YS AND WHYS BY Barbara Brent

advertising nd information service for today's woman

MONTREAL, Dec. 4th—A reader writes:—"I'd like vives whose husbands are 'coffee-conscious' to now how enthusiastic my husband is about CHSE & SANBORN COFFEE. I've tried 'bargai brands' to 'save' a few cents . . . but alys get fuller value—fuller flavour with CASE & SANBORN—and how my husband los it!" Yes, CHASE & SANBORN COFFEE h that richer, smoother flavour that coffee lovers le. With the fun of Christmastime entertaining st beginning—now's the time to stock up on this rite—ve coffee that will establish your reputation as hostess! sk your grocer to-morrow for CHASE & SAN- FFEE . in the vacuum-packed tins that assure you of ked freness!

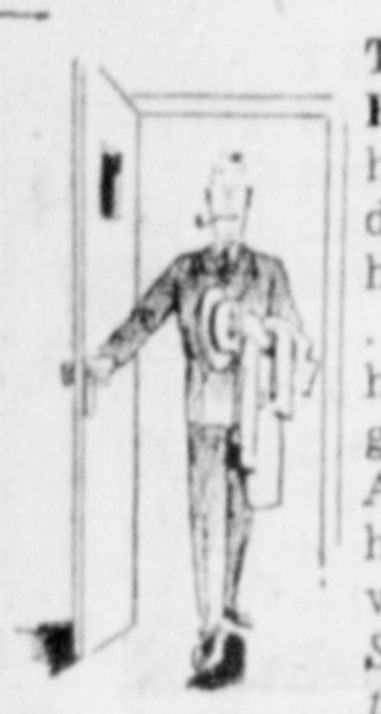
WELCOME CHRISTMAS GIFT for -town friends . . . a B of M Christ- You pick yours up now at your k of ontreal branch. You'll find, as B M Cheques are so sure to convient—so simple and safe to ip tin in the nearest mailbox with Wish for a really Merry Christmas. ose special people" on your list— give B of M Christmas Passbooks, itae initial deposits? Such a passbook comes in an Christmas cover, with a little gift card enclosed. The nearest B of M branch will be glad to show you

I'D LIKE TO THANK all of you wonderful people who've written such grand fan mail to me about the CROWN BRAND recipes I've been offering in this column of late. It's so nice to know from you that you've been thoroughly enjoying products recommended in this column. My only regret is that time won't permit me to answer each and every one of your letters personally! Here, however, are more CROWN BRAND recipes . . . every bit as good as the last . . . *Hermits—Eggless Spice Cake—Plum Pudding* . . . from CROWN BRAND *Recipe Sheet C.B.S.* Simply write to me — Barbara Brent, 1411 Crescent St., Montreal, P.Q.—for your free copy!

OUP SUGGESTION HE SPOT" with all Make a stock pot cubes or fluid OXO et it simmer all day f your stove, adding dthat . . . chopped- e vegetables. OXO r soup all the con- dness of prime beef petizing brownness rful "meatiness" . . . es needed! Take my his "meatless" OXO e rich meat flavour the same as before

THERE'S NOTHING ELUSIVE about JELL-O's rich flavour! Be it Strawberry, Lemon, Orange or Lime . . . the flavour is *there* . . . delicious! Only JELL-O has that "locked-in" goodness . . . the good taste that makes it as easy to eat as it is to prepare! Here's all you do to make a JELL-O dish to delight youngsters ups alike! . . . LL-O in hot water. When slightly thickened, add fruit, if ur into a mold and chill. Unmold and serve in any one of f beautiful ways! delicious recipes on every package.

NCIL AND YOUR SHOPPING LIST . . . for there's new plastic brilliance in store for you . . . versatile, practical plastic articles to lighten and our life! There are rains — bridge table neumatic toys — rain- mbrellas—baby bibs— overs — handbags — when you're shopping remember that the Plastics trade mark rance of plastics test- oved by "The Better esting Bureau" . . . nce of finest plastics r the most rigid and nditions and carefully for specific uses. That's an be sure your plas- ses are right when NYLITE!



