

YOUR FAMILY'S PRAISE!

FOLKS! I'VE GOT A
TIN-UP GIRL!

BETTER TAKE
CARE OF YOUR
AUNT JEMIMA'S!
THE NAVY'S
TAKEN ACTION
STATIONS!

The Quaker Oats Company of Canada Limited

AUNT JEMIMA'S Often
Pancakes or Buckwheats

and for you - Digestible as toast!

Good Meal,

RED CROSS
HOME NURSING CLASS

Application for enrolment in a Home Nursing class will be received by the Red Cross up to Jan. 20th. Applicants should submit their names and addresses to H. A. Breen, Secretary, P.O. Box 274.

GOODYEAR
Tire & Rubber Co. Ltd.
HOSE, BELTING
and Accessories

A representative stock of popular sizes carried, ready for immediate delivery f.o.b. Prince Rupert, from

Prince Rupert Supply House
C. G. Ham—Manager's Agt.
330 2nd Ave. Phone 632

Free Delivery Throughout the City

MONDAY — WEDNESDAY — FRIDAY
To East Section

TUESDAY — THURSDAY — SATURDAY
To West Section — FROM 2 TO 5 P.M.

Kindly give us your order before 12 o'clock noon during your delivery day.

We serve Special Red Brand Beef. All choicest fresh and cooked meat—fresh vegetables and fruits—complete line of groceries.

PRINCE RUPERT BUTCHERS
PHONE 21
THIRD AVE. W.

BONDED ROOFERS
PRINCE RUPERT ROOFING CO.
and Sheetmetal Works

Sheetmetal work of all kinds — Air Conditioning
Tanks — Sinks — Eavestrough & Furnace Work

Prompt attention to outside orders

ESTIMATES WORK GUARANTEED

Don't St. & 2nd Ave. W. P.O. Box 725 Phone Blue 964

Genuine Ford Parts
Firestone and Gutta Percha Tires
Imperial Oil Products
Wrecking Service
S. E. PARKER LIMITED
FORD DEALERS

PHONE 83
170 E. 3rd AVE.

January Shoe Clearance

SALE

BLACK AND BROWN SHOES
5.95 - 6.50 - 6.95 - 7.50

Broken Sizes, values to
All to Clear at

WILLIAM F. STONE
"CLOTHES OF DISTINCTION"

Local News Items...

PHONE 86 TO CONTRIBUTE PERSONAL AND NEWS ITEMS

Mrs. J. L. Lee left last night on a trip to Vancouver.

K. E. Calbeck left last night on a trip to Vancouver.

▲ First Baptist Church Sunday School party, Saturday, 2:30, in the church, for all classes. (1t)

COLDS
Relieve misery, as most mothers do. Rub the throat, chest and back with time-tested

VICKS
VapoRub

▲ St. Peter's Church annual meeting will be held in the hall on Wednesday, January 24, at 8 p.m. All church members invited to attend.

F. H. Gow, B. C. divisional manager of Famous Players Canadian Corporation, who arrived in the city Wednesday on an official visit to the Capitol Theatre, left last night to return to Vancouver.

Do you wake up Refreshed?

Do you sleep soundly and wake up refreshed, clear-eyed and buoyant, ready for the day's work? Or are your nights restless and disturbed, your mornings spoiled by fatigue and exhaustion?

If you've been waking tired and listless, why not do as thousands today are doing—simply drink a cup of Ovaltine warm at bedtime. For Ovaltine does three things to bring vigorous morning freshness.

(1) Taken warm at bedtime, it relieves that feeling of nervous tension—helps the body relax for sleep without drugs. (2) Processed for easy digestion, it supplies light nourishment to prevent restless tossing and turning due to digestive unrest. (3) It supplies a variety and wealth of important food elements to rebuild body and nerve cells, replenish vitality to meet the morning.

Ovaltine furnishes not only essential vitamins, but also a combination of minerals, high-quality proteins and quick energy food elements which authorities agree are necessary for health and top vitality.

So if you sleep poorly—waken tired and listless—why not turn to Ovaltine as an aid to refreshing sleep and clear-eyed, radiant morning freshness. See if you don't begin to wake up each morning brighter, and more buoyant—ready to greet the day with a smile.

OVALTINE

Among those leaving last night on a trip to Vancouver was Miss E. J. Reid.

R. M. Winslow left last night on the Prince Rupert for a trip to Vancouver on business.

George Miller of the United Fishermen's Union, Vancouver, left last night on the Prince Rupert to return to Vancouver after a visit here on union business.

Mrs. Bruce Rogers, 394 Fifth Avenue East, returned this morning from a trip to Vancouver accompanied by her mother, Mrs. E. C. Butler, of Rio Del Mar, California.

