

The Family Shoe Store

Third Avenue. LIMITED Phone 357

FOR THE



EASTER PARADE

You will be delighted with the styles and leathers offered at these moderate prices.

Grey Suede "Ruffie" Oxford, Shawl tongue with lace effect at **\$3.95**

Black and Brown "Sport" Oxfords, Moccasin laced vamp, leather sole and rubber heel, a real value **\$3.95**



These are just a few of the numbers mentioned. Your inspection is cordially invited.

Black Kid 4-eye "Arch-Vogue" Tie, a shoe for all occasions **\$4.50**

Brown and Grey Suede Ties, with contrasting kid leather trims. These are good values **\$3.95**

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**
 By mail to all other countries, per year **9.00**

ADVERTISING RATES

Transient display advertising, per inch, per insertion **1.40**
 Member of Audit Bureau of Circulations

DAILY EDITION

Wednesday, March 28, 1934

HERE IS THE CHANCE

The Legislature has received a recommendation from its mining committee that two ore testing mills be erected in British Columbia for the encouragement of mining, one in the north and one in the south.

The logical place for such a plant would be at or near Prince Rupert where advantage can be taken of both rail and water transportation. Possibly Port Edward would be a suitable point or possibly Inverness. Here is a good chance for the local authorities to become active in the interests of the city in order that the opportunity may not be lost. The testing mill could hardly be placed at a point on Portland Canal because it would not then serve the interior. It could not be placed at Hazelton or Smithers because it then would not serve Portland Canal and Queen Charlotte Islands. The location for the mill undoubtedly is at the railway terminal.

WHAT VICTORY MEANT

The victory of the Labor party in securing a large majority of seats on the London County Council recently means more than it might seem to the casual observer. The budget of the county council runs up well toward \$200,000,000 a year or eight times as much as the budget of British Columbia. The council is the biggest landlord in England with a rent roll of twelve million dollars a year. Since the war it has built 62,000 houses and the Labor party is pledged to a slum clearance scheme involving the expenditure of something like \$150,000,000. This is a colossal scheme and it is interesting to know that British Columbia timber is to be used in connection with it.

PLANS FOR THIS PROVINCE

One of the plans under consideration in Great Britain for the settlement of British people overseas is that recommended by the Empire Development and Settlement Research Committee, which has outlined a plan for settlement, presumably in British Columbia, of 40,000 British families numbering in all approximately 160,000 people by a chartered company backed by the British Government. The scheme involves the expenditure of a quarter of a billion dollars. It is a pretentious one but it looks too much like a fairy tale to be taken very seriously. It provides for the construction of a railway and the settlement of the villages and towns along it by British people.

SPEND YOUR HOLIDAYS IN SEATTLE!

WALDORF HOTEL

Room with Bath, for TWO **\$2.50**

7TH and PIKE ST.

WE HAVE ALWAYS ACCEPTED CANADIAN CURRENCY AT PAR

Without Bath for TWO **1.50**

FIREPROOF - 100 HOMELIKE ROOMS



This has been a wonderful time for gardeners. All over the city men and women have been digging, planting and sowing in anticipation of making a showing during the coming summer. In spite of the nights growth has been considerable and the early spring flowers are coming in bloom. It is noticeable that whereas in the past retaining walls were built when terracing gardens, a good many people now are building rockeries instead. They cost less and are easier to make but they need more attention. Weeding has to be continuous or they get out of hand. The rockery is the place for little plants, the miniatures, the tiny jewels that are lost in the average

A Rock Garden of the Flat Type



Flat lots are at a disadvantage in making a picturesque garden but they are easier to cultivate and a rockery may be constructed if desired.

perennial border. If the weeds are kept back every plant gets a chance to see the sun and show itself to the passer-by. Bulbs have a place there as well as other plants. Nowhere else are snowdrops or crocuses as pretty as in the rockery. Rock gardens may take the place of retaining walls or they may be just mounds in an otherwise flat garden with rocks thrown here and there, the rougher the better. Useful additions to the rock garden effect may be a small lily pond or a path of stepping stones.

I have been much interested in the proposal to select some flower for Prince Rupert. William Millar, a gardener of experience, believes that the rose would be the best and also likes the idea of the rose show as proposed by Commissioner Alder and others. Anyone having suggestions to make can do so through this column.

Some one suggests the calendula for Prince Rupert but it is not as popular or as well known as the rose. It does not succeed any better here and the advertising effect would be nothing like as great. I like the idea of choosing the rose and holding a rose show commencing with July of this year. In view of this it would be well to place orders for rose trees at once.—H. F. P.

Whist and Bridge Party and Dance

Successful Affair Held Last Night Under Auspices of Women of Moose

Under the auspices of the Women of the Moose a very successful whist and bridge drive and dance was held last night in the Moose Hall.

There were twenty-seven tables of cards and prize winners were: Bridge—Ladies' first, Mrs. J. L. Owen; consolation, Mrs. W. F. Bussey; men's first, W. A. McLean; consolation, D. Parent. Whist—Ladies' first, Mrs. H. A. Nelson; consolation, Mrs. Ed. Evans; men's first, Ted Rovik; consolation, Eldor Anderson.

