"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 FRIDAY, APRIL 10, 1942.

How to Live More Than 7 Years . . .

Most retail stores—75 percent of them—do not last longer than seven years under the same ownership. They may not go bankrupt; most just fold up because their owners' capital has been used up. Poor management is one explanation of retailer mortality; another is the failure to get new customers to replace inevitable customer wastage.

Every business needs new customers, and new customers are found only by seeking them; they are not won otherwise. Plain as is this truth, the fact remains that most retailers, in every community, do not definitely seek new customers; they make no visible, forceful and continuing effort to attract new customers. In other words, they do not acquaint the buying public, via advertisements published in the local newspaper, that its custom is wanted. Too much reliance is placed on such matters as a good location, a good stock, right prices, and a good service. But despite these things, most men and women go to stores which publicly invite their custom.

Advertising informs buyers near and far about where they can get what they want and about prices, and this sort of information gives them direction when they go shopping. They go most readily to stores which illumine themselves, so to speak. All of us are attracted and guided by light. A retail store which stays unlighted by newspaper advertising gets fewer customers than it would otherwise get.

It is life insurance for a retail business when it seeks new customers by means of newspaper advertising. Therefore, if you, a retailer, want your business to live long and to grow, be diligent in seeking new customers.

Buy Now What You Can . . .

Buy now those enduring goods and services which the law permits you to buy. Buy furniture and furnishings, clothes and other enduring things which sooner or later you will be needing. Have your house painted now. Have its inners walls papered now. Have the roof repaired or renewed now. Put in new heating equipments and kitchen equipments now. Mend fences now. Mend broken cement walks now. Use present purchasing power to have and do legitimate and necessary things. Later on it is going to be impossible to get and do much that is possible now.

We know that there are two opinions in regard to this matter of foresighted buying and doing. Some urge the public to conserve money—which is good advice at all times. Some declare that it is wrong to consume now goods and services which may later on be hard, if not impossible to get. Just the same, our counsel is: Buy and do now what the law permits you to buy and do now. Do what you can to maintain trade, for trade is a nation's and a community's lifeblood. Keep in good employment all willing workers. By doing now many things needing doing shortly if not presently, we make ourselves better able to endure the harder times which may be ahead. It is prudence to build up reservoirs of strength.

So, if you can afford to do so, buy and do enduring things now.

PUBLIC NOTICE

Defence of Canada Regulations

Prohibition of Photography of Specified Places in the Province of British Columbia.

ORDER

WHEREAS Regulation 18 of the Defence of Canada Regulations (Consolidation) 1941, as amended by Order in Council dated 27th October, 1941, P.C. 7937, and Order in Council dated 17th January, 1942, P.C. 227, provides inter alia that, subject to any exemptions for which provision may be made by order of a competent authority, no person shall, except under the authority of a written permit granted by or on behalf of the competent authority, make or publish any photograph, sketch, plan or other representation of, or of any part of, or object in any area in Canada as may be specified by order of a competent authority being an area in relation to which the restriction of photography appears to that competent authority to be expedient in the interests of the safety of the state and have a camera with him in any such area, and further that such competent authority may make such orders and any person acting on behalf of such competent authority may give such special directions as the said authority or person thinks necessary relating to the publication or non-publication of photographs, sketches, plans or other representations made under the authority of a written permit as aforesaid.

AND WHEREAS I, the undersigned Minister of National Defence, am a competent authority for the purposes of the said Regulation and it appears to me that the areas and objects mentioned hereunder are ones in relation to which the restriction of photography is expedient in the interests of the safety of the State.

1. NOW THEREFORE I, the said Minister of National Defence, in pursuance of the said Regulation 18, as amended, do hereby order that no person shall make or publish any photograph, sketch, plan or other representation in any of the areas or places hereunder specified or of any part thereof, or have a camera therein, or of any of the objects hereunder specified except under the authority of a written permit granted on my behalf by the General Officer Commanding-in-Chief, Pacific Command or the Commanding Officer Pacific Coast (R.C.N.) or the Air Officer Commanding Western Air Command:

(a) (1) Esquimalt Harbour, Upper and Lower Victoria Harbour, the shore line faces of banks or cliffs of Southern Vancouver Island contiguous and adjacent thereto, and extending from Sheringham Point on the Southwest coast to, and including, Sidney Island, James Island, Coal Island and Piers Island.

