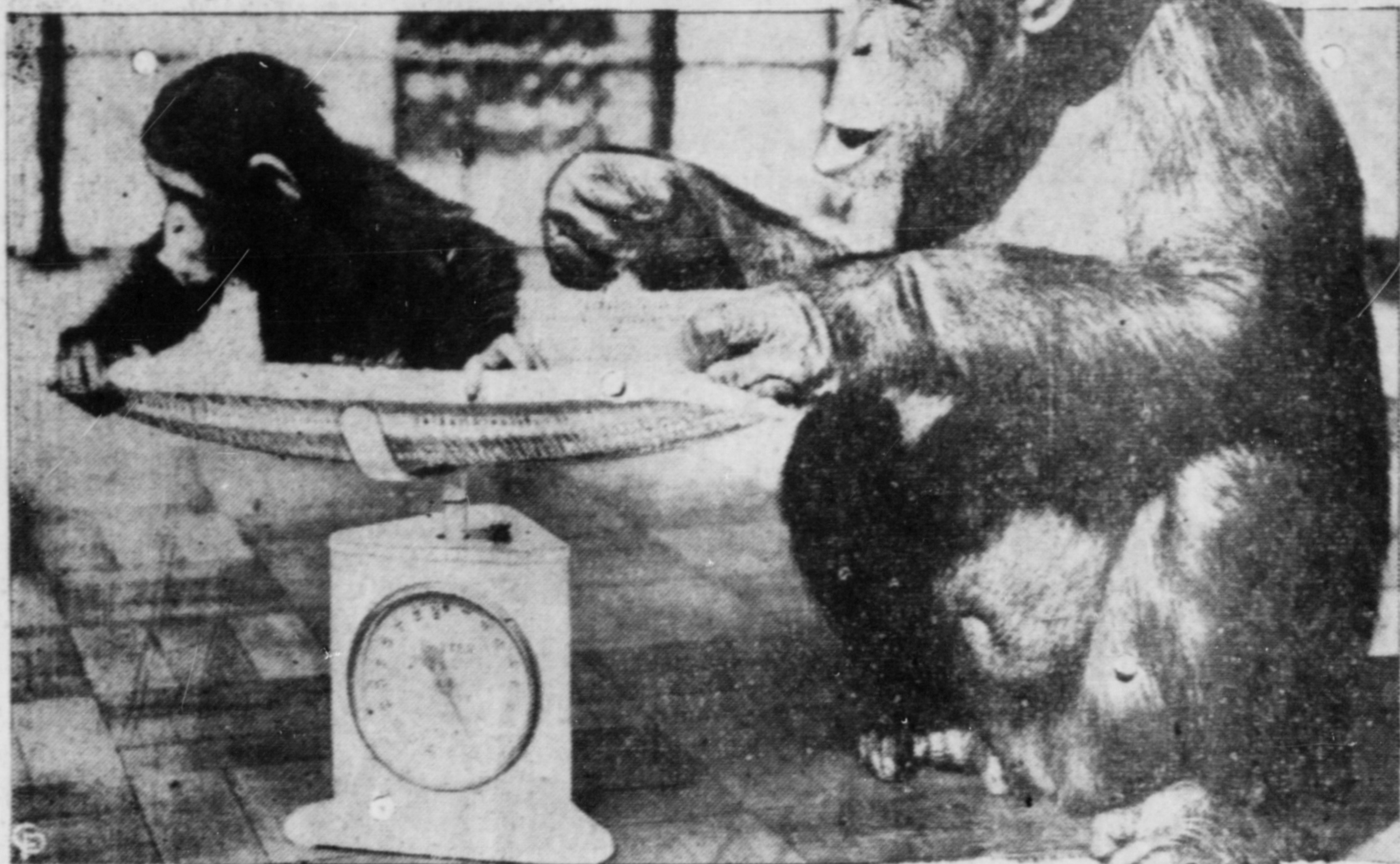


"OVER SEVEN POUNDS?—I'LL HAVE TO REDUCE"



"My, what a big girl you're getting to be," smiles Boo-Boo, the London Zoo chimpanzee, as she weighs her baby daughter, Juliee. The newcomer now tips the beam at seven pounds and two ounces. She has put on two pounds and eight ounces in three months, and she seems overcome with happiness at her own success in life—a weighty matter with her. You might notice that Boo-Boo puts her own heavy hand of the scale and the recording was made when she lifted it.

Another Totem To Be Erected Soon

Renovated Pole To Be Placed In Police Gardens On Bluff Alongside Fulton Street

In the course of the next week or so, another of the totem poles which were presented to the city some time ago by native chiefs of the Queen Charlotte Islands will be erected in the police gardens on the side of Fulton Street bluff. It is stated by City Commissioner Alder. This will be the second of the poles to be renovated and erected, the first having been put up near the City Hall some time ago.

The placing of the remainder of the ten poles has not yet been definitely decided upon. One of the ten poles was damaged and is being replaced by another which is due to arrive from the Islands on the Prince John this week.

The Canadian Fish & Cold Storage Co. is understood to be negotiating for a pole to be erected near the company's plant at Seal Cove which is always a centre of attraction for tourists.