After cards delicious refreshments were served and dancing followed with piano music by Mrs. J. S. Black.

Jack Morrison was master of ceremonies for the evening and the committee in charge consisted of Mrs. Ole Stegavig, Mrs. A. Wick, Mrs. Charles Edwards, Mrs. C. Gliske and Mrs. V. Grimsson. Presiding at the door were Mrs. Hugh Smith and Mrs. D. C. Schubert.



Easter Plants

— and —
Cut Flowers

Lillies, Roses, Cinerarias, Hydrangeas, Spireas, Geniata, Etc. The usual line of seasonal Cut Flowers.

ARCTIC STUDIO

FRESH MILK AND CREAM DAILY

VALENTIN DAIRY
Phone 657

The United States Department of Commerce has issued statistics showing that 243,947 new cars had been sold in the United States and Canada during February, this being 6% more than in January this year, 121% over February last year and within 6% of February 1931.

Daily News want-ads bring results.

SUPERINTENDENT OF JASPER PARK QUILTS

EDMONTON, March 28: (CP)—Col. Maynard S. Rogers, superintendent of Jasper National Park, has forwarded his resignation to the Department of the Interior. Although the resignation has been accepted, so far no successor has been appointed.

CAR SALES INCREASED

Total of 243,947 New Motors Sold in February in United States and Canada

WASHINGTON, D.C., March 27

THIS EASTER wise women are specifying

Swift's Premium Hams and Bacon!

Follow these Simple Directions for Baking Premium Ham in a roaster. Add 2 cups of water, and cover the roaster.

1. Place a whole or half Premium Ham in a roaster. Add 2 cups of water, and cover the roaster.
2. Bake in a slow oven (325°), allowing 21 minutes a lb. for a large whole ham; 25 minutes a lb. for smaller (up to 12 lb.) hams or half hams.
3. When ham is done, remove from oven. Lift off rosette. Scrape surface and dot with cloves; rub with mixture of 1/4 cup brown sugar and 1 tbsp. flour. Brown, uncovered, for 20 minutes in a moderate oven (400°).



So that you may readily identify stores carrying the genuine Premium Ham and Bacon, Swift's have supplied their dealers with a display featuring this seal.

No parboiling... because it's Ovenized!

Just think! A Ham that's more tender, richer in flavour, more delicious than ever before... yet you can bake it without parboiling! Whole, half or centre slices!

It's Swift's Ovenized Premium. Smoked the new, exclusive Swift way... in ovens. Ovenizing has made parboiling quite unnecessary! Simply follow directions given at the left. Or broil the centre slices.

No wonder wise women are specifying Swift's Premium Ham for Easter. For it's the only kind that's Ovenized. Be sure you get the genuine. Ask for Swift's Premium Ham and Bacon by name.

Swift's Premium Bacon is also Ovenized!

For Easter breakfast—Swift's Premium Bacon! This favourite treat is also Ovenized... new tenderness... new richness of flavour... finer colour.

Order today!

These dealers sell and recommend Premium Hams and Bacon:

PRINCE RUPERT

- ALBERTA MARKET
- LOUIS AMADIO
- BULKLEY MARKET
- DEJONG'S CASH & CARRY
- FRIZZELL'S LTD.
- HALLBERG MEAT MARKET
- HANNAN'S GROCERY
- JOHNSON GROCERY
- F. E. HUNT, LTD.
- JOSLIN'S MEAT MARKET
- KING TAI COMPANY
- KWONG SUN CHONG
- LINZEY & DAVIES
- EDWARD LIPSETT, LTD.
- MUNRO BROTHERS
- MUSSALLEM CASH & CARRY STORE
- E. PETTENUZZO
- PHILLIPS GROCERY

PRINCE RUPERT

- SEAL COVE GROCERY
- STERLING FOOD MARKETS, LTD.
- SUNRISE GROCERY
- THRIFT CASH & CARRY
- TOM LEE & SON
- WATTS GROCERY
- H. K. YAMANAKA
- ANYOX
- GRANBY STORES
- AIYANSH
- H. GRAY
- CEDARVALE
- MOXLEY & THOMPSON
- COPPER CITY
- L. G. SKINNER

HAYSPORT

- NELSON BREW
- HAZELTON
- HUDSON'S BAY CO.
- MYROS & SMITH
- R. S. SARGENT, LTD.
- KITWANGA
- HUDSON'S BAY CO.
- NEW HAZELTON
- W. J. LARKWORTHY
- NEW MASSETT
- JAMES MARTIN
- CARL KERMIS
- PACIFIC
- THOS. H. McCUBBIN
- PORT CLEMENTS
- H. ROSS

QUEEN CHARLOTTE CITY

- BEAVEN'S LIMITED
- GORDON H. JOLLIFFE
- SOUTH HAZELTON
- W. S. SARGENT
- SKIDEGATE
- ROBERT SCHARFFE
- STEWART
- J. SCOTT
- J. HAARTI
- TERRACE
- W. F. LINDSAY
- O. T. SUNDAL
- JAS. RICHMOND
- USK
- J. L. BITHUREM