



Amazing New Recipe— for Home Baking

"A wonderful success," says Mrs. F. Matthews of Abbotsford, B.C.

IT'S easy to make bread by the Quaker Method. Just imagine—no kneading, no setting the sponge! You actually bake lighter, more delicious bread, in half the time . . . and at less cost!

But you must use Quaker Flour and follow instructions in our booklet "The Quaker Method of Easy Bread Baking." Quaker Flour is of unvarying high quality because milled at every stage in the milling. Samples are baked in our own kitchen every day. If you're not satisfied that Quaker Flour is the finest you have ever used, your dealer will refund your money.

Write us for the booklet . . . or ask your dealer. The Quaker Oats Company, Saskatoon.



Quaker Flour

Always the Same Always the Best

Week-End Specials

- 2 tins Tomatoes, 2's, Malkin's Best—
- 2 tins Green Cut Beans—
- 2 tins Corn, 2's—
- 2 tins ePas, Size 4—
- Value \$1.20 for **95c**
- 1 tin Peaches, 2's, Malkin's Best—
- 1 tin Pears, 2's—
- 1 tin Apricots, 2's—
- 1 tin Pineapples, 2's—
- 1 tin Cherries, 2's—
- Value \$1.20 for **95c**
- 1 tin Apricots, 2's, Malkin's Best—
- 1 tin Strawberries, 2's—
- 1 tin Pears, 2's—
- 1 tin Loganberries—
- Value \$1.20 for **95c**
- 1 tin Plums, 2 1/2's—
- 1 tin Peaches, 2 1/2's—
- 1 tin Apricots, 2 1/2's—
- 1 tin Florida Grapefruit, 2's—
- Value \$1.20 for **95c**

Alberta Market

P. GAMULA, Proprietor
Fifth Street Phone 208

LETTER BOX

PROSPERITY

Editor, Daily News:—

I note per your editorial remarks that the business element of this city has regained its normalcy, and that we shall in the near future be like Alexander the Great, looking for new worlds to conquer. I trust sincerely that you have read the horscope right, for contrary to some suggested opinions, I desire nothing better than prosperity, if it is mutually dispensed.

At the risk of offense by continued repetition, I would say that this city will not climb to Pisgah's heights, unless the proposed prosperity has its origin in the workers, and then the business element in its turn will benefit accordingly. It appears to me to be foolish to erect any superstructure, without laying a sure foundation.

I presume that because the old established fish buyers of this city are in the saddle once more, it is considered in certain quarters, that the promised land lies just around the corner, and considerable propaganda has been engineered to bring this about. I desire to remark, however, on a matter which is brought to my notice as secretary of the Northern B. C. Salmon Fishermen's Association, by members of that organization, who unfortunately are compelled to view the immediate horizon, and discern clouds that are blissfully invisible to you.

Salmon which brought eighteen cents per pound on the fishing grounds in former years bring only nine cents per pound at the present

cereal in soups? Yes!



JUST sprinkle in some Kellogg's Rice Krispies next time you have soup. Adds the flavor of toasted rice. Delicious!

Rice Krispies are the "different" cereal. So crisp they crackle in milk or cream. Wonderful for breakfast, lunch or supper. Order a red-and-green package. At grocers. Made by Kellogg in London, Ontario.



time, and for the consumer's information, who purchases the Friday dinner, let it be known that the fishermen on the fishing grounds get this nine cents per pound for the best grade of red spring salmon, while the consumer pays in the retail stores of this city 25 cents per pound, regardless of the grade, providing it is red in color. (I have at the moment of writing verified this retail price per telephone.)

One hundred and seventy-five per cent is rather a large spread between producer and consumer, and yet you cheerfully advise the public to patronize home industries.

To add to this already heavy burden of the fisherman, I might add that the old established buyer, who we are all glad to welcome once more, is milking the fisherman drier than ever, by charging three cents more for gasoline than it can be bought for, by the consumer in Prince Rupert. The cost of conveyance of gasoline to the fishing grounds has in past years, never been more than two cents per gallon, and has more frequently been one and one-half, and one cent.

It is thus evident that the proverbial fly still contaminates the ointment and that the potential prosperity may be only a veneer, and not the genuine article.

SECRETARY,
N.B.C. Salmon Fishermen's Ass'n.

Clever cartoons having as their subject the recent marketing situation here have been drawn by J. Freedstad, a local fisherman, and presented to the Daily News. Considerable talent is shown in the drawing.