DRAMA AND THRILLER

"Break Of Hearts," With Katharine Hepburn, and "Arizona," With Richard Dix At Capitol

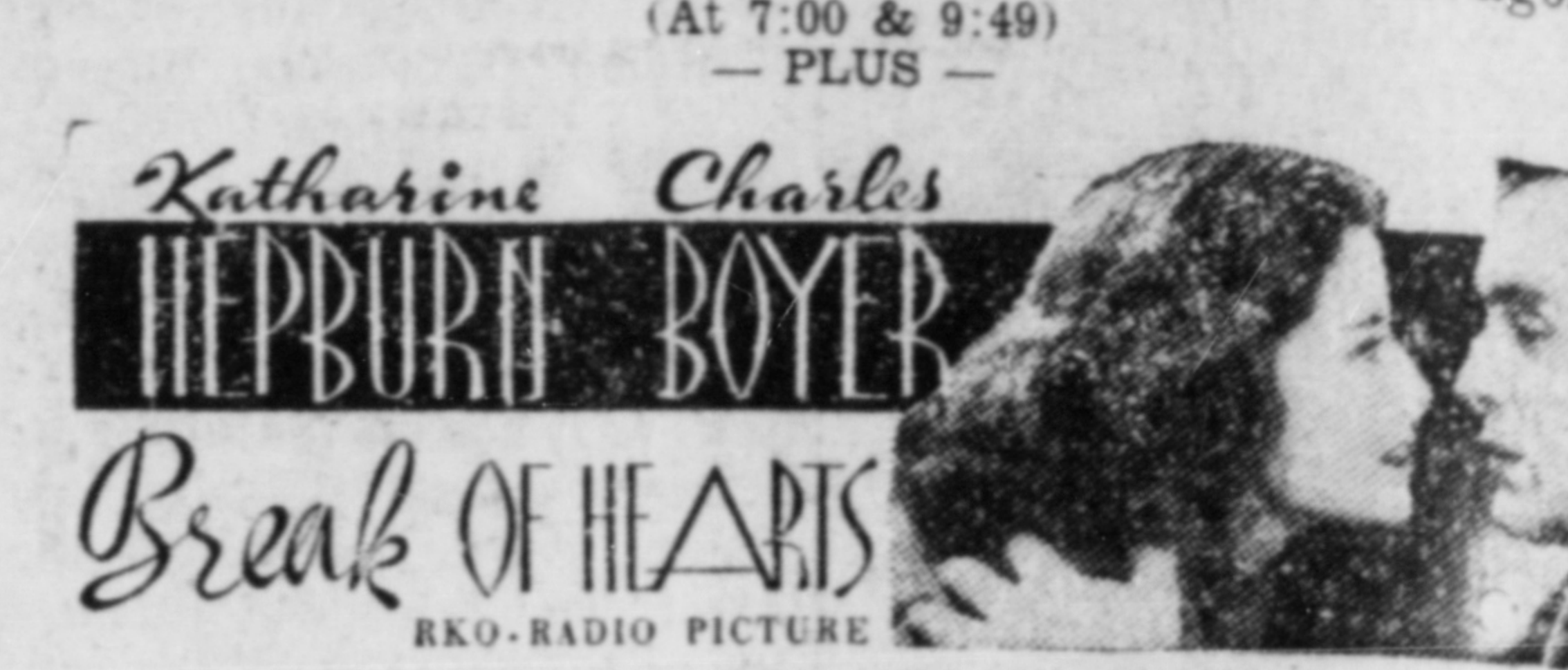
A saga of the settling of the American West comes to the screen of the Capitol Theatre here at the first of this week in "The Arizona," starring that virile favorite, Richard Dix, in the title role. Dix is seen as the hard-fighting quick-thinking marshal which job he assumed so that he might protect his brother and sweetheart. There is gunplay and action, typical of the period, but thrills depend less upon the shooting than they do upon suspense and twists of plot. History has been interwoven with a story of resourcefulness and conflict. Margot Graham, popular English actress, is leading lady and displays a vocal talent in singing "Roll Along, Covered Wagon, Roll Along." Preston Foster and Louis Calhern have important roles while Willie Best and Etta Daniels, noted colored comedians, are teamed up.

The other end of a double bill is a modern romance, "Break of Hearts," starring Katharine Hepburn and Charles Boyer. The story is that of the great love of a promising young composer, played by Miss Hepburn, for an idolized orchestra conductor, the part of which is taken by Boyer, the handsome French actor. Tragedies of the romance between the temperamental musicians are developed into a very dramatic play. A great symphony orchestra appears as a contributing factor. John Beal, Jean Hersholt and Sam Hardy are also in the cast.

CAPITOL TONIGHT and TUESDAY

A Romance of Gallant Women and Iron Men!

