

A quarter to six IS IMPORTANT...

They know I'll be home every night at a quarter to six. If I'm delayed, they depend on me to telephone. They depend on me for a lot of things. If the day should come when I don't come home... I want them to go on depending on me just the same. That's why I have life insurance with The Mutual Life of Canada, and why I add to it whenever I can. It guarantees security for them—and for me when I retire.

Life insurance companies are much more than policies and rates, but long-term results vary widely. Write you to compare The Mutual Life of Canada's record with that of any other company. Evidence of the satisfaction of Mutual Life policyholders is furnished by the fact that whole families and succeeding generations have entrusted their life insurance programs exclusively to The Mutual Life, and each year approximately 35% of the new business comes from our policyholders.

Have a Mutual Life representative explain the special features of this Company... and let him help you select a policy adapted to your particular circumstances.

Make this Your Company by Becoming a Policyholder

THE MUTUAL LIFE OF CANADA

Head Office — Waterloo, Ont.
 PROTECTING OVER 120,000 CANADIAN FAMILIES
 — 75TH ANNIVERSARY YEAR — 1944

and Sephton — Prince Rupert, Coastal and Interior District Agent

W. Mortimer, Representative	Prince Rupert, B.C.
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BUY NOW AND SAVE!

Men's DRESS PANTS. Big variety, well finished. All Wool Tweeds and Waxed. All sizes. Prices \$4.95 to \$6.75	Men's WORK PANTS. Good make. All sizes. Regular price. \$2.50. Now \$3.00.
Men's COTTON SHIRTS for summer wear. Size 30. Now, per pair 50c	Children's SHOES for Dress. Straps and lace styles. All leather. Sizes 10 to 2. Clearing at \$1.95 to \$2.95
Blankets, all wool. Colors grey and white. Best quality. Prices \$6.75	Men's fine DRESS OXFORDS. Black and Brown. All sizes. Special, pair \$4.95
Men's WORK BOOTS. Plain Black Solid build. All sizes. Special. \$4.95	Men's RAIN COATS. All sizes. Fawn and Green Tweed Tops. Special at \$6.95
Men's all wool SWEATERS. Assorted shades. Pullovers. Reg. \$2.50. Now \$1.95	Boys' LONG PANTS. Cotton and Blue Cheviot for assortment. Special prices. \$1.95 to \$2.75
Men's DRESS SHIRTS, all sizes, assorted colors. Prices \$1.75 to \$2.45	Men's TIES. All kinds to choose from. Very special. 50c to \$1.00
Men's SUITS, all wool. Good fit. Sizes 36 to 44. Clearing price \$22.50	Men's BEDROOM SLIPPERS. All leather, well made. Black and Brown. All sizes. Special, \$2.75 per pair
Men's WORK SHIRTS. Big assortment. Wool and Cottons. Well made. All sizes. Prices from \$1.10 to \$2.95	Men's Gabardine RAIN-COATS. Made in England. Will stand lots of wear. All sizes. Special \$24

B.C. CLOTHIERS LTD.

Third Avenue Established 1930

POULSEN'S LUNCH

IS NOW OPEN
 6th Ave. E., Beside P.O. Station B.
 "Select Lunches and Select Service"

Our stock fresh and complete, prices right

POULSEN'S GROCERY
 Courtesy and Service — Free Delivery — Red 441

Meet Me at... JOHNNY'S

JOHNNY'S SNACK BAR

(Our Coffee is Tops)

PACIFIC CAFE

Special:
 Chinese Dishes
 Chop Suey
 Chow Mein

Hours 6:00 a.m. to 2:00 a.m.

LOCAL NEWS NOTES

▲ Tune in to CPFR 6:15 p.m. Wednesday, C. C. F. broadcast LAC Archibald, Skeena Federal candidate. (162)

Robert Gordon returned to the city on last night's train from a week-end visit at his summer home at Lakelse Lake.

▲ Entries for Flower Show at Carnival may be placed tonight from 9 to 10 o'clock. (11)

Mrs. Dido Gurvich returned to the city this morning from a trip to Vancouver.

George Mitchell returned to the city on last night's train after spending a week at Lakelse where Mrs. Mitchell and child are encamped for the summer.

Norman Nelson, of Nelson Brothers Fisheries Ltd., arrived in the city this morning from Vancouver on business.

Among those arriving in the city this morning from Vancouver were A. A. Beck, of Montreal, and J. Cook, of Winnipeg, C.N.R. First Aid officials, who will visit the dry dock and other railway departments.