THAT MAN'S HERE AGAIN! . . . home from a hard day's work and hungry as a bear . . . better give him something good for dinner! Add excitement to his favourite dish with HEINZ *Sauces . . . Mustards—Worcestershire Sauce — 57 Sauce*. And because he finds these famous sauces in his favourite restaurants . . . it's the wise wife who puts them on his table at home. Rare spices and slow, careful simmering give them that full-bodied flavour most men enjoy. And how your husband will love them! So keep a supply always on hand—and for your free copy of "New Uses for Heinz Sauces", simply write to me, Barbara Brent, 1411 Crescent St., Montreal, P.Q.

WON- TO- LASS my overy ek . . . arette t real- — everywhere, every LEKTROLITE—differ- ny lighter you've ever ere's no flame—just a d-proof glow. No flint own—no wick to fail— to jam and no sooty inker with! LEKTRO- e cleanest, neatest little seen for many a moon t, convenient, feather- just the right size for or your husband's sk for LEKTROLITE vourite dealer's tomor- ll like your LEKTRO-

HERE'S A HAPPY THOUGHT . . . a not-so-secret secret of good cheer! There's always a "Fresh Up" for you just around the corner . . . at the store with the cheerful 7-Up signs! When you feel the need of a smile, you'll find it in a cool, green bottle of delicious 7-Up! For 7-Up is your "Fresh Up" . . . be you hurried housewife or busy business girl — it likes you . . . and you'll like it! Just try it—sip it slowly—taste its luscious, lemon-lime flavour—so fresh and cheerful and so delicious!

RY WOMAN'S CHRISTMAS LIST there's at friend who's hard to choose for because she s to have "everything"! For this fortunate hoose a HENLEY'S COUNTRY GARDEN kage containing *Lipstick, Face Powder, Per d Toilet Water* . . . an exquisite gift for just more than grateful to HENLEY'S for solving tmas shopping problems in such a lovely way. uly, is year 'round glamour . . . fragrant as freshly cut You'll find COUNTRY GARDEN *Gift Packages* from 2.00 up cosmetic counters everywhere!

REER & BRIDDEN
UILDERS AND CONTRACTORS
airs — Construction — Alterations
e RED 561
P.O. Box 721

NOX HOTEL
A QUIET, PLEASANT PLACE TO LIVE
PLETELY RENOVATED — ROOMS REDECORATED
SPRING-FILLED MATTRESSES
UNDER NEW MANAGEMENT
Proprietors: TOM PESUT — STEVE VRKLAKN

Local News Items . . .

● Basketball tonight, Senior game 9 p.m. Brownwoods vs. Savoy. (1t)

Olof Hanson arrived in the city on Thursday night's train after a week's business visit to Smithers and sailed this morning on the Catala for Vancouver.

Vardens Pre-Christmas Concert, Lutheran Church, Wednesday, Dec. 10, at 8 p.m. Silver collection. (287)

Syd Hamblin, 420 4th Avenue East, will leave shortly to spend the Christmas season at Long Beach, Southern California. Mr. Hamblin, who took a holiday trip there a few years ago, describes Southern California as a delightful part of the world to sojourn in for a while, but is not quite so sure of it as a place of permanent residence. A daughter lives in Long Beach.

RUNNER-UP IN BOYS' CONTEST

Roy Webber is second in the Daily News carrier boys' new subscription contest with eight new subscribers, giving him a score of 88. In the point race Neil Forman is second with 60 points, although his position is being challenged by John Ketcheson who is breezing along with 55 credits to his name. Danny Bill and Matty Sedgwick each has 33 points; Tommy Sedgwick and Norman Sather each have a score of 22, while Marion Greenwood, Paul Olsen, Bill Becker, Bill Martin and Roy Mostad have 11 points each. The seven remaining boys haven't managed to get in the running yet but, with over two weeks to go in the contest, there is still a chance for them to make some extra Christmas money.

