

A WORD ABOUT RICE KRISPIES from W. K. KELLOGG

OFTEN the introduction of a new product benefits many phases of Canadian life. This has been our experience with Kellogg's Rice Krispies.

We had a double objective in developing Rice Krispies. First, to create a delicious cereal that would appeal to every one. Second, to help mothers in their task of getting children to take sufficient milk. It was thought that a different type of cereal—one that would snap, crackle,



and pop when milk or cream was poured into the bowl—would stimulate appetites.

This was true. Today, people of all ages are enjoying Rice Krispies. The convenience of serving this ready-to-eat cereal has resulted in shorter hours for mothers—less time spent in the kitchen—more moments of leisure.



The success of Rice Krispies has opened a large new market for the Canadian farmer.

The Kellogg Company is daily creating a demand for tremendous quantities of milk, to say nothing of fruit and honey. The Kellogg Company also uses many million bushels of corn and wheat every year.

Canadian industry also benefits. Thousands of people are kept busily employed in the manufacture and marketing of Kellogg Cereals.

We are pleased that Rice Krispies have added a tempting new ready-to-eat cereal to the Canadian table, and have delighted millions of mothers and children. We are particularly happy that this has helped thousands of people to have better jobs, and to enjoy life more.

W. K. Kellogg

WATERFRONT WHIFFS

First Regular Halibut Landings of Season—Reduction Plant Closes—Spring Salmon Run Improving

During the week first landings of the 1935 season by Prince Rupert's regular halibut fleet totalled 114,500 pounds which, together with 8,000 pounds landed previously by the Embla and placed in cold storage and some 25,000 pounds which had been landed since March 1 by stray small boats for the fresh fish market, brought landings for the season to date up to

147,500 pounds. Trips not exceeding a week's duration featured the first week's fares, weather having been auspicious both for fishing and travelling. Ten vessels landed fares during the week, these being Takla, 22,000 pounds; Melville, 21,000; Lysekil, 20,000; Gulvik, 10,000; Southend, 14,000; J. R., 4,500; Cape Race, 7,500; Gony, 11,000; Svalbard, 4,500, and Onome, 8,500. All of these boats with the exception of the Lysekil and J. R., which had crews of union fishermen, were manned by the boat owners themselves. It is expected that the coming week will see the first landings from American boats at Prince Rupert.

Leo Hamilton Shearer, formerly accountant and storekeeper of the Massett Cannery at Massett, Queen Charlotte Islands, passed away a few days ago in New Westminster. He was fifty-one years of age and had spent the 1934 canning season on the Queen Charlottes, later spending a few weeks at Prince Rupert cleaning up the year's business at the head office of the Massett Cannery. He was unmarried and had lived for many years in British Columbia.

With the falling off of the annual herring run, the reduction plant of Nelson Bros' Fisheries Limited at Tucks Inlet, has now closed down after over two months of steady operation on the herring. It is planned to re-open the plant in about two months when halibut and salmon offal will be available. Meantime, the superintendent, Thomas Anderson, has left for Vancouver.

The trolling fleet in Prince Rupert district is gradually getting to work and a considerable improvement in the run of spring salmon is seen. Soon it is expected exporting of this popular variety of salmon will commence.

Situation Unchanged
The local Deep Sea Fishermen's Union, by a two to one vote yesterday afternoon, decided not to accept a proposition from the Canadian Halibut Vessel Owners' Association whereby the fishermen would be allowed full proceeds of halibut livers on four trips after which the livers would be included with the halibut in gross stock of which the boats would take the usual one-fifth share. Local halibut boats which returned from their first trips of the season this week are today preparing to go out on their second trips still manned by the boat owners.

After having been in port for less than three days loading a full cargo of grain from the local elevator for delivery to United Kingdom or Continent, the Reardon Smith freighter Jersey City sailed at 5 o'clock this morning. She was piloted out to Triple Island by Capt. Joseph Flood of Vancouver who will return south on the next boat.

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Dr. R. G. Large formally advised the hospital board at its meeting last night of the decision of the Gyo Club to furnish a room on the men's floor of the hospital this year provided sufficient funds are available after the club has completed a program of playground improvement which it has adopted as its primary objective for the year.

CAPITOL

LAST SHOWINGS

Maurice Chevalier
Jeanette MacDonald

— in —
**"THE
MERRY
WIDOW"**

— with —
Edward Everett Horton
Una Merkel

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Men of Regiment Gave Fine Dance

Spacious Armory Scene of Delightful
Affair Last Night

The men of First North B. C. Regiment were hosts at a delightful dance last evening in their spacious Armory.

With over fifty in attendance the evening was a complete success. Interspersed between the dances were

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table tennis games and most of their guests tried their hands at this game which is being revived with such success throughout the world. Four fine tables gave the players every opportunity to try out their skill.

Company Sergeant-Major H. A. Ponder and Company Sergeant-Major J. Hadden were in charge of the floor. Quartermaster-Sergeant S. P. Woodside, as bugler, sounded a welcome "cookhouse" for refreshments, as well as a "lights out" before the home waltz. Orderly Room Sergeant E. Unwin and Sergeant E. Smith assisted at the door and in the general arrangements. On behalf of the Regiment Captain J. S. Wilson welcomed the guests, other officers present being Lieutenants A. G. Rix and J. T. Harvey.

With the arrival of equipment the unit is now very active and in their new uniforms the men made a fine showing.

There was a larger crowd in attendance last night at First United Church for the second presentation by the Prince Rupert Players' Guild of the play "Chloe" under the auspices of First United Church Ladies' Aid and Hill Sixty Chapter, Imperial Order, Daughters of the Empire, the entertainment going off very nicely. Following the play, refreshments were served to members of the cast and others taking part in the social parlors of the church and, on behalf of Hill Sixty Chapter, Mrs. H. L. Landry made a presentation to Mrs. John Manson in appreciation of her efforts as director of the play. Earl Gordon presided at the door.

Five Nurses To Graduate From Local Hospital

Misses Ellen E. Killer, Gunborg Pearson, Winifred Eby, Jane Potts and Ruth Wilkinson will graduate as nurses this year from the training school of the Prince Rupert General Hospital. Graduation exercises will be held next month, arrangements for same being left in the hands of Miss Jean Harrison R. N., lady superintendent, by the hospital board at its meeting last night. It is probable that the exercises proper will be held in a church with a reception following.

"TILLIE THE TOILER"

It's Still a Date

—By Westover

