Your Christmas Store

Asks you to come in and examine their wonderful Gift Line. The reason so many people make mistakes in buying is because they do their buying first and thinking afterwards.

Merchandise is no better than the store that offers it for sale.

The guarantee no better.

The value no better.

We have served the buying public in Prince Rupert for over twenty years. Our trade mark is

VALUE FOR YOUR DOLLARS AND CENTS.

Your name FREE in gold letters on all SHEAFFER and WATERMAN fountain pens and pencils.

STORE OPEN EVERY DAY AND EVENING UNTIL CHRISTMAS.

MAX HEILBRONER - Diamond Specialist

Can You Spare a Dime?

--- If Not Use---

Bulkley Valley Coal And Have Dimes to Spare

The mine representative is still in town. Have your dealer send him to your home for a demonstration.

REGAL SHOP

You are cordially invited to call in and look over our Christmas stock which is now complete.

We still have a very good selection of cards

WANTED 100 Permanent Waves at \$3.00

Nelson's Beauty Shop Phone — 855

UNION STEAMSHIPS

SPECIAL ROUND TRIP

Winter Excursion Fares TO VANCOUVER

From Prince Rupert \$32.00 Return

ALL MEALS AND BERTH INCLUDED

Children Half-Fare Reduced return rate of fare and one-third also applies from all other northern ports to Vancouver, and from Stewart and Anyox

to Prince Rupert and return. Tickets on sale continuously between November 1st, 1934 and February 28th, 1935 - good to return up to March 31st, 1935. STEAMERS Lv. PRINCE RUPERT Ar. VANCOUVER S.S. Catala Tuesday 1:30 P.M. Thursday P.M.

S.S. Cardena Friday 12 Mdt. Monday A.M. Tickets, Reservations and All Information from Prince Rupert Agent (R. M. Smith), Third Ave., Phone 568

or Pursers S.S. Catala and S.S. Cardena

CANADIAN PACIFIC

SS. "PRINCESS NORAH" for Ketchikan, Wrangell, Juneau and Skagway, Nov. 11th, 25th, Dec. 16th, 30th. FOR VANCOUVER direct, Nov. 2nd, 15th, 29th, Dec. 20th. SS. "PRINCESS ADELAIDE" for Vancouver via Ocean Falls and

Way Ports, every Friday 10 P.M. Winter Excursion Fares to Vancouver ROUND TRIP

\$32.00 Tickets on sale Nov. 1st, 1934 to Feb. 28th, 1935.

Final return limit March 31st, 1935. For tickets and reservations W. I. COATES, General Agent, Prince Rupert, B.C.

If your paper does not arrive, telephone the office

WHY PAY MORE?

Xmas Suggestions

Buy now and avoid the rush.

NETTED GEM POTATOES-Good Quality per sack

We have 100 sacks to sell at this real low price. Order now and let us hold your order till Christmas when it will be delivered. Don't miss this low price as potatoes will advance in price,

SULTANA RAISINS-35c 2 Crown, 3 lbs. AUSTRALIAN CURRANTS Recleaned, 3 lbs. SHELLED ALMONDS Good and sweet, per lb

SHELLED ALMONDS-Jordan, per lb. SHELLED WALNUTS-1/4'S WHOLE MIXED PEEL-

TABLE RAISINS—Fancy Quality, 25c and ALBERTA BUTTER

24c per lb. Quality guaranteed

CHANBERRIES—Large size 55C Buy now, these are scarce

WE WELCOME THE INTERIOR VISITORS

ECONOMY STORE

"Where Dollars Have More Cents" The Only P. O. Box 575

COFFEE

De Luxe

Day or Night

method-Doing away wholly

Served at All Times of

Always fresh—Using the Silex

with metal taste, stale flavor.

Healthful and invigorating.

Milk in Phone 18 Canada



Pacific Milk had a wide and spreading demand when it was placed in vacuum cans, then the demand increased. What the vacuum can does is to retain more of the vitamines. People heard of this and more

"100% B.C. Owned and Controlled" PLANT AT ABBOTSFORD

WHIFFLETS

From the Waterfront

Horace Tattersal, well known fish packer skipper of the Canadian Fish & Cold Storage Co., is making good recovery and has been able to return to his home following an operation which was performed a couple of weeks ago in the Prince Rupert General Hospital.

Union steamer Catala, Capt. James Findlay, arrived in port at 6 o'clock last evening from the south and sailed at 9 p.m. for Anox, Stewart and other northern points whence she will return here tomorrow morning and sail at 1:30 o.m. on her return to Vancouver and waypoints.