Canon Rushbrook's Bible Class Party

St. Peter's Bible Class held a belated Christmas party in honor of Canon W. F. Rushbrook on Wednesday evening at the home of Mrs. B. Eyoifson, Ninth Ave. E. Games were enjoyed in the early part of the evening, followed by community singing. Later Mr. Eyoifson showed some very interesting moving pictures of the fishing grounds and scenes of Prince Rupert. Following the serving of refreshments, a small gift was presented to Canon Rushbrook. Those present were Mr. and Mrs. B. Eyoifson, Canon W. F. Rushbrook, Rev. E. W. Scott, Dorothy Peachey, Dorothy McLeod, Lorraine Barbe, Jean Smith, Dorothy Smith, Margaret Johnson, Mona McRae, Mary Adcock, Vaughan Tattersall, Jim Hemmons, Ronald Davies, Alfred Hill and Barry Hill.

Announcements

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

Dance, Oddfellows' Hall, Wednesday, January 24, 9 p.m. Admission 50¢.

C.C.F. Bridge Drive every Saturday.

Presbyterian Burn's Banquet, January 25.

Dance every Saturday night, Oddfellows' Hall.

L.O.B.A. Old Time Scotch Dance, Oddfellows' Hall, Jan. 25, 9:30 to 1:30. Refreshments.

C.W.L. Valentine Bridge, Whist and Cribbage, K. of C. Hut, Feb. 13, 8:00 p.m.

Tea, Presbyterian Hall, February 14.

United Church Valentine Tea, Feb. 15.

St. Valentine Dance, W.A. of Machine Gun Regt., Armouries, February 16.

C.N.R. Trains

For the East—
Daily except Sunday 8 p.m.
From the East—
Daily except Monday 10:45 p.m.

J. L. CURRY
CHIROPRACTOR
Smith Block Green 995
If pain—Chiropractic!
If nerves—doubly so!

Delmore Frozen Fruits and Vegetables — Raspberries, Strawberries, Sliced Peaches

Enterprise Fruit Co.
PHONE 343

KWONG SANG HING
HOP KEE

CHOP SUEY
HOUSE

612 7th AVE. WEST
(Next to King Tai)

All your patronage welcome

Open 5 p.m. to 2 a.m.

Outside Orders from 2 p.m. to 2 a.m.

PHONE RED 247

Fresh Local Raw and Pasteurized MILK

VALENTIN DAIRY
PHONE 657

Meet Me at ...

JOHNNY'S

★

JOHNNY'S

SNACK BAR

(Our Coffee is Tops)

LETTERBOX

TECHNOCRACY'S CHALLENGE

Editor, Daily News:

Technocracy challenges you to acquaint yourselves with the trends now taking place on the North American continent before it is too late. We say the North American continent because the problem of Canada and the United States in the future destiny of the people is the same. We have the same price system, so intricately interwoven, the same fundamental behaviour pattern of our people and the same geographical area with its vast material and technological resources having produced the greatest abundance of goods and services ever known. Our problems are essentially the same.

Twenty-five years ago a group of scientists, engineers and economists formed a research organization to survey and analyze our potential resources and our social system. Many startling facts were discovered. One was that our price system could not operate much longer. As early as 1921 the collapse of 1929 was predicted. Later they predicted the bankruptcy of the private banks in the U.S.A. and other prophecies which have been fulfilled. The major prediction of the complete breakdown of our price system has been offset by the war. Only the physical events now taking place can determine the end.

Being predicted upon scarcity our price system cannot operate in an economy of abundance. We tried every conceivable means in the last decade before the war to make it operate—dumping surpluses, subsidizing producers not to produce, paying relief to keep men out of production, etc. We have had to curtail production because we did not know how to distribute an abundance at a price, thereby creating the worst unemployment problem ever known. Technocracy warns you that this condition will be very greatly aggravated in the postwar because of the fact that never before have we had the productive capacity that has been necessary for war production and which, when converted into production for civilian use, will accelerate the rate of reaching the saturation point of our ability to purchase in a shorter time than ever before. Trends indicate that a condition which may become socially intolerable may follow very shortly. We do not want to alarm anyone unnecessarily but you must be prepared to adjust yourselves to meet this condition. Even if it is desirable that we institute a new social order, it is also of grave necessity that we do so to prevent a chaotic condition in this country. Whether we like it or not we cannot ignore this fact.