Addressed "Stationery store between Post Office and Liquor Store, on opposite side of street, Prince Rupert," a letter has been delivered through the local Post Office to McRae Bros. Ltd.

C. G. Ham returned to the city on last night's train from a brief business trip to Terrace.

The Prince Rupert Gyro Club was in regular monthly business session at the weekly luncheon today. President Frank Skinner was in the chair over a good attendance of members.

Dr. R. G. Large and A. R. Nichols returned to the city on last night's train from a fishing trip to Babine Lake. They found the fishing there not so good as usual although quite a number of char were taken.

Mrs. David Whittall, who with her baby, Lynn, has spent the last few months with her husband, Lieut. David Whittall, R.C.N.V.R., here, is at present visiting with her parents, Mr. and Mrs. Allan S. Gentles, at their summer home at Caulfield, West Vancouver

▲ Canadian Legion (B.E.S.L.) No. 27. Regular meeting tonight at 8 o'clock.

Gillis Royer returned this morning from a trip to Vancouver.

Mrs. T. W. Boulter returned this morning from a trip to Vancouver.

C. E. Saunders of the dry dock returned this morning from a vacation trip to Vancouver.

Adele and Allan Stonehouse, children of Mr. and Mrs. Claude Stonehouse, left Tuesday afternoon to spend a holiday with relatives in Vancouver.

G. F. Dawson, district resident architect for the federal department of public works, arrived in the city from Victoria this morning, being here on official duties.

Victor Amadio arrived today from Oakland where he has taken another year at the California College of Arts and Crafts. According to his school reports he has been making splendid progress. Some of his pictures he has brought back with him.

LONDON — The British destroyer H.M.S. Shark has been handed over to the Royal Norwegian Navy and has been renamed H.M.S. Svenner. She will be manned entirely by Norwegians.

TOO LATE TO CLASSIFY

LOST—Large key ring, about 17 keys, Monday evening. Finder please return same to the office, Central Hotel. (164)

Announcements
 All advertisements in this column will be charged for a full month at 25c a word.

Norwegian News Reels, Oddfellows' Hall, July 18, 8:15 p.m. Admission 50c.

DANCE

WEDNESDAY, JULY 12
 Swingmen's Orchestra
 ODDFELLOWS' HALL

"Here are 8 Ways to help make your ELECTRIC WASHER last longer!"

Says REDDY KILOWATT

Under government restrictions, your Electric washer has become extremely valuable property, demanding the best care available. Electric washers help to improve health and conserve strength, time and money.

1. Immediately after washing—drain tub and rinse thoroughly. Remove agitator and also rinse.
2. Remove with soft cloth or sponge any soap curd or lint that may have remained. Hard water deposits may be removed with vinegar water on cloth.
3. Take particular care of rubber wringer rolls—wipe dry and release pressure on rolls when not in use. Make sure no grease is left on rolls.
4. Leave lid off tub until thoroughly dry, then protect washer from dirt and dust with an overall covering.
5. Never let connecting electric cord lie on floor. After using wipe dry, coil carefully on hooks provided. Tape any worn insulation temporarily until new cord is secured.
6. Follow manufacturer's lubricating instructions to prevent wear.
7. Avoid running washer longer than necessary—7 to 12 minutes is usually enough.
8. Do not overload washer. It increases Electric consumption, increases wear on clothes and decreases efficiency.

NORTHERN BRITISH COLUMBIA POWER COMPANY LIMITED

Mutual Benefit

Health and Accident Ass'n
 See JOHN L. WRIGHT
 Special Representative
 116A Hays Cove Circle
 Opposite Staff Dining Hall

CHIMNEY SWEEPING

OIL BURNERS CLEANED AND REPAIRED

New equipment and help assure you of a clean job.

Phone Black 735

HOME SERVICE HANDYMAN

Under instructions from the Secretary of State of Canada acting in his capacity as Custodian under the Revised Regulations respecting Trading with the Enemy, 1943, the following will be offered for

SALE BY AUCTION

AT PORT ESSINGTON

On Saturday, at 1 o'clock, July 15th, 1944

Store equipment, including safes, scales, cash register, adding machine, show cases, typewriter, etc., household goods of all kinds, gas engine, etc.

By J. H. MAIR, Auctioneer

Atlas Boiler Works

Electric, Oxygen, Acetylene Welding, Blacksmith, General Repair.

Phone Red 884

J. L. CURRY

(Late of Yukon)
 CHIROPRACTOR
 Smith Block Green 995

J. M. S. Loubser

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 CHIROPRACTOR
 Wallace Block Phone 640

SWELL SHAVES

With Minora Blades!

