

## Visit Our Bargain Department

A splendid group of broken lines and samples, styled for street wear and for other occasions. These are better grade shoes taken from our regular stock and priced—

To Clear at \$1.95, \$2.95, \$3.45



A wonderful opportunity for those wearing the smaller sizes.

## The Family Shoe Store

Third Avenue LIMITED Phone 357

### THE DAILY NEWS.

PRINCE RUPERT - BRITISH COLUMBIA

Published Every Afternoon, Except Sunday, by Prince Rupert Daily News, Limited, Third Avenue  
H. F. PULLEN - - - Managing-Editor

#### SUBSCRIPTION RATES

City delivery, by mail or carrier, yearly period, paid in advance ..... \$5.00  
For lesser periods, paid in advance, per week ..... 10  
By mail to all parts of British Columbia, the British Empire and  
United States, paid in advance, per year ..... 3.00  
Advertising and Circulation Telephone ..... 98  
Editor and Reporters' Telephone ..... 86  
Member of Audit Bureau of Circulations

DAILY EDITION



Wednesday, July 25, 1934

#### STRIKES ARE FOOLISH

Strikes are war of a minor nature. They entail much suffering, loss of money for the people engaged and loss of real wealth for the country. They breed ill-feeling. As in real war, the chief sufferers are the women and children. Like real war they are unnecessary.

This does not mean that we are blaming the men for striking. In the past it has been often their only weapon. Today we are coming to a realization that labor problems are national problems and should be dealt with by the nation. So strikes could be prevented by the nation. We are making progress but we have not yet fully adjusted ourselves to the new conditions of life which are being ushered in by the twentieth century.

#### UNITE FOR COMMON EFFORT

Prince Rupert people do not often unite in a common effort but next month an effort is being made to secure unity of action in entertaining the numerous visitors who will be in the city. A monster carnival is planned, sponsored by the Junior Chamber of Commerce and the Exhibition Board which is to include a flower show and a three-day entertainment and carnival. It is a worthy object and one that might well receive general support. We commend it to the consideration of everyone.

#### HOW MUCH IS A CUSTOMER WORTH?

Every businessman will have a different idea as to just how much a regular customer is worth to him. Here is the opinion of one well known authority:

A customer is worth \$85 a year to a clothing store.  
A customer is worth \$362 a year to a department store.  
A customer is worth \$236 a year to a women's specialty store with a full line.  
A customer is worth \$35 to \$68 a year to a shoe store.  
A customer is worth \$85 a year to a furniture store after complete furnishings have been purchased.  
A customer is worth \$35 a year to a music store.  
After a Ford car has been purchased, the customer is worth \$215 a year to the dealer.  
A trader is worth \$360 a year to a stock broker.  
A customer means many times any of the above amounts to a manufacturer.

These figures, of course, may be wrong, but they at least impress upon merchants the importance of retaining old customers and finding new ones.