Technocracy points out that when a price system is no longer possible on this continent a non-price system must be put into operation immediately. An abundance can be distributed only without value or price. Technocracy was organized by that research group, and is the only non-price system. It is preparing day by day to maintain the operation of the productive

and distributive equipment of this continent at the time now imminent when the pressure of abundance will have completely wrecked the price system.

The technologist examines our so-called standard of measurement—the monetary unit—the dollar. He notes that it is variable. That anyone should attempt to use a variable as a measuring rod is so utterly absurd that he dismisses any serious consideration of its use in his study of what should be done. To bring production and distribution into balance by such measurement is much the same as attempting to determine how many pounds of electrical current would come to balance on a scale with a constantly increasing magnitude of fluctuating density. Balanced load under a price system is a problem of that order of nonsense.

To modern civilized men, science has become the court of last resort. The explanations offered in the name of science are accepted under the new order of common sense within which we live and do our work. As our productive capacity has increased our problem of distribution has become more and more serious. And it becomes more and more apparent that we must turn to science for a solution.

Technocracy is science in the social field. The encyclopedia Americana says: Whatever the future of Technocracy one must fairly say that it is the only program of social and economic reconstruction which is in complete intellectual and technical accord with the age in which we live.

Meanwhile Technocracy must continue to urge the adoption of the program of total conscription of men, machines, material and money to bring this war to a successful conclusion and an orderly transition into the peace.

O. P. WENNER.

BURTON-ON-TRENT, Eng., 17
Three miners were killed when entombed by a fall of coal at Measham Main Colliery here.

Here's Speedy Relief For
TENDER, ACHING,
BURNING FEET

Your feet may be so swollen and inflamed that you think you can't go another step. Your shoes may feel as if they are cutting right into the flesh. You feel sick all over with the pain and torture, you'd give anything to get relief.

Two or three applications of Moone's Emerald Oil and in a few minutes the pain and soreness disappears.

No matter how discouraged you have been, if you have not tried Emerald Oil then you have something to learn. Get a bottle today at Ormes Ltd. and all druggists.

INCOME TAX

Returns Prepared—See

R. E. MORTIMER

324 2nd Ave. — Phone 88

RUPERT BRAND
:: SMOKED ::
BLACK COD

Canadian Fish
— AND —
Cold Storage
COMPANY LIMITED
PRINCE RUPERT, B.C.

Doctor's
Prescription
Calls for the
Best!

Once your doctor has written a prescription, he depends on the pharmacist for accurate compounding. That is where we come in. Every prescription brought to us is filled with scientific accuracy—with the best quality drugs. Bring your prescriptions here with confidence. We back your doctor.

WAR SAVINGS STAMP DAY SATURDAY

Ormes Ltd.
The Pioneer Druggists

"SALADA"
TEA
Delicious Flavour

LAND REGISTRY ACT
Re: Certificate of Title No. 15142-I, to Lots 11 and 12, Block 9 of District Lot 309, Village of Terrace, Map 972.

WHEREAS satisfactory proof of loss of the above Certificate of Title issued in the name of James Benjamin Agar has been filed in this office, notice is hereby given that I shall at the expiration of one month from the date of the first publication hereof, issue a provincial Certificate of Title in lieu of said lost certificate, unless in the meantime valid objection be made to me in writing.

DATED at the Land Registry Office, Prince Rupert, B.C., this 17th day of January, 1945, A.D.

ANDREW THOMPSON,
Deputy Registrar of Titles.

To Our Patrons:

Since Mr. Sam Currie Sr., has severed his connection with us, on and after Jan. 8, 1945, he will not be soliciting dry cleaning or laundry for our organization.

PIONEER CANADIAN
LAUNDRIES & CLEANERS

NOTICE

Fraser & Payne
Store

will be closed for

STOCK TAKING

from

January 15 to 28

Open

Mon., January 29

FRASER & PAYNE

CHIMNEY SWEEPING
OIL BURNERS CLEANED
AND REPAIRED

New equipment and help assure you of a clean job

Phone Black 735

HOME SERVICE
HANDYMAN

SAVOY
HOTEL

Carl Zarelli, Prop.,
Phone 37 P.O. Box 54

FRASER STREET
Prince Rupert

HYDE TRANSFER

Dry Slabwood, per cord ... \$10
Dry Poplar, per cord ... \$12.50
Sawdust, per sack 15¢

PHONE 580

BARR &
ANDERSON
LIMITED

Plumbing and Heating
Automatic Sprinkling and
Coal Stokers

Corner 2nd Ave. and 4th St.

Phone Red 389 P.O. Box 1294

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)

Phone 173

J. H. MAIR

Furniture and Auctioneer

AUCTION SALES
ARRANGED
AND
CONDUCTED

NEW AND USED

FURNITURE

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AND

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