

The flavour is delicious



SALADA TEA

Celebrate Spring Season

Preparations for Good Friday and Easter Sunday celebrations are being made here, both by the Army Corps and St. Paul's Anglican Church. Invitations to attend the Easter celebration at Kitwanga have been sent to the Church Army Corps and Kitwanga and the United Church at Skeena.

HIGH PULSE BEAT
The pulse of new-born infants beats from 130 to 140 times a minute.

FIRST ADVERTISED
Coffee, chocolate and tea were among the first food products advertised in newspapers.

Cutting Off Arrearages

Due to newspaper rationing and the requirements of our circulation audit, together with greatly increased demand, it has become necessary for the Daily News to eliminate from its delivery lists subscribers who have fallen into arrears in their subscription accounts. We must be in a position to insure delivery to those who keep their subscription accounts paid up to date. Repeated notices have been sent to those whom it has become necessary for us to cut off. Of course, payment of the account will permit restoration to the lists. The safe way, however, is to keep the subscription in good standing so delivery may not be interfered with.

THREE-FIFTH OF AREA
Two river basins—the Amazon and the Plata—comprise about three-fifths of Brazil's area.

CELEBRATE STRENGTH
Cedar symbolized strength and worth in early Biblical times.

Mark every grave while you have the opportunity. They deserve it. See National Monuments 602 5th East Box 1425 Station B Prince Rupert, B.C.

COAL!

Good stocks of Foothills, Alberta, and Bulkley Valley Coals now on hand. Three days notice before delivery is expected and will be appreciated.

PHILPOTT EVITT & CO. LTD.
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Cold Wave Coming Soon!

We will be closed for one week while attending the demonstration for the new sensational COLD WAVE, a permanent without heat, pads, or machine. Watch for it!

SUNRISE BEAUTY SALON
VIOLET MAH
Cor. 6th Ave. and Fulton St. Phone Blue 943



CAN'T THINK WHAT TO GIVE FOR EASTER?

Come to the Variety Store, and you'll find a store filled with happy suggestions—gifts that are certain to please everyone you want to remember on this joyous occasion. Our modest prices enable you to remember all your family and friends, and stay within your budget.

THE VARIETY STORE

Briefs From Britain

LONDON, 28.—Saying "I am not film-minded," Dr. William Temple, Archbishop of Canterbury, told a London audience he had seen eight pictures in 23 years, including "Gone with the Wind" during which the "alert" and "all clear" were flashed on the screen seven times.

LONDON, 28.—For at least three minutes after London's anti-aircraft barrage has ceased firing it isn't safe to wander the streets. It takes that long for the bits of shrapnel to reach the ground.

BRADFORD-ON-AVON, 28.—Bruce Bishop paid no attention to an Agriculture Ministry order issued February 15, 1943, to make repairs on his Wiltshire farm and the ministry did them itself and sued Bishop for £710 cost. The case was dismissed because proceedings had not been taken within a year.

LONDON, 28.—The biggest public works plan of road maintenance and repair ever contemplated is being worked out by officials of the Ministry of War Transport. Estimated cost of the plan is \$283,000,000.

LONDON, 28.—Some girls in the services here are appearing these nights in gowns that cost up to \$500. But it isn't as good as it sounds. It's a lend-lease idea, between the theatre and the camp entertainments, whereby servicemen appearing in camp productions are allowed to wear gowns from the theatre's wardrobes.

ROCHEDALE, England, 28.—Establishment of nurseries in pubs is a feature of this town's post-war plans. The children under adult supervision would play in the nurseries while their parents are refreshing themselves.

LONDON, 28.—Some busmen do spend their holidays on the job. In London there are at least 380 of them. They are London Transport conductors who volunteered to learn in their spare time how to be drivers.

LONDON, 28.—Sqd. Ldr. S. R. Sunnucks, 52, oldest R.A.F. pilot on regular flying duty, has been awarded the Air Force Cross. Sunnucks, who was a submarine commander in the First Great War, has flown pupils in Coastal Command.

BASINGSTONE, England, 28.—When Charles Cousins was summoned for failing to attend Home Guard parades, he told the court he suffered from migraine. Gen Sir George Jeffreys, M.P., presiding said migraine was common only to French women and geniuses and Cousins could claim kinship to neither. He was fined \$45.