## ZIG-ZAG CIGARETTE PAPERS

5¢



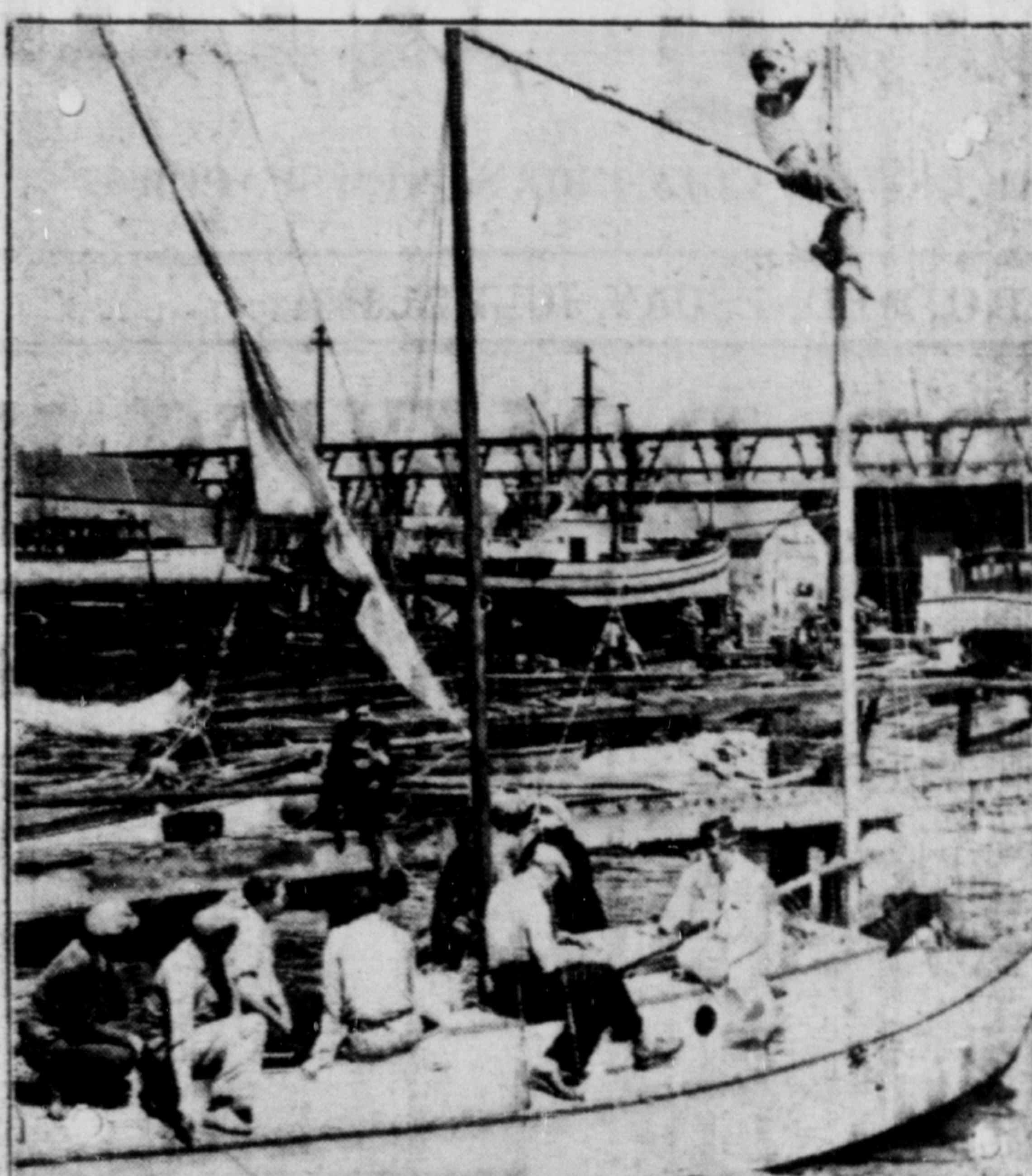
5¢

NEW... handy AUTOMATIC  
Pocket Pack - Better Value.  
No Waste - Good to the Last Leaf.  
Contains same number of leaves  
as in all Large Double Books.

THE FINEST CIGARETTE PAPERS MADE

## 'SPORT'

### Prepare For Pacific Race



The fleet of yachts entered in the tenth bi-annual race from Los Angeles harbor to Honolulu is being made ship shape. The smallest yacht in the race, the Hawaii, is pictured here.

### REGIMENT IS WINNER

Beat Merchants Five Goals to Three  
At Football Last Night

The opening game of the City Football League last evening resulted in a win for the Regiment over the Merchants by five goals to three. Regiment were without Alex Mitchell while the Merchants had the assistance of Davy Jack and J. Pierce and Blake, the last two of the Legion team.

The Regiment had the better of the opening exchanges and Hill scored from close in. Carroll made a good run but Wingham cleared. Campbell added a second for the soldiers and then Wilson a third from close in. Jack and Bacon made ground and Jack missed a good opening. Morgan saved well but missed a simple shot from Lokken who opened the score for the Merchants. Campbell headed in a fine shot but Pierce brought off a grand one handed save.

