

## Our Wish ---

### a Bright Star



With sincerity and gratitude we express our appreciation and best Yuletide wishes for the health and happiness of your household.

## The Family Shoe Store

Third Avenue LIMITED Phone 357  
Where Service and Quality Excels

### 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

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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

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Classified advertising, per word, per insertion ..... .02  
Transient display advertising, per inch, per insertion ..... 1.40  
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DAILY EDITION

Thursday, Dec. 27, 1934

#### POLITICAL PURGINGS

"Sooner or later there is going to be a grand political purging, a painful sorting out of the lefts and rights, a real separation of the radicals from the conservatives, whatever names they may go under now," states Bruce Hutchison in a Christmas letter from Victoria to the Vancouver Province. He says that with the present momentum of politics which grows both at Victoria and Ottawa every day "this disagreeable but essential process can not be long delayed." He prophesies that the Christmas lights next year will illuminate an entirely new political scene.

Mr. Hutchison reviews the Victoria and Ottawa political situation where, he says, Premier Bennett is ready to provide for the control of business but Mackenzie King is said to be ready to provide the purchasing power.

At Victoria, according to Mr. Hutchison, the government is made up of comparatively conservative and radical elements, one striving to carry on and solve the provincial problems in the old way and the others insisting that there must be a new system of financing. The latter group, he evidently thinks, includes the Premier. This situation does not mean that the government is about to break up but that it is a government of compromise, as are most governments and Mr. Hutchison wonders what will be the outcome.

Couple this review of Mr. Hutchison's with the reports of the proceedings of the National Liberal Federation recently at Ottawa where the radical trend of the west made a profound impression on the policies of the party and where the young men of the party forced their views on the older party politicians and won what may be considered a great victory in matters of policy. There was a distinct forward movement, it is said, and some even go so far as to declare that the leader of the party who is looked upon as Canada's next Premier, will favor a policy somewhat in line with that advocated by Premier Pattullo. If he does this he is likely to lose some adherents and supporters but he will also make corresponding gains of support from men of the calibre of Hon. H. H. Stephens who are not conservative although they have been members of the Conservative party.

Start the New Year Right!  
Use

## Bulkley Valley Coal

and keep your fuel dollar in this district  
Your dealer will supply you

HOTTER - CLEANER - LASTS LONGER

## One of Canada's Oldest and Largest Advertising Agencies Enlarges Organization



J. E. McCONNELL      JAMES McC. BAXTER      MORGAN EASTMAN

McConnell, Baxter & Eastman Limited to succeed McConnell & Fergusson Limited, known as business leader in Canada for over thirty years.

The now firmly established improvement and confidence in the outlook of the Dominion over the "long pull" is recognized today by the announcement of McConnell & Fergusson Limited, one of Canada's oldest and leading advertising agencies, of the enlargement of their organization under the name of McConnell, Baxter & Eastman Limited. J. E. McConnell, President of the firm is well-known in Canadian business and financial circles. He is nominated for election as a Director of The Bank of Canada, is Vice-President of Canada, Gypsum, Lime & Alabastine (Canada) Limited and a Director of Canada Trust Company, the Northern Life, Brantford Roofing and other businesses. The firm is looked upon as a leader, their monthly chart of Business Conditions appearing regularly in the press across Canada.

The new set-up includes the name of two well-known Canadian advertising men. Major "Jim" Baxter—a member of the firm for the past ten years and senior vice-president is immediate past-president of the Empire Club of Canada and a prominent and popular figure in business and national affairs. A former newspaperman, Major Baxter, became Advertising Manager of Ford Motor Co. of Canada after four years service overseas, joining McConnell & Fergusson as Manager of their Toronto Office. He now goes to Montreal to take over the management of McConnell, Baxter and Eastman at that city, J. J. Benison, formerly Vice-President and Manager at Montreal, having resigned.

Morgan Eastman succeeds Major Baxter as Vice-President in charge of Toronto Office. Before joining McConnell & Fergusson some years ago, Mr. Eastman was head of his own agency in Vancouver, and is well-known in Western Canada. As a Rotarian he served as Governor of Rotary International for the Pacific Northwest. As organizer of Tourist Publicity and sales and

advertising director for a consolidated group of lumber mills on the Pacific Coast, he is known as a business organizer of exceptional ability. Morgan Eastman has rapidly forged ahead in the East as Chairman of the Plan and Merchandising Board of the Company. He has just returned from a business trip which took him from Halifax to Vancouver where he addressed business meetings and met leading executives. Mr. Eastman is recognized as a foremost authority on advertising and merchandising. He becomes a Vice-President of the new organization.

These two executives, with Mr. McConnell, form the Plan and Merchandising Board of the agency. Both Major Baxter and Mr. Eastman as vice-presidents of the agency will be actively engaged in the interests of their clients in both Montreal and Toronto.

"The constantly changing trends in merchandising necessitate providing business with the very best in advertising ability and service," stated Mr. McConnell in making the announcement today. "Not only are we aggressively meeting the challenge of highly competitive business changes, but we have already made provision for the continued expansion of Empire Trade by the establishment of an office in London, England, in charge of Major W. D. Moffatt, who is to be elected a Director of the Company. We look forward with confidence to the steady improvement in conditions throughout the Dominion. The daily and monthly reports from our offices at Vancouver, Winnipeg, London, Montreal and Toronto have for some time past reflected the improved purchasing power of Canadians in all parts of the Dominion. Advertisers we serve plan courageously for the future. I believe 1935 and ensuing years will justify their faith and that we can anticipate greatly increased expenditures in newspaper and other forms of advertising."