(2) The shore line and area in the immediate vicinity of Sooke Lake and Coldstream Lake situate northwest of the city of Victoria.

(b) Vancouver Harbour and the waters of Burrard Inlet (except the North Arm, otherwise known as Indian Arm), situate, lying and being to the East of a line from the most westerly edge of Point Grey to Point Cowan on Bowen Island, including the bridges at First Narrows and at Second Narrows, and the waterfront facilities relating to shipping, and the shores and faces of banks or cliffs touched by the above described waters.

(c) Prince Rupert (British Columbia) Harbour and approaches, including Metlakatla Passage, the whole of Digby Island and including the railway bridge at Zenardi Rapids and water front facilities related to shipping, shores and faces of cliffs adjoining the above area.

(d) Yorke Island, British Columbia, and the waters of Johnstone Strait surrounding Yorke Island, within a radius of one mile from low tide, including the water front facilities relating to shipping, shores and faces of banks or cliffs of Yorke Island.

Any object of the descriptions following, situate within British Columbia and Yukon Territory, that is to say:

(e) Any fortification, battery, searchlight, listening post, or other work of defence:

(f) any aerodrome or seaplane station:

(g) any assembly of any of His Majesty's forces:

(h) any barracks, encampment, or building occupied or in course of preparation for occupation by any of His Majesty's forces:

(i) any arsenal, magazine or store for munitions of war, arms, equipment, or supplies for any of His Majesty's forces, whether completed or in course of construction:

(j) any Naval, Military or Air Force wireless, telegraph, telephone or signal station or any cable station:

(k) any vessel of war either complete or under construction:

(l) any aircraft or the wreckage of any aircraft:

(m) any building, structure, vessel or other object damaged by enemy action or as a result of steps taken to repel enemy action:

(n) any roads or railways exclusively connected with works of defence:

(o) any electricity, gas or water works, or any gasometer or reservoir, or any oil store situated at or serving Victoria, Vancouver, Prince Rupert, Esquimalt and Yorke Island.

2. AND I DO FURTHER ORDER that any photographs, sketches, plans or other representations made under the authority of a written permit as provided in paragraph 1 above, shall not be published unless and until they have been submitted to and approved by one of the said officers, who, acting on my behalf, may give such directions as he thinks necessary for securing that any such photographs, sketches, plans or other representations shall not be published unless and until they have been so submitted to and approved by him.

3. In this Order any reference to His Majesty's includes His Majesty in the right of Canada or of any Province.

4. DATED AT the Department of National Defence at the City of Ottawa this 4th day of March in the year of our Lord, one thousand nine hundred and forty-two.

(Sgd) J. L. RALSTON,
Minister of National Defence.

SOFTBALL STARTING

The Interservices Softball League will get under way on Saturday of this week for the season with no less than eleven teams in competition. The league is among the activities being organized for the troops during the coming summer by the Y. M. C. A. under the direction of Cliff Leslie, area supervisor. The teams entered are Edmonton Fusiliers, two; Seal Cove, two; Anti-Aircraft, Service Corps, Ninth Heavy Battery, 102nd Battery, Navy, Signals and United States Transport. There is said to be a great deal of good playing talent and a considerable measure of public interest is expected to be taken in addition to that among the troops themselves. Games will be played Monday, Wednesday, Friday and Saturday nights.

Within a week football will be organized for the season. Civilian teams are being invited to enter along with those of the forces in the soccer competition.

Organization of baseball will be proceeding later.

Meanwhile, services bowling activity on a league basis will soon be winding up while basketball has another month to go.

SPORT CHAT

Creation of golf's hall of fame by the Professional Golfers Association with Bobby Jones, Francis Quimet, Walter Hagen and Gene Sarazen the first stars to be honored with membership, was announced one year ago yesterday at Chicago. Plans called for erection of a shrine at Augusta, Ga.

