

Easier This Year To Pick Christmas Gifts For Men

Brighter colors, sportier and more casual apparel constitute the trend in men's clothing today.

Christmas buying for any man is greatly simplified this year by the wide, attractive range of up-to-the-minute clothing and accessories being featured by Prince Rupert stores.

The old cry "Men are so hard to buy presents for" will be discarded by any woman who takes a little time to look around the men's shops.

Why, the merchandise—while still short in many lines—is more attractive than ever. And most men's wardrobes are short of so many things.

If you are shopping around for a present for a man—regardless of age—you will not make a mistake by selecting something he can wear. Today wearing apparel is something that most

men want and need. Clothes sense reveals a man's disposition. Even his selection of a tie in the morning will indicate his feeling. Where a man's wardrobe will permit, he will don a suit to match his mood. Judging from the brighter colors, much in evidence today, in the gay Christmas-decorated stores of this city, the general mental condition of our men is happier. It's a good sign. Nature meant the male bird to be bright and gay—not drab as the human

male has sought to be for too long a period now.

In suits, the trend is to loose-fitting drape effect with straight back. Trousers, too, are draped with pleats to give comfort and conceal extra poundage around the middle. Of course the bottoms of trousers are narrower—to catch less dust and mud.

SPORTY APPAREL WELCOMED GENERALLY

Men have always suited sports apparel and the sporty trend of jacket and odd slacks meets with general approval.

"This combination is economical, too," points out one clothier. "It gives the wearer variety, as he can wear different slacks with the same coat, and the one jacket will stand up even after three or more slacks have been worn out."

What about color schemes? Lighter colors are in demand—grays and light brown. Tweeds are becoming more popular every day. Double-breasted suit coats are still on the way up in popularity, the percentage of call for them now being about 40 percent. In double-breasted models the three-button has enjoyed a run but the long roll two-button—one button to button style—is coming up very fast. Single-breasted models are most popular in the three-button style.

British suiting is in big demand, but the supply at the moment is negligible and the prospects are not bright for many months. Canadian tweed is rising in popularity because of the shortage of Old Country gabardine, gabardine twill, and covert cloth.

BETTER BUY SHIRTS WHILE AVAILABLE
Shirts, too, are on the scarce list. Better not hold off buying them for your own wear or as presents for family members or friends.

Plainer shades are coming to the fore again—and stripes that are not too bold also are easing back into favor. Collars are softer. Windsor collars are in demand—but few are in stock at the moment.

As you have noticed, sport shirts are the thing today. On holidays and in the evenings they are worn with pleasure, open and with tie. They are easing their way into business offices, too. Their sale at the moment equals that of the dress shirts.

Now for neckwear. The move is definitely to bold patterns. Knitted and crocheted ties in plain colors are strong sellers. Belts, too, have made a remarkable comeback. This return to favor, together with the clips and bar pins, is accounted for by the fact that sports jackets and slacks, minus vests, give the wearers greater opportunity to accent these accessories.

WATCH FOR RETURN OF BOW TIE POPULARITY
Oh yes. The old sport of pre-depression days, the bow tie, is back on display. In the United States bow ties are being given a gay whirl, but Prince Rupert men are still a bit hesitant to go all-out for the smaller tie. Latest style in the bow tie is the clip-on model, fitted with a collar clip that eliminates the old elastic band.

What about socks? Big Argyle diamonds are still mighty pleasing to the male, but plain shades matching plain shade ties are enjoying a big run. Silver, gold and leather tie

bars, many surmounted with birds, dogs, fish, steers' heads, boots, spurs and other figures should prove popular Christmas gifts this year. Key chains in large numbers will be hanging from the gift tree this Yuletide. Penknives for these chains also are attractive.

For those who like to give Old Country woollen goods, city haberdasheries are offering smart socks and sweaters.

Yes, women will find it much easier to shop for men's presents this Christmas. As one proprietor declared, "The men are enjoying brighter colors now. They even pick out for themselves ties like those they used to receive at Christmas from their mothers, sisters, girl friends and daughters. Only now they wear them instead of hiding them under a pile of papers in the top drawer of their dresser."