Ranger Company Is Being Formed

Senior Organization in Connection With Girl Guides Movement Being Organized

An enthusiastic meeting was held in the I. O. D. E. Hall last night to extend the Girl Guides movement in this city by the organization of a Ranger Company under the auspices of the Imperial Order, Daughters of the Empire.

This branch of the Girl Guides corresponds with the Rover branch of the Boy Scouts and is intended for all young women over the age of sixteen. Its chief objects are, recreation and public service for which the Guide training prepares its members. However, one does not need to have been a Guide in order to become a Ranger.

Members of the I. O. D. E. Girl Guides Association present at last night's meeting were Mrs. John Manson, regent of Municipal Chapter, Mrs. H. L. Landry, Mrs. J. A. Teng and Mrs. C. J. Norrington.

Charles Boeking, president and general manager of the Granby Consolidated Mining, Smelting & Power Co., after a visit to Anyox, will be a passenger aboard the Prince George this evening bound from the smelter town to Vancouver.



Wednesday & Thursday
TWO SHOWS — 7 & 9 P.M.

The Beautiful Star in the Most Thrilling Role

JOAN CRAWFORD

PAID

With Robert Armstrong and Marie Prevost

Railroaded to prison for a crime she did not commit. She wanted revenge but love came first.

Comedy—"WE, WE, MARRIED"
Fable—"JUNGLE JAZZ"
FOX NEWS

ADMISSION — 20c & 40c
Feature Starts at 7:40 & 9:15
THURSDAY MATINEE at 2:15
15c & 40c—Feature starts at 2:15

Friday and Saturday
GARY COOPER in
"Fighting Caravans"

The Salvation Army Annual Self-Denial Appeal



Please Help The Army of the Helping Hand.

The Salvation Army claims your assistance in its world-wide fight against wrong and social misery. Your gift will be passed on to the sick and suffering and thereby help to make a better world.

Make your response your utmost effort.

Campaign From April 25 to May 10.

Match your tasteful rooms with tasteful Rugs and save useful dollars



This is "SPRING" Congoleum Gold Seal Rug No. 613

A smart new CONGOLEUM Gold Seal Rug, with its harmonious colouring, will give your room a festive air you will be proud of.

For CONGOLEUM Gold Seal Rugs come in such splendid colour combinations, such attractive, authentic patterns. And, what is more, they retain these distinctive qualities even under the hardest every-day service.

Inexpensive too—priced well within the range of every purse—and easy to keep clean and bright. No sweeping or shaking. A simple rub-over with a damp mop is all you need to keep them spotlessly clean.

See the new patterns. Look for the Gold Seal. Your floor covering problems are then at an end.



Look for the Gold Seal

The GOLD SEAL is on the face of every genuine Congoleum Rug. It is a guarantee of satisfaction or money back and your assurance of heavier quality felt base.

CONGOLEUM GOLD SEAL RUGS

The World's Best Value in Home Furnishings

CONGOLEUM CANADA LIMITED • MONTREAL

TOMATO WEEK SPECIALS

- Malkin's Best Tomatoes— 40c
- 2 1/2's, 3 tins
- Malkin's Best Tomatoes— 34c
- 2's, 3 tins
- Tomato Juice— 40c
- 3 tins
- Ashcroft Tomato Ketchup— 45c
- 2 26-oz. bottles
- Malkin's Best Pineapple—Sliced or 24c
- crushed, 2's, per tin
- Robertson's Gold Shred— 23c
- Marmalade, 12-oz. bottle
- Clark's Corned Beef— 19c
- per tin
- Jutland Sardines— 25c
- 3 for
- Butter— \$1.06
- 3-lb. brick
- Peaches & Pears—2 1/2's 23c
- per tin
- (Heavy Syrup)
- Chocolate Bars—Large 10c
- variety, 3 for
- Holland Herring— \$1.10
- per keg

Economy Cash and Carry Stores

319 3rd Ave. — 417-423 5th Ave.
Telephones—360 and 18

The Fish which made Prince Rupert Famous

"Rupert Brand" SMOKED BLACK COD

Prepared Daily By

Canadian Fish & Cold Storage Co., Ltd.
PRINCE RUPERT, B.C.

TELEPHONE 657
VALENTIN DAIRY FOR SKEENA BRAND
Creamery Butter & Cottage Cheese
FRESH PASTEURIZED MILK AND CREAM DAILY
Early Delivery Throughout the City

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