RENEWAL OF UNEMPLOYMENT INSURANCE BOOKS

To All Employers:

All Unemployment Insurance Books for the year ending March 31st, 1944, must be exchanged for new books.

New Insurance Books for the fiscal year 1944-45 will be exchanged by the Local Employment and Selective Service Office in your area for expired Insurance Books upon completion of the second last page in the expired books.

Protect the benefit rights of your employees by sending in their expired books properly completed on March 31st.

There are severe penalties for failing to make Unemployment Insurance contributions for your insured employees and for failure to renew the Insurance Books as required.

UNEMPLOYMENT INSURANCE COMMISSION

HON. HUMPHREY MITCHELL, Minister of Labour
LOUIS J. TROTTER, R. J. TALLON, ALLAN M. MITCHELL, Commissioners.

National Film Board Pictures

Some of the people in the central interior rural areas have seen talking picture shows for the first time in their lives through his periodical stands at isolated points, reports H. J. Stanforth of the National Film Board who is in Prince Rupert this week in the course of one of his monthly tours between here and Prince George.

Mr. Stanforth's beat takes in such points as Vanderhoof, Burns Lake, Telkwa, Smithers and Hazelton, the country between Prince George and Smithers being covered by car. In addition to these main points, other smaller communities are also visited for the showing of a variety of subjects—educational, geographical war and entertainment. The shows are always well attended and appear to be very popular.

Here in Prince Rupert Mr. Stanforth spends a busy four days each month showing his pictures to the school children. On the present visit he arrived Sunday night and will be leaving Thursday night on his return to the interior.

National Film Board has been giving this travelling picture service in the central interior for the past couple of years. There are seventy such men now travelling in Canada showing pictures to 400,000 people per month.

UNVEIL STATUE NORTHAMPTON, 28.—Henry Moore's statue of the Madonna and Child has been unveiled in St. Matthew's Church here. The work is somewhat over life size.

SMITH BROS. COUGH DROPS
BLACK OR MENTHOL 10¢

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612 7th AVE. WEST (Next to King Tai)
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Open 5 p.m. to 12 p.m.
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Outside Orders from 2 p.m. to 12 p.m.
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THE REX CAFE
Now Open for Business
CHOP SUEY CHOW MEIN
Opening Hours: 3 p.m. to 2 a.m.
2nd Avenue (Across from Prince Rupert Hotel)
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FOR SALE at Boat "Elsie" at Cow Bay Float.
SIMON CALDER.


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Specialists on Builtup Roofs
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REID'S CAFE
725 Third Ave. West
THE CHOICEST FOODS very carefully prepared
Sandwich Bar Now Open from 11 a.m. daily to serve Soups, Hot Beefsteak Pies, Eggs, Omelets, Chili, Salads, and regular Sandwich list.
Pies, Cakes, Ice Cream
Special Dinner Menu from 5 to 7 p.m.
Closes at 12:45 a.m.

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New equipment and help assure you of a clean job.
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Meet Me at . . .
JOHNNY'S
JOHNNY'S SNACK BAR (Our Coffee is Tops)



WHAT CEREAL'S BEST FOR MY FAMILY?

NO OTHER NATURAL CEREAL GIVES YOU WHOLE-GRAIN OATS VITALITY ELEMENTS SO RICHLY!

More than any other natural cereal, whole-grain oatmeal helps make up shortage of meat's great vitality food element, Protein—without which children can't grow properly and adults cannot have real stamina. Also leads every natural cereal in vitamin B₁, essential to good nerves, digestion and energy! More and more mothers are serving big delicious bowls of hot Quaker Oats for breakfast every day—and insuring extra growth and stamina protection for their families. Serve your family the "one best cereal" now that so many other valuable foods are rationed!

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Prescription Headquarters

Down through the years, almost since Prince Rupert first existed, we have served the people. The prescription laboratory we have always tried to keep modern, using skilled pharmacists, quality drugs, the best of equipment.

As we start a new year, we are proud of our record, and grateful for the confidence you have shown in us. May we continue to serve you.

Ormes Ltd.

The Pioneer Druggists

THE REXALL STORE PHONES 81 and 82
Open Daily from 9 a.m. till 9 p.m.
Sundays and Holidays from 12-2 p.m. and 7-9 p.m.

INCOME TAX

1943 Income Returns to be filed on or before APRIL 30, 1944

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