RAPIDLY INCREASING

Because most of Sweden's citizens have been X-rayed twice, the number of tuberculosis cases is decreasing rapidly.

● Cash for old gold. Bulger's.

● Moose Whist Drive and Dance every Saturday night, 8:30. (285)

T. E. Moran returned to the city this week after spending several weeks at the Mayo Clinic in Rochester, Minnesota, receiving treatment as a result of which his eyesight is now much improved.

● **Hear H. M. Daggett, candidate for mayor, over CFPR, Monday 6:30 p.m. (285c)**

W. A. Thom, who has been in the city for the last week on business, is sailing on the Camosun Sunday afternoon on his return to Vancouver.

TEA NOT FOOD

Tea is included in most weight control because it has no food value and there isn't "an ounce of weight in a pound."

Train Schedule

For the East—
Monday, Wednesday, Friday—8 p.m.
From the East—
Tuesday, Thursday, Saturday—10:45 p.m.

Announcements

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

Bosun Inn, 909 First Avenue West, Black 959. Fine food, tamales, chili, barbeque fried chicken. Caterers large or small parties. Open all night. Orders to take out. (2)

Another Rotary ticket will do three things—give you a chance to win a car, give you ticket to Grand Rotary Dance, help the hospital children's ward. Get one today. (289)

Orange Sale, December 5.

St. Peter's Fall Bazaar, Dec. 11.

Catholic Card Party, School Hall. December 11, 8 p.m.

Moose Christmas Tree Saturday December 13.

Try a Classified Ad in The News

MRS. J. S. BLACK HEADS LEGION LADIES AGAIN

Mrs. J. S. Black was re-elected president of the Women's Auxiliary to the Canadian Legion at the annual meeting Thursday night in the Legion Hall. Mrs. Black has completed her first year in that office. Other officers and directors are:

First Vice-President, Mrs. Percy Bond.

Second Vice-President, Mrs. Angus Gillis.

Secretary and press correspondent, Mrs. Fred Barber.

Treasurer, Mrs. Charles Anderson.

Sergeant-at-Arms, Mrs. J. Gilchrist.

Executive—Mrs. W. Garlick, Mrs. M. J. Keays and Mrs. G. V. Hanley.

Committees will be appointed by the president after the installation of officers at the January 8 meeting of the Auxiliary.

Nine new members were initiated at last night's meeting. They were Mrs. J. R. Elfert, Mrs. E. Heal, Mrs. K. Kerr, Mrs. P. Webb, Mrs. D. Deane, Mrs. G. Deane, Miss D. Ebbutt, Mrs. L. Everleigh and Mrs. R. Marshall.

The meeting voted to donate $15 to the Women's Co-ordinating Council for the anual Christmas "Over 70" banquet.

Reports of committees on "Legion Week" activities in November were heard and the Auxiliary received a letter of thanks from the men of the Legion for the work they had done at that time. Committee reports were heard from Mrs. A. Murray, Mrs. G. V. Hanley, Mrs. William Rothwell and Mrs. D. Parent.

A centre piece, raffled at the meeting, was won by Mrs. Field.

SECOND FOR GOLD

Canada ranks second among the gold-producing countries of the world.

The Saar in Germany has been a coal-mining area since the middle ages.

● **Hear H. M. Daggett, candidate for mayor, over CFPR, Monday 6:30 p.m. (285c)**

Margaret McLeod
Optometrist
— AT —
MANSONS Jewellers
522 Third Ave.
Phone Green 324 for appointments

Send Personalized
CHRISTMAS GREETINGS
made from your own
KODAK SNAPSHOTS
Come in and see samples
WRATHALL'S
Photo Finishing

MAKE A DATE . . .
To see our new
selection of
BLOUSES
JERSEY AND CORDUROY
Housecoats
REGENT SIREN
KNITTING WOOL
Rose Marx
Brassieres - Lingeries
IRISH LINEN HANDKERCHIEFS
AND
LUNCHEON SETS

IDEAL GIFTS FOR
THIS CHRISTMAS

Rosa-Lee Ladies' Wear
(279)

Everyone loves Slippers

Delight your FAVORITE with the most adorable slippers this side of the North Pole. All styles to please all ages. Select slipper gifts here now.