A roaring Romance of the Eighties that thrills the blood of 1935! Hear Margot Graham sing "Roll Along Covered Wagon"



A Drama as Vivid as the Gorgeous Clothes She Wears! With JOHN BEAL, JEAN HERSHOLT (At 8:31, Shows Once Only) WORLD'S NEWS EVENTS (At 8:15 Once Only)

New Books To Read

- DREAM WITHOUT ENDING Parrott
- LANCES DOWN Boleslavski
- BANQUET FOR FURIES Weston
- ADAM AND EVE Erskine
- THE DARK GLASS Cost
- THE DAYS DIVIDING Bell
- SECRETS OF THE WHITE LADY Landau
- IT CAN'T HAPPEN HERE Lewis
- EVENSONG Nichols
- THE HOUSE OF EXILE Wain
- ASYLUM Seabrook
- SPRING CAME ON FOREVER Aldrich
- A SPY OF NAPOLEON Oreczy
- DEATHBLOW HILL Taylor
- MURDER ON THE APHRODITE Sanborn
- 12:30 FROM CROYDON Wills Crafts

The latest and best books are being continually added to the hundreds of recent ones in our perpetual library. For 75c you can read as many as you like for one month. Two books to one home for \$1.25 a month. No charge to join. Read for pleasure and profit.

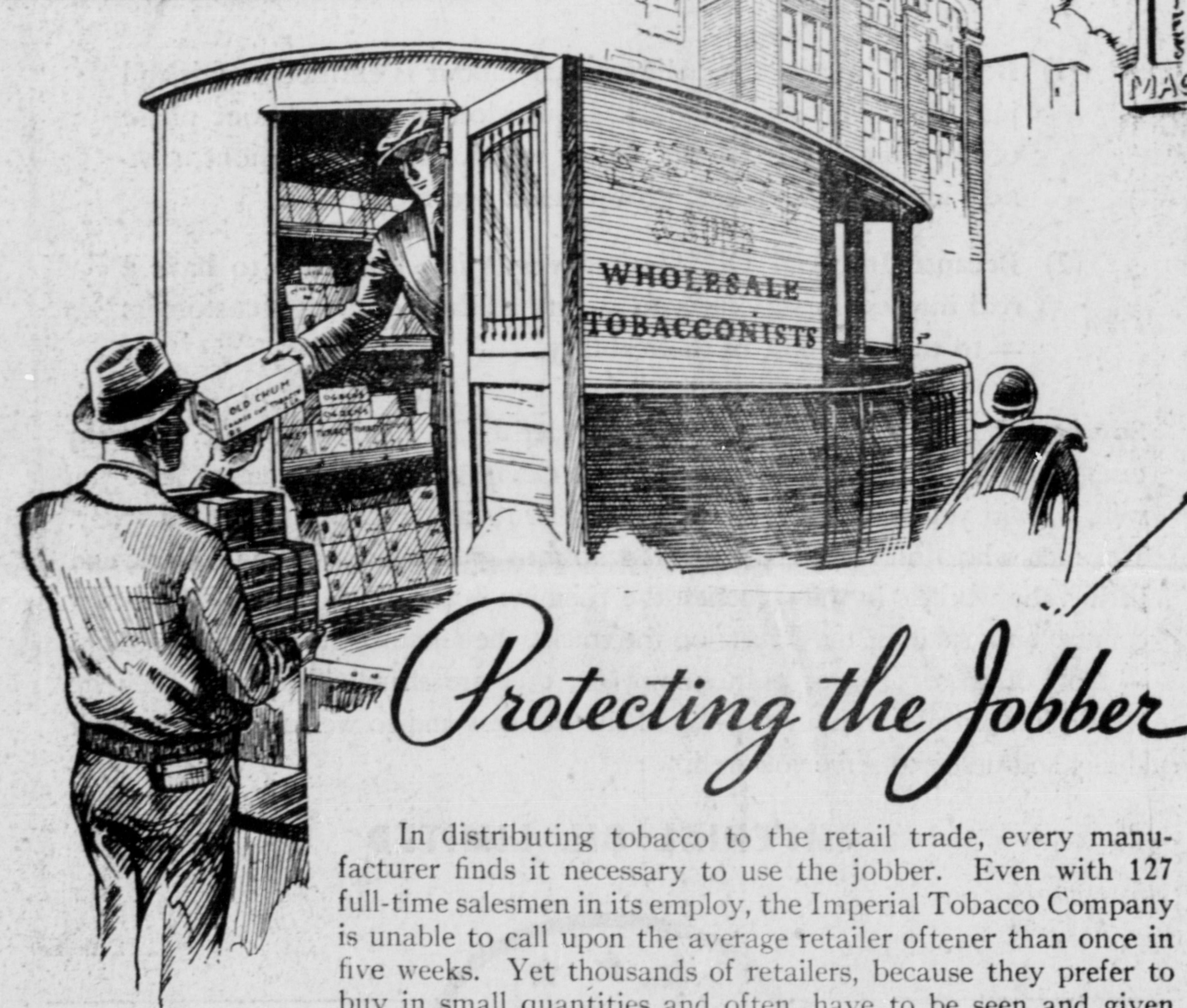
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The Daily News is a member of the Canadian Daily Newspaper Association, of the Canadian Press and of the Audit Bureau of Circulations. It is the only paper north of Vancouver and west of Edmonton holding membership in these organizations.

"Remembrance Day, November 11th