A. H. Robinson, purser of the steamer Catala, is at present ashore n Vancouver on a month's vacation, Herbert A. Hughes, regularly purser of the Venture, is relieving in the Catala during his absence Frank Skinner came north as asistant purser on the Catala this

Capt. A. E. Dickson, regular skipper of the Catala and veteran coast mariner, is reported to be ill in Vancouver. He went off for annual vacation three weeks ago and Capt. James Findlay is relieving as master of the Catala during his absence.

Another change among the officers of the Catala during the holiday season is that of William McCombe who is relieving as mate while John Halcrow is ashore on his annual va-

A large hunting party consisting of Capt. W. P. Armour, George Bryant, James Bryant, F. A. MacCallum, W. O. Fulton, Rupert Fulton, L. H. Haworth, Capt. J. R. Elfert, F. N. Good, W. E. Williscroft and Petty Officer Ross made a trip to Big Bay Our prices are always attractive. | yesterday for bird hunting. Weather We buy for cash and sell for less. was very stormy and the hunting was not so good, only a few ducks being taken. High man was Rupert Fulton who, as far as hunting is concerned, is proving to be a real 'chip off the old block." The going got too tough for Skipper Elfert's dog on the way over and he jumped overboard near Tugwell Island. In order to search' for him, an early start home was made. The canine was safely picked up on Devastation

Delightful Dance By Junior Elks T00

The Elks' Home presented a deightful seasonal appearance last 40c Friday night when a delightful 38c dance was put on by the Junior lks with about fifty couples in atendance. Decorations were in red 49c and green Christmas shades, colored 'ights adding to the general effec-25c tiveness.

Dancing was in progress from 10 49c o.m. until 2:30 a.m. with Walter Smith as master of ceremonies and 35c nusic by Charlie Balagno's Orchestra. Refreshments were served at midnight.

70c ted of Wizner Bryant, Walter Stef-FAMOUS CHRISTMAS PUDDINGS fensrud, Joseph Naylor, Walter ross and Jack Finn.

C. N. R. TRAINS

For the East-Mondays, Wednesdays and Fri-5:30 p.m. From the East-

Tuesdays, Thursdays and Saturdays

"Build B.C. Payrolls"



of them began using the milk. quality.

Try a Daily News classified ad.

It Has the Direct Appealing Quality of "One Night of Love" . . It's a Smash Hit From Coast to Coast With Extended Runs Everywhere!

4 Wks. in Toronto 4 wks. in Winnipeg 2 wks. in Edmonton 2 wks. in Vancouver!



Technicolor Cartoon: "Poor Cinderella"-"Back in '14"-Paramount Pictorial

TWO DAYS ONLY

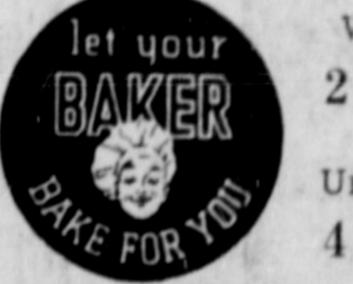
TONIGHT AND TUESDAY

AND STYLE

Times have changed since glasses were merely regarded as a necessity. Modern designs, distinctive and becoming, are a pleasure to wear. Our modern tests assure you of the correct lenses to combine with the latest styles.



Quality Breads Made with Milk, White and Whole Wheat



Wrapped 2 for 15c Unwrapped 4 for 25c

Health Bread, per loaf RYYKAK (Syrup) 1-lb. lf. 10c Rye Pumpernyckel, 3 for 25c

At All Grocers Our bread is all labelled on bottom as a guarantee of its

Phone-190

RIGID AS A ROCK

New "Hourd" Card Tables just received

"Peerless" and "Maple Leaf" Fine Quaity Card Tables at reduced prices

Reg. \$4.00 Tables, Felt Top \$3.00 Reg. \$5.50 Tables, Fabrikoid Top \$4.50

These card tables all have the New Hourd Diagonal Brace which eliminates the irritating wabble and quiver of cheap folding tables. This feature alone more than compensates for the small extra price you pay for a Hourd table.

Reg. \$7.00 Tables, Fabrikoid Top

Own a substantial, rigid, good looking card table. Good card players use good card tables.

Make your choice of these fine tables NOW.

THE PURE TORINI OKE

SPECIAL

30 Card Tables, green top

\$2.50

\$5.50

36 Smoker's Stands, in walnut & metal \$10.50 Phone 775

327 Third Ave.