The second half was more even, though the Regiment still had the pull. Stiles was very prominent and Gurvich and Jack kept forcing the play. Jack scored a good goal. Wilson missed a chance and then from a penalty Jack equalized. Play became faster. Edgumbe and Wingham were feeding their forwards and Campbell and Armstrong were always a source of danger. From Veitch's centre a scramble resulted and Wilson gave his side the lead. Soon after from a penalty he added the fifth goal for the Regiment. Morgan turned a beautiful drive over the bar for a fruitless corner.

Regiment—Morgan; Murray, Davies; Ferguson, Edgumbe, Wingham; Veitch, Hill, Wilson, Campbell, Armstrong.

Merchants—Pierce; F. Gomez, Blake; Gurvich, Stiles, Jack; Carroll, McKay, Lokken, Bacon.

George Dawes refereed and G. Lyons and A. Boy were linesmen.

### Mail Schedule

For the East  
Mondays, Wednesdays and Fridays ..... 5 p.m.  
From the East—  
Mondays and Saturdays 2:15 p.m.  
Tuesdays and Thursdays ..... 10:20 p.m.  
For Vancouver—  
Mondays ..... 2 p.m.  
Tuesday ..... 12:30 p.m.  
Wednesdays ..... 5 p.m.  
Friday ..... 11 p.m.  
Saturdays ..... 4 p.m.  
From Vancouver—  
Sunday ..... p.m.  
Monday ..... a.m.  
Wednesday ..... 10 a.m.  
Thursday ..... 10:20 p.m.  
Friday ..... 10 a.m.  
For Anyox and Stewart—  
Sunday ..... 7 p.m.  
Friday ..... 2 p.m.

### DAVIS CUP PRELIMS

U. S. Won Right to Challenge Great Britain For World's Tennis Championship

WIMBLEDON, July 25.—By winning both singles matches against Australia today United States won the right to challenge Great Britain for the Davis Cup.

Wood defeated Crawford 6-3, 9-7, 4-6, 4-6, 6-4.

Shields clinched matters by defeating McGrath 6-4, 6-2, 6-4.

The five-match series for the Davis Cup starts on Saturday.

### Baseball Scores

#### National League

St. Louis 0, New York 5.  
Chicago 6, Brooklyn 3.  
Pittsburg 0, Philadelphia 9.  
Cincinnati 3, Boston 4.

#### American League

Washington 1, Chicago 5.  
New York 2, St. Louis 4.  
Boston 3, Detroit 6.  
Philadelphia 6, Cleveland 10.

### FOOTBALL SCHEDULE

July 26—Legion vs. Merchants.  
July 31—Regiment vs. Legion.  
August 2—Merchants vs. Regiment.  
August 7—Merchants vs. Legion.  
August 9—Legion vs. Regiment.  
On August 14 and 16 selection games will be played in preparation for the game against the Navy for the Hanson Cup during the time the H. M. S. Danae is in port.

### SOFTBALL

July 25—C. N. R. A. vs. Grotto.  
July 27—Elks vs. Junior Elks.  
July 30—Moose vs. Grotto.  
Aug. 1—C. N. R. A. vs. Junior Elks.  
Aug. 3—Elks vs. Moose.  
Aug. 6—Elks vs. C. N. R. A.  
Aug. 8—Junior Elks vs. Grotto.  
Aug. 10—C. N. R. A. vs. Moose.  
Aug. 13—Grotto vs. Elks.  
Aug. 15—Moose vs. Junior Elks.  
Aug. 17—Grotto vs. C. N. R. A.  
Aug. 22—Grotto vs. Moose.

### COAL! COAL!

Our Famous Edson, Alberta and Bulkley Valley Coals are guaranteed to give satisfaction. Try a ton of No. 1 Bulkley Valley. We also sell Timothy Hay, Wheat Oats and Barley.

Prince Rupert Feed Co.  
55 - Phone - 555

### Purchases Girls For Re-Marriage

Missionary From Island In South Seas Finds Wives For Tribe's Young Men

SYDNEY, Australia, July 25. (CP)—Back to civilization for the first time in 23 years. Rev. Father F. X. Gsell, pastor at Bathurst Island, told of a strange custom which necessitated his purchasing 124 native girls at \$10 each.