Chicago Black Hawks won the Stanley Cup nine years ago tonight, defeating Detroit Red Wings 1 to 0 at Chicago. It was the first time Chicago won the world title. Next year Tommy Gorman, the Hawks coach, led Montreal Maroons to the title.

BASKETBALL LAST NIGHT

Prince Rupert Boys Win Again But Local Girls Lose.

Winning by a score of 41 to 25 last night the Bo-Me-Hi boys' basketball team kept its lead in the current series with the Ocean Falls High. The Ocean Falls girls won by a score of 28 to 11. Clozza of the visitors spotted the first point of the evening when he made a free throw from a penalty called on Macdonald. Arney followed with a basket and Charleston with a penalty. Fast play followed before Long managed to come through with a lovely shot, followed by Clozza, Santerbane, Larsen and Charleston with a basket each. Wali and Clozza of the paper-makers made a penalty each. Then Arney made four and Long made two points. To end the half at 18 to 13, Oxenbury and Charleston came through with three points between them while Santerbane chalked up six.

Play after the half was much slower and the third quarter ended 23 to 19. In the last phase of the game Prince Rupert started off with new energy, making six points before the visitors started. Charleston went off for personals. Powers followed with a basket, as did Pustak and Macdonald. Substitutes came in for Rupert and Lee managed two baskets, followed by one from Macdonald. Breaking through with one basket each, Powers and Clozza finished the scoring with the score 41 to 25. The local lads are ahead by a total of 27 points the aggregate.

With Joan Rhodes making 13 points, the Ocean Falls lassies badly defeated the local girls 28 to 11. Captain Betty Payne of Rupert also did very well with 7 points.

The lineups were:

Boys

Ocean Falls—Clozza, 6; Charleston, 6; Powers, 4; Oxenbury, 4; Wali, 3; Larsen, 2; Booney. Total, 25.

Bo-Me-Hi — Arney, 11; Santerban, 9; Long, 9; Lee, 4; Macdonald, 4; Alexander, 2; Pustak, 2; Gurvich. Total, 41.

Girls.

Ocean Falls—Rhodes, 13; Lewis, 7; Allen, 4; Benson, 3; Pistor, 1; Marshall; Palmer. Total, 28.

Bo-Me Hi — Payne, 7; Owen, 4; Sherman; MacKay; Bill; Currie; Clapp; Armstrong. Total, 11.

Referee was Johnny Comadina, score keeper Alex Bill, and timekeeper Lorne Chase. Finishing the series tomorrow night will be two more games in the Exhibition Hall.

Golf Clubs Will Be Hard to Get

WASHINGTON, April 10:—Golf clubs will soon be hard to purchase in the United States. A ban has been placed on the use of certain materials from which they are made.

Wanted -- Raw Furs HIGHEST MARKET PRICES PAID
Representing—HUDSON'S BAY COMPANY
Ship to J. E. ORMHEIM, Cow Bay, Prince Rupert, B.C., Phone 815

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Made and Tested in British Columbia

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- Marine Enamel Quick Dry
- Engine Enamel
- Aluminum Paint
- Orange and White Shellacs
- Methyl Hydrate
- Interior Varnish Stain
- Anti-Fouling Compositions
- Egg-shell Interior Paint
- De-Luxe Kalsomine
- Oil Shingle Stain
- Pure Putty
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GOOD SERVICE

We ask your co-operation. Our country requests us to conserve gasoline. We are also advised that we shall not be able to replace tires for our trucks. **In order to maintain our present prompt service we ask you to place all coal orders at least ONE DAY BEFORE DELIVERY IS EXPECTED.** By doing this you will enable us to route our deliveries in the most economical manner, thereby conserving both gasoline and tires.

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This time don't feed the moths! Destroy them with one of these preparations . . .

Moth Crystals (Paradichlorbenzine): 1-lb. tin 50c
Moth Balls—1 lb. 25c
Red Cedar Flakes—1 lb. pkg. 35c
Larvex Spray $1.00

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Dust proof, moth proof, damp proof, air tight

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