## 'SPORT'

### Grotto Is Still Leading Legion

George Cripps Defeated Bert Morgan in Fifth Game of Billiard League Fixture

In the fifth game from last Thursday evening's Billiard League fixture between Canadian Legion and Grotto, George Cripps won for the Legion with a score of 250 to 226 over Bert Morgan. The Grotto is still leading on the aggregate 1204 to 1132 with one game of Alex Harvey, Legion, vs. Earl Batt, Grotto, still outstanding.

### SPORT CHAT

Toronto Maple Leafs last Saturday night won another of their heart-breaking National Hockey League victories—at the expense of the Chicago Black Hawks on this occasion. Both teams had put up a great struggle and, one minute and 49 seconds before the end of the third and last period, "Busher" Jackson, after a Maple Leaf power play, raced in to score the one and only goal of the game.

Again it was a tough game for the losers to drop, the Black Hawks having had just as many scoring chances as the Leafs. A capacity crowd of 14,000 packed the Maple Leaf Gardens, Toronto boys and girls having been admitted free as a treat by the management.

Montreal Canadiens struck their stride at the week-end by winning both Saturday and Sunday over the St. Louis Eagles and Chicago Black Hawks respectively to move into third place ahead of the New York Americans who were defeated by the Detroit Red Wings Sunday night.

Tonight's train, due from the East at 10:15, was reported this morning to be on time.

### IRISH SWEEPSTAKE TO BE BANNED TIS STATED IN DUBLIN

DUBLIN, Dec. 27.—It is reported here that the Irish Hospitals Sweepstake lottery may be banned after the 1935 Derby in June.

Jack Wrathall left on last evening's train for a holiday visit in Terrace. He will be away over New Year's.

### Hockey Scores

Tuesday Night  
Toronto 6, Canadiens 2.  
Montreal 5, Boston 3.  
Chicago 2, Detroit 1.  
New York Rangers 3, New York Americans 1.

### Hockey Standings

International Division				
	W	D	L	P
Toronto	14	1	2	54
Maroons	8	1	6	40
Canadiens	5	3	7	29
Americans	5	2	9	30
St. Louis	3	2	13	23
American Division				
	W	D	L	P
Chicago	10	1	5	35
Boston	9	0	7	41
Detroit	7	2	8	49
Rangers	6	0	10	41



16 oz. \$1.75  
25 oz. \$2.65

## HIRAM WALKER'S Old Rye WHISKY

HIRAM WALKER & SONS LIMITED  
DISTILLERY AND HEAD OFFICE WALKERVILLE CANADA  
ESTABLISHED 1858

This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia.

#### BOWLING STANDING

The league standing to date is as follows:

	G.	Pts.	Avg.
Junior Elks	2	2374	1187
C. N. R.	3	3559	1186
Lambie & Stone	1	1123	1123
P. Burns Ltd.	2	2211	1106
'Twirlers	3	3122	1041
Old Empress	2	2073	1037
Moose	2	2038	1019
Senior Elks	2	2092	1046
Waterfront Rats	2	1981	991
Pioneer Laundry	3	2827	942
Watts Grocery	2	1748	874
Canadian Legion	2	1125	863

## SKATES

Sharpened While You Wait

We have the equipment to do a good job

Tube Skate and Boot Outfits

Hockey Sticks

Kaien Hardware

Phone — 3

FRESH MILK AND CREAM DAILY

VALENTIN DAIRY  
Phone 657

### CHECK YOUR TUNING DIAL

Stations heard on tonight's reception, not on correct dial setting, will indicate that your radio needs adjusting.

Phone Blue 320

for particulars.

SUPERIOR RADIO-ELECTRIC

## Holiday - Week Prices

— At the —

## B.C. CLOTHIERS LTD.

STILL THE SHOPPING CENTRE

### For Men's, Ladies' and Boys' Apparel

Silk Ties—Fine pattern now	25c	Black Rubber Coats—now	\$5.95
Hand Made Silk—In plain and striped pattern, reg. 75c, now	39c	Men's Assorted Overcoat—now	\$12.50
Men's Dress Sox—Fine patterns now	23c	Blue Melton Overcoats—now	\$13.95
All Wool Men's Dress Sox—now	39c	Men's Fine Dress Suits—\$14.50 to	\$16.50
Heavy Silk White Scarfs—Reg. \$1.75 now	95c	Boys' Long Pants—per pair	\$1.25
Men's Dress Gloves—Lined now	\$1.25	Boys' Blue Lumberjacks—All wool now	\$1.99
Broadcloth Shirts—In white, cream and grey, now	\$1.00	Boys' All Wool Tweeds—Reg. \$3.00 now	\$1.99
Stanfield's Combinations—	\$2.25, \$2.45, \$2.75	Boys' Towers Slicker Coats—Reg. \$3.45, now	\$2.25
Gold Fleece Underwear—In all sizes, buy now!		Boys' Greb Boots—Solid leather	\$2.79
Men's Fawn Trench Coats—Reg. \$7.50, now	\$4.99	Men's Felt and Leather Slippers—from \$1.25 to	\$1.95

Phone: Black 324

Next Door to Frizzell's Market