Girls were married on the day of their birth, almost invariably to old men, who were permitted as many wives as they desired. A rigid standard of conduct within the tribe was insisted upon, and under the severest penalties a husband was not allowed to trade one of his wives to another member of the tribe.

Sometimes, Father Gsell said, a young native would take away a woman who was already married to one of the tribe, and immediately trouble would arise, the whole tribe seeking to avenge such a breach of custom.

Often the runaway couple would appear at the mission, and then a bargaining process would begin. The old husband generally would agree to the woman "marrying" the missionary, caring nothing what happened to her afterward. Actually what happened was that the missionary would agree to buy the girl, and would later hand her over to the care of the young man after he had given a pledge, in the presence of the tribe, that she would be his only wife.

### Records Reveal Ancient Beacon

MADRID, July 25. (CP)—The labored study of two famous antiquarians has drawn from an old manuscript an exact description of the famous Alexandrian lighthouse, once the "third wonder of the world."

Miguel Asin Palacios, specialist in Arabic literature, and Lopez Otero, an architect, drew up a plan of the historic beacon as described in a twelfth century manuscript left by Ibn Es-Say, a Moslem of Malaga who lived from 1132 to 1207 and pursued his studies in Alexandria.

The lighthouse was built on an island north of the city at a distance of 1,000 "steps" and linked to the city proper by jetties 40 feet wide, which ended in a viaduct opening into one of the doors of the lighthouse. The platform stood more than 20 feet above the level of the water and was made of huge limestone rocks hooked together and further, held by melted lead poured into the interstices.

The lighthouse itself was in three sections built upon the platform and superimposed, one upon the other. The first section was square, the second octagonal and the third cylindrical.

#### LAWN BOWLING LAST NIGHT

In the Canadian National Recreation Association Lawn Bowling League games played last night J. Boyd's rink defeated J. J. Little's 19-9, and J. Frew's rink defeated G. P. Tinker's 25-16.



## Cook with Electricity for ECONOMY

Coolness  
Cleanliness  
Convenience

Electricity is not only the cheapest form of fuel you can use but none of it is wasted. You get perfect, even heat exactly when and for just as long as you want it. Tests show that it costs less than a cent a meal per person to cook this modern way. This is real economy. YOUR electric range is here for as little as \$5 down and \$3 a month, all ready to save you money and give you the advantages of a cool, clean kitchen, tastier meals and far less work and worry.

### Northern British Columbia Power Company Limited

COOK with ELECTRICITY  
for less than a Cent a Meal per Person

### THREE CARS OF CATTLE

Shipment Brought in by Charles Barrett For Local Market

Charles Barrett of Barrett Lake came in last night on the train, bringing three carloads of beef cattle which he sold to Burns & Co. Ltd. of this city. The cattle will be slaughtered at the local abattoir and the meat will be on the market in a few days.

This is the first shipment of cattle to the city this season.

Advertise in the Daily News

#### COMMISSIONER IS HOME

Commissioner Alder returned today on the Prince George from Victoria where he had been called when his son John was taken seriously ill. He remained to attend the funeral.

### NOW OPEN

### Palm Coffee Shop

Pleasant surroundings and Service with a Smile  
Call and see us  
Across from the Power Co., Third Avenue

"Triple Sealed" for freshness...  
"Twice Crisped" for flavour



Can you imagine anything more delicious—more flavourful—than crisp crunchy Puffed Grains that rustle into your cereal dish. As fresh as the instant they were shot from guns. No other cereal brings you nourishing rice and wheat in such tempting form. No other cereal gives you these nature's health grains steam-exploded for perfect digestibility. Get a package from your grocer and put new interest into your family breakfasts.

Quaker Puffed Wheat  
and Puffed Rice

PUFFED 8 TIMES  
NORMAL SIZE

Steam Exploded  
8 times Normal Size