Brownwoods
PRINCE RUPERT, B.C.

Yes!
COME IN AND LOOK AROUND . . .
COMPARE OUR PRICES AND QUALITY!
GIFT WRAPPING FREE SERVICE

15-Jewel Watches from	12.50 up
1, 2 and 3-Strand Pearls from	3.75 up
Musical Jewel and Powder Boxes	8.75
Cigaret Cases and Compacts	4.00 up
Earrings and Pins from	1.00 up

No Change in Our Prices on Diamond Rings Even Though There Will be a Shortage Owing to the Import Ban. Still Priced from .... 30.00 and up

WE STILL OFFER YOU A THREE TO FIVE-DAY SERVICE ON WATCH REPAIRS
COMPLETE OPTICAL SERVICE — JEWELLERY REPAIRS AND ENGRAVING

MANSON'S Jewellers and Optometrists
Sincere, Friendly Service
MEMBER OF THE CANADIAN JEWELLERS ASSOCIATION

WE KNOW HE CHOOSES
HICKOK
when he buys fine quality leather goods
So you can't go wrong if it bears the Hickok label.
SELECT HIS GIFT TODAY—Here are some suggestions . . .

Wallets and Secretaries
Many styles, made from imported Morocco, Pigskin and Calfskin—
$5.00 to $10.00

Cigarette Cases
Exclusive new design in imported leathers—
$6.00

Belts
In many types of leather, tongue or initial buckle—
$1.00 to $3.00

Braces
In leather, plastic and elastic fabric—
$1.00 to $2.50

Boxed if desired at no extra cost

WATTS & NICKERSON
The Men's Shop

PRACTICAL GIFTS
. . . are always acceptable

FOR HIM — Power and Carpenter Tools, Fishing Tackle, Sporting Goods.

FOR HER—Lamps, Dishes, Pressure Cookers, Electric Irons, Toasters, Mixers, Pyrex Ware.

FOR THE YOUNGSTERS—Ice Skates, Skis and equipment, Sleighs, Roller Skates, Wagons, Bicycles and Kiddie Cars.

"SHOP EARLY"

Gordon's
HARDWARE
McBride St., Phone 311

GUNNAR SELVIG
If you want your kitchen remodelled,
we build your
CUPBOARDS
in our shop, ready for installation.
Or if you want your FLOOR SANDED
Call BLUE 610
We also have a good selection of furniture made in our shop, such as Cabinets, Book-Cases, Tables, Magazine Racks, Drying Racks, Rocking Horses and Doll Cradles in three sizes.
If interested, give us a call

CHRISTMAS GIFT Suggestions
Elizabeth Arden
Adrienne
Yardley
Cutex
Bachelor
Evening In Paris
Max Factor
Peggy Sage
Tangee
WE INVITE YOUR INSPECTION OF OUR LARGE ASSORTMENT OF GIFT SETS.
We will hold any article till Christmas. No deposit required
Ormes Drugs
'THE PIONEER DRUGGISTS'

A GIFT OF FISH . . .
Your friends will appreciate as a Christmas Gift a ten-pound carton of our Famous B.B. Brand of
ASSORTED SMOKED FISH
Shipped Express Prepaid in B.C., ALBERTA, MANITOBA, SASKATCHEWAN OR ONTARIO for $3.75
Send your orders to the
Bacon Fisheries
PRINCE RUPERT, B.C.
For Prince Rupert Seafood Products
PLEASE PLACE YOUR ORDERS EARLY