' and GENTS' NEW SPRING CLOTHING
$27.50 and up.
B. LAMB, Tailor
Phone Black 787 302 Third Ave. W.

SPORTS

STANDINGS UNCHANGED

Toilers Still Showing the Way in Mixed Bowling League.

Toilers, pace-makers in the Mixed Bowling League, retained their margin of leadership last night by scoring a two games to one victory over Rinky Dinks. The second-place Sav-Mor kept in stride by winning over Stone's Clothiers, also two games to one. The third ranking Peoples Store lost two games to one to Alley Cats while Pushovers, the fourth team, defeated Woanjas, also two games to one.

Individual scoring last night:

	1	2	3
Peoples Store—			
N. Campbell	145	178	216
Dominato	191	187	259
L. Felsenthal	148	185	143
I. Robertson	117	262	178
Bertha	133	106	127
L. Felsenthal	63	104	71
Handicap	128	128	126
Totals	797	1150	1122
Alley Cats—			
B. Brind	93	109	107
C. Brind	172	235	129
N. Bremner	95	150	165
Speed	253	241	179
Frances	0 108	162	142
M. Asemissen	203	213	164
Handicap	54	54	54
Totals	983	1164	940
Stone's—			
P. Dickens	157	221	236
Phillipson	179	122	224
B. Reaugh	154	225	156
Robbie	79	181	176
R. Stone	133	86	148
B. Stone	163	134	132
Handicap	51	51	51
Totals	936	1020	1122
Sav-Mor—			
R. LaBelle	168	195	118
J. Bremner	214	169	240
E. Stegavig	160	126	141
P. Stegavig	176	219	218
D. Ballinger	214	157	159
A. Alger	201	170	153
Handicap	34	34	34
Totals	1168	1070	1063
Woanjas—			
H. Woodside	158	100	134
S. Woodside	206	142	150
Robinson	139	165	153
J. Cymbal	203	236	178
F. James	154	143	146
S. Davis	208	155	157
Handicap	56	56	56
Totals	1124	997	974
Pushovers—			
R. DeJong	126	127	196
P. DeJong	213	177	228
M. Madill	94	206	97
B. McCaffery	197	334	174
V. Wrathall	138	146	193
J. Comadina	154	202	132
Handicap	58	58	58
Totals	1010	1250	1078
Toilers—			
L. Croxford	159	170	159
T. Fraser	182	221	167
C. Fraser	191	56	140
T. Hall	169	251	185
A. Kellett	175	214	259
C. Kellett	182	254	177
Handicap	44	44	44
Totals	1103	1210	1131
Rinky Dinks—			
D. Wick	191	173	236
D. Nelson	151	188	134
H. Tully	186	180	184
G. Turgeon	237	178	183
C. Armstrong	100	134	154
T. McMeekin	177	233	162
Handicap	29	29	29
Totals	1071	1116	1142

MEN'S SUITS
Ladies' and Gents' Spring Suits $22.95 and up
M. T. LEE, Tailor
P.O. Box 975 Phone Gr. 960

TWO COTTAGES
FOR SALE.
Large Public Hall
For Rent.
CENTRAL HOTEL

Men's Fine Wool Imported Made-to-Measure SUITS at wholesale prices, $16.90 up. Latest Models, Large Selection.
See Me Evenings,
Rooms 71, Central Hotel, Agt.

BASKETBALL TEAMS OFF

Booth Memorial High School Boys and Girls Leaving Tonight for Ocean Falls.

Booth Memorial High School boys' and girls' basketball teams will leave tonight on the Prince Rupert for Ocean Falls where a series of games will be played over the Easter holiday week-end. Returning home next Wednesday, the local teams will be accompanied by boys and girls from the paper town who will play a return series here.

Principal W. W. C. O'Neill and Miss Hazel Smith are leading the local party, the teams consisting of the following:

Boys—Ted Arney, Don McDonald, Peter Postuk, Boyo Gurvich, Bob Long, Joe Lee, Oliver Santerbane, Sid Alexander.

Girls—Betty Payne, Zilla Sherman, Norma Currie, Mary Bill, Alice Clapp, Nancy Owens, Mary Armstrong.

Others making the trip include Alex Bill, Art Murray and John Good.

Mr. and Mrs. Fred Wesch, who have been on a holiday trip to Vancouver and elsewhere in the south, returned home on the Princess Norah this morning.

CLASSIFIED

FOR SALE

FOR SALE—Ice cream cabinet, 3x5 holes and coil for refrigerator 6x6x6 ft. with compressor. (Used equipment). Can be run by electric heater or gas engine. Valentin Dairy. (80)

FOR SALE—Dinette table and six chairs, circulating heater, two end tables, coffee table, double bed. Phone Green 402. (82)

FOR SALE—Sacrifice 1931 Model A Ford coach. A-1 condition, good rubber. $160. Apply Box 239, Daily News. (80)

FOR SALE—Fish Packer or halibut boat Norma W. length 37' 6," powered 25 h.p. diesel engine. Boat and engine A1 condition. Apply Peter Wells, Port Simpson, B.C. (81)

FOR SALE—Lots 21 and 22, Block 18, Section 1, on Third Avenue, in good business district, $2000 each. H. G. Helgerson Ltd. (79)

FOR SALE—Large stock of doors, windows. Mirrors in all sizes. Kitchen Chairs, Chesterfields, Cabin Stoves. Phone Black 324.