For real shaving comfort, you can't beat Minora at its price. It's the quality blade in its field.

FARM GOODS ARE NEEDED

Britain Likely to Remain Important Market for Dominion's Output

LONDON, July 12 — Despite the wartime increase in British farm production Britain will remain an important market for Canadian farm products after the war. This assurance comes from high officials of the National Farmers' Union, the body which speaks for the farmers.

British agriculture does not expect to be able to feed the people of Britain although it hopes to do much better than it did before the war. It hopes also that the British people will eat a lot more and a lot better and so the assumption upon which planners are working is that Britain will need to import more food after than before the war as well as produce more.

The chief trend in wartime production has been increased acreage in wheat and potatoes. This has been accompanied by increased milk production and decreased hog, beef and egg production.

Informed quarters expect British wheat production to drop back to the point where wheat is grown on good wheat lands which can compete with the Canadian prairies. They expect milk production to increase further and bacon and beef production to return to about pre-war levels. The conclusion to be drawn, they say, is that Canadian wheat will be wanted and probably many other farm products from Canada.

Golden rule when talking about military matters where you may be overheard: "Think twice before you say anything, then keep your mouth shut."

Re-opening of the L.D. Cafe

CHOP SUEY and CHOW MEIN

Hours 6:30 a.m. to 1:00 a.m.

AGRICULTURAL DISPLAY AND FLOWER SHOW

will be held in the former Post Office Building adjoining the Carnival Grounds on 2nd Avenue. Entries must be placed before 12 noon, Thursday. Prizes will be awarded the winners from the Carnival stage at 7:30 when the Show will be open to the public. Exhibitors must not remove their exhibits before 10 p.m. Friday.

Vases and containers are optional—to be provided by the entrant.

Fair Way FOOD MARKET

HAS EVERYTHING YOU NEED IN FRESH FRUITS AND VEGETABLES

INSTANT SERVICE — NO WAITING

Location — Next to Y.M.C.A. 3rd Ave.
 Open Evenings

HOT OFF THE GRIDDLE!

NEW VICTOR RECORD HITS

HOLIDAY FOR STRINGS — David Rose and His Orchestra. A sparkling instrumental number which glories the string section in brilliant pizzicato passages. 27853... Price 75c

IT'S LOVE — LOVE — LOVE — The Four King Sisters. A light ballad with a swing-rumba background. Sung in their best mad-cap fashion by the brilliant King Sisters. 30-0822... Price 50c

I COULDN'T SLEEP A WINK LAST NIGHT — Dinah Shore. Featured in the RKO film "Higher and Higher". Dinah's extra-velvet voice plus a roused chorus of finely-blended voices. 20-1562... Price 75c

I LOVE YOU — Perry Como. Romantic ballad, Perry Como, records in his inimitable style Cole Porter's hit tune from the Broadway success, "Mexican Hayride." 20-1569... Price 75c

DO NOTHING TILL YOU HEAR FROM ME — Duke Ellington and His Orchestra. A rousing Duke Ellington melody highlighted by Cootie Williams' trumpet solo, with some super musical effects. 26528... Price 75c

POINCIANA — David Rose and His Orchestra. Played in the symphonic manner by David Rose and his twenty-six piece orchestra. A thrilling version of a beautiful theme. 20-1554... Price 75c

A GALAXY OF Gay TUNES FOR Spring

Every time you buy a new record, try to bring an old record in with you.

McRae Bros. Ltd.

I am old King Coal. A merry HEAT old soul, And I make it hot from pole to pole!

Now is the time for all good men to come to Philpott, Evitt & Co. and order their winter supply of Coal. Don't wait too long and be sorry for the rest of the winter. Order your Coal now.

FOOTHILLS LUMP, EGG and NUT.
 BULKLEY VALLEY LUMP

PHILPOTT EVITT & CO. LTD.

PHONE 651 PHONE 652

ELIO Furniture Store

Third Avenue Prince Rupert

BABY FOLDING CARRIAGES—
 With springs. Price \$27.50

REXFELT FLOOR COVERING—
 Six feet wide. Per square yard 36c

INLAID LINOLEUM—
 Six feet wide. Per square yard \$1.80

FORMAL OPENING OF RUPERT BUTCHERS

UNDER NEW MANAGEMENT OF W. LOCK

Your Shopping Tour should include a visit to this near-by Butcher Shop where you'll always find an abundant supply of the choicest cuts of Meat, Fresh Fruit and Vegetables in season from our own farm arriving by each boat. Complete line of groceries.

ALL PRICED FOR ECONOMY HERE!