The general conclusion is, of course, that men are getting smart—as far as clothes are concerned.

Commander Agnew Goes to England

OTTAWA—Commodore R. I. Agnew P.B.E. has been appointed senior naval liaison officer, London. He is succeeded in Washington, where he served as a member of the Canadian Joint Staff, by Capt. V. S. Godfrey O.B.E. holding the rank of acting Commodore. Commands of both officers, during the war included H.M.C.S. Prince Henry and carrier H. M. S. "Atheling" and H.M.C.S. Prince David.

CITY RESIGNED TO PASSENGER FARE INCREASES

Prince Rupert citizens today took a generally unhappy view of the boost in steamship passenger fares that added 15 per cent to the cost of travel on coast steamships. Their displeasure was tinged with a degree of resignation at their inability to do anything about the upward sweep.

The increase raises single passage fares between Prince Rupert and Vancouver to \$34.50 and round trip fares to \$62.10. Fares to other ports are correspondingly increased.

To one young businessman whose parents live in Vancouver the boost means a Christmas away from home. He is going to remain in Prince Rupert for the holiday season.

"It's partly a matter of budget and partly a matter of principle," he declared. "I have to strain my purse to make the trip under any conditions, and this increase seems to be timed to take advantage of Christmas travel. I am staying here."

Others recognized it as a "trend of the times" but deplored that Prince Rupert, as the "end of the line" should be hit the heaviest. "Costs have risen in just about everything else," one said. "There is no reason why we should expect that they should not increase for travel also. Being so far from Vancouver, it naturally hits us the most."



"We finally got him to stop biting his nails."

Just how Christmas travel generally will be affected by the boost remains to be seen. Steamship line agents seemed to think that it would not be reduced much.

"We are having a slow time now but I think that the pre-Christmas run will be about normal despite the increase," one said. "People like to get home for Christmas and I don't think that \$7 or \$8 difference in boat fares will stop them."

Try a Daily News Classified Ad

SAVED BY PLANE FROM BOAT FIRE

JUNEAU—Through quick cooperation with a sea plane the lives of two men and two women and a small boy were saved in Chatham Straits not long ago. A seiner they were on caught fire. Sighted from the air they were picked up within an hour. The owner of the boat was Jimmy Marks of Hoonah. The boat was called North Pass.

DUTCH FARMERS COMING HERE

OTTAWA—Arriving in March the first of ten thousand Dutch agriculturists will reach Canada. The Netherlands government has chartered two vessels, the Tabinta and Kotabaroe, and these will make thirteen voyages. The families will first accept employment, to eventually take up land themselves.

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MEDIAEVAL ADS
Medieval entertainers, having no newspapers in which to advertise themselves, used a "word" or herald accompanied by parade.

TO THE ELECTORS:

As a candidate for the mayoralty of the City of Prince Rupert, I respectfully ask for your endorsement at the polls on Thursday, December 11.

My record as mayor during the years 1944, 1945 and 1946 is well known to you.

I stand on that record and will give to the office the same attention I gave during my previous terms of office.

Sincerely yours,

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Approximately 85% of Prince Rupert householders now subscribe to the DAILY NEWS and the other 15% are rapidly becoming aware of the value of the local newspaper both to themselves and to the community.

RIGHT NOW THE DAILY NEWS IS SPONSORING A "NEW SUBSCRIBERS" CONTEST AMONG THE ROUTE CARRIERS. IF YOU ARE ONE OF THE FEW RESIDENTS OF THE CITY NOT SERVED BY A DELIVERY BOY, YOU MAY HELP ONE OF THEM TO WIN A BICYCLE, \$15 OR \$5 IN CASH, THE PRIZES BEING OFFERED TO THOSE BOYS BRINGING IN THE HIGHEST POINT SCORES BEFORE THE CONTEST ENDS DECEMBER 20.

EVEN THOUGH THE BOY WHO MAKES THE SALE DOES NOT GET INTO THE PRIZE WINNING CLASS, THE COMMISSION RECEIVED FOR A NEW SUBSCRIPTION WILL ADD TO HIS CHRISTMAS SPENDING MONEY.

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