WANTED

WANTED—Housekeeping rooms or apartment, furnished or unfurnished. Phone Blue 419. (83)

WANTED—Fourth class steam engineer, immediately. Apply Box 240, Daily News. (80)

WANTED — Waitress for U & I Cafe, waterfront. (83)

WANTED—FIRST class bookkeeper for wholesale house. Apply P.O. Box 838. (tf)

HOUSEKEEPER WANTED—Phone Red 514 after 7 p.m. (tf)

WANTED—Young man for day work, apply Chris Mill Bakery. (tf)

HELP WANTED

HELP WANTED—Labourers and mill workers wanted at Ocean Falls. Apply Room 21, Prince Rupert Hotel. (83)

BOARD AND ROOM

ROOM AND BOARD—Phone Red 976. (tf)

ROOM and Board for dry dock workers. Apply 1313 Overlook Street. (79)

FOR RENT

FOR RENT—New cottage, furnished; close to dry dock. Phone Blue 815. (80)

LEADING IN BASKETBALL

Searchlights Score Victory Over Signals In Hard Fought Game Last Night

Searchlights moved into the leadership of the Interservices Basketball League last night as a result of a closely won victory over Signals, the score of the game, played at Frederick Point, being 29 to 25. Although hard fought all the way, the contest was clean and a good brand of melon tossing was turned in. Half-time score was 13 to 8 in favor of Signals.

Leading Aircraftsman William Brown, son of Battery Sergeant Major W. M. Brown, who is home on leave, acted as referee. J. J. Morse of the Y. M. C. A. was timekeeper.

The teams and scoring.

Signals—Taylor, 4; Guelpa, 6; Bailey, 4; Lanskail, 5; Lawford, 6. Total, 25.

Searchlights—King, 2; O'Neill; Smith, 19; Houston, 2; Aiken, 4; Beaton, 2. Total, 29.

Major A. S. Parkes, district recruiting and auxiliary services officer, is sailing tonight on the Prince Rupert for a trip to Victoria on recruiting business.

J. H. BULGER
Optometrist
(Opposite Post Office)

FESTIVAL
CONCERTS
April 17 and 24
— in —
PRESBYTERIAN CHURCH
Admission 25c by Program
Proceeds to War Charities
Programs on sale beginning April 10, at Ormes.

BULKLEY VALLEY BUTTER Arrives Fresh Every Week!
We believe in featuring it and helping our up-river farmers. Try it once and we feel sure you will want no other. It's freshness and quality is unsurpassed.
We also feature up-river VEGETABLES whenever possible.
MUSSALLEM'S
Economy Store
"Where Dollars Have More Cents"
P.O. Box 575 Phones 18-19

UNION STEAMSHIPS

Steamers leave Prince Rupert for Vancouver:
Catala every Tuesday 1:30 p.m.
Due Vancouver Thursday p.m.
Cardena every Friday 10:30 p.m.
Due Vancouver Monday a.m.

Queen Charlotte Islands
Leaving April 7, 21 midnight midnight.

Full Information, Tickets and Reservations
FRANK J. SKINNER
Prince Rupert Agent
Third Ave. Phone 568

THE SEAL OF QUALITY
GOLD SEAL

Sockeye Salmon
Fancy Red
Herring
in Tomato Sauce
Sandwich Spreads
Spiced Salmon
Smoked Salmon
Bloater

Chase "that sinking feeling" with delicious hot
BOVRIL
"COMFORT in a CUP"

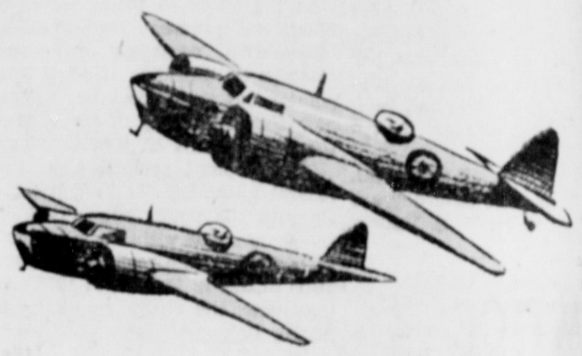
J. M. S. Loubser
D.C., B.A.
CHIROPRACTOR
Wallace Block — Phone 640

Fresh Local Raw and Pasteurized MILK
VALENTIN DAIRY
PHONE 657

AMALGAMATED
BUILDING WORKERS
OF CANADA
Prince Rupert, B.C.
METROPOLE HALL
Meetings every fourth Sunday in the month at 2 p.m.
Unit No. 1: Shipwrights, Joiners, Boat Builders and Caulkers.
Unit No. 2: Painters, Paperhangers and Decorators.
Secretary: Phone Blue 113, P.O. Box 1445

SAVOY HOTEL
Carl Zarelli, Prop.
Phone 37 P.O. Box 90
FRASER STREET
PRINCE RUPERT

JUST IN TIME FOR THE EASTER HOLIDAYS!
EASYBUILT
MODEL AEROPLANE KITS



SOLID MODELS
5c - 10c - 15c - 25c
FLYING MODELS
10c - 15c - 25c - 50c
$1.00 - $1.50 - $2.00

Easybilt and LePage's Aeroplane Cement, tubes 10c

McRae Bros. Ltd

EASTER NOVELTIES

EGGS	5c to $3.00
DECORATED SHELL EGG	35c, 75c, $1.00
EGGS FILLED WITH CHOCOLATES	75c, $1.50, $3.00
AUTOMOBILE WITH RIDER	75c
MOTORCYCLE WITH SIDE-CAR	50c
MOULDED AEROPLANE	75c

POP-EYE	25c
BOAT WITH RIDER	75c
STANDING RABBIT	50c
TWIN RABBITS	75c

We will keep any purchase until wanted.
We will wrap for mailing any purchase.

Ormes Ltd.
The Pioneer Druggists

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Open Daily from 8 a.m. till 10 p.m.
Sundays and Holidays from 12 - 2 p.m. and 7 - 9 p.m.