

Superb Quality
Enjoy them
Today



10 for 18¢
20 for 35¢

PLAYER'S

NAVY CUT
CIGARETTES

STARTING OF POSTER DRIVE

Story of Prosperity-Poster Campaign Told to Readers of Associated Advertising.

Under the heading "81,500,000 Campaign for Better Business Thinking" Carl Hunt tells the following interesting story of the Rotary-Poster Prosperity campaign to the readers of Associated Advertising, official journal of the Associated Advertising Clubs, in its issue for November:

A man of action sat in his office, opposite Bryant Park in New York City, gazing out of his window, down into the little breathing spot. The park was littered with newspapers, which served as beds, the night before. The benches were filled with men, while many others stood in little knots here and there. There appeared at the end of the park nearer the Public Library, a man with free meal tickets, and as if everyone in the assemblage could scent the delectable odor of crisp bacon on the little slips of paper he carried, the men turned in his direction, many of them on the run.

The Hungry Mob.

The man at the office window watched while the hungry mob formed a long line, two abreast, across the park. Had you been there in the room, you might have believed he was idle, for he was drumming a tattoo on his desk.

But he was not idle. An idea was running through his mind—"What we need," he was thinking, "is to get in step, as we were during the war"—and before he turned back to his work, that idea of his was full-born and was beginning to reshape itself into a definite plan, which is a well-known habit of ideas that have the good fortune to be born to the minds of capable people. There are men, who dream and sit, and men who dream and act—and this was a man of action.

75,000 Posters.

During December, January and February 50,000,000 pounds to 8,000 cities in the United States and Canada will read 75,000 posters bearing inspiring and helpful messages, telling them to get down to business, inspiring them to believe that which is true—that North America has every fundamental facility for prosperity—that we only need to turn our hands to the things that are to be done.

That last paragraph sums up his idea as it has since been translated into action; and all of the arrangements were completed within less than eight weeks from the day he looked down into the mob in Bryant Park.

The man in the case is Ivan R. Nordheim.

High Signatures.

Before that first day had come to an end, he completed his plan in every detail. A few hours later, he was on a train, en route to Washington to consult with high officials there. He saw several of them including some members of the cabinet. They agreed with him that the United States is correct at bottom and that there is the greatest plenty for all if each of us will turn to the things next to be done in order to bring it about. On this same trip to Washington, he arranged to have high officials sign the far-flung messages.

Returning to New York, he called some friends together and explained the plan. He and they produced copy for official approval. He attended the convention of the National Association of Employing Lithographers in Atlantic City and found them willing to co-operate by lithographing the posters for less than cost.

Enormous Cost.

To the New York Rotary Club he turned with the plan, and the members immediately and with great enthusiasm agreed to underwrite the plan to the tune of \$60,000, to meet the cost of printing, transportation and other necessary expenses. Next, he was off to Detroit; to attend the annual convention of the Poster Advertising Association, to request free advertising space, and without a moment's hesitation a resolution was adopted donating more than a million dollars in space and pledging the organization to the fullest possible co-operation in every particular.



Cameron's for GIFTS

THE SATISFACTION of knowing that the appreciation accorded your GIFT of CAMERON'S DIAMONDS was because of its perfect quality, is a reward sufficient in itself. And there is a personal Satisfaction in knowing that it was incomparable as to value, based on values of to-day, not last year or the year before

DIAMOND

SET LA VALLIERES. \$35 to \$250
RINGS. \$25 to \$450
SET BROOCHES. \$35 to \$100
SET SCARF PINS. \$15 to \$90

Our great selection of Diamond Jewellery is indicated by the wide range of prices shown.

PRECIOUS STONES
CUT GLASS
LEATHER GOODS
WATCHES AND CLOCKS
STERLING SILVER

JEWELLERY
FRENCH IVORY
SMOKERS' ARTICLES
UMBRELLAS
SILVER PLATE

We have in stock six only Pearl Scarf Pins ranging from \$15 to \$150 which we will sell at bargains.

The prestige of the Cameron name on a gift is an assurance of quality the same as the Hall Mark on sterling silver.

R. W. CAMERON

Third Avenue

"Rupert's Pioneer Jeweller"

PRINCE RUPERT LAND DISTRICT—DISTRICT OF COAST, RANGE 3.
Take notice that I, H. D. Cameron, of Vancouver, occupation miner, intend to apply for a license to prospect for petroleum and natural gas on the following described lands: Commencing at a post planted at the S.W. corner of Lot 1409, thence east 80 chains, thence north 80 chains, thence west 80 chains, thence south 80 chains to point of commencement, and containing 640 acres, more or less.
HOWARD DAWSON CAMERON, Applicant.
Dated September 22, 1921.

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ST. ANDREW'S XMAS TREE ON SATURDAY

Eighty Children in Attendance
Had a Great Time—
Gifts for All.

The annual St. Andrew's Society Christmas tree under the auspices of the Ladies' Auxiliary was held in the hall on Second Avenue on Saturday afternoon between the hours of 3 and 6. There were about eighty children in attendance and all received gifts from the beautiful and heavily-laden tree. Santa Claus was there and the children had a great time dispersing themselves with him. Tea was served in the parlors upstairs.

The committee in charge comprised Captain John McGregor, V.C., Algie Hunter, W. M. Morton, Mrs. James L. Lee, Mrs. A. Clapperton, Mrs. J. Clapperton, Mrs. J. Simpson, Mrs. George Abbott and Mrs. W. Anderson.

G. R. Stewart, one of the old members of the society, was presented with a handsome cheque from the tree. This was given by the society.

W. B. Deacon, formerly C. P. R. travelling passenger agent at Vancouver, has been promoted to General Passenger Agent at Portland and left last week to take up his post. Mr. Deacon is well known here and visited the city recently.

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CARLTON RESTAURANT

Third Avenue

Christmas Dinner

Christmas Dinner is more than a meal. It should stand out as the one big gladsome ceremony of the year. Nothing has been spared to make our Christmas fare exactly as it should be—as Mother made it. We are making a specialty of ye olde Christmas eats, including English Plum Pudding, Mince Pie, Turkey—in fact everything that goes to make up the one big festive meal of the year. Read our Special Christmas Menu published in this issue. A BIG GENIAL CHRISTMAS WELCOME AWAITS YOU. All White Help Phone 343 MRS. R. H. SWEETON

PRINCE GEORGE

Fire destroyed the residence of Mr. Shipway, on the Grosvenor, at 9:45 on the morning of December 23, the alarm being turned in too late to prevent the spread of the flames. Mr. Shipway was having breakfast with a neighbor when he noticed the flames coming through the roof of his building. The fire brigade laid about 800 feet of hose in a temperature of 20 degrees below zero. Some of the contents of the building were saved. The building and contents were covered by \$1000 insurance.

The wedding took place recently in Edmonton of Edward Hill, local agent for the Ford Company and Alice Dudley Harvey of this city. After a few days spent in the Alberta capital they returned to the city and have taken up their residence in Mr. Hill's home.

The Girls' Comrade Club gave a delightful masquerade dance in the Oddfellows' Hall on Wednesday last, a large attendance of youngsters in costume creating a very brilliant scene. The prizes were carried off by Miss Ruth Hornsby, as Mrs. Jiggs, and Robbie Wilson as a red-headed girl.

Glancy—"Oh, I want to buy an automobile for my wife."
Clerk—"Yes sir—Long body?"
Glancy—"Begsrah No! She's built like a barrel—But what the devil has that got to do with it?"

Advertise in the Daily News.

Lumber & Shingles

A new shipment of Fir Dimension and Shingles has just arrived, bought at the market's lowest prices. Ask for quotations.

E. H. Shockley
Planing Mills,
Prince Rupert, B.C.

XMAS Suggestions

Sheet Music (latest editions) Music Cases, Music Stands SPECIALS IN VIOLINS, MANDOLINS, ETC. Prince Rupert Music Store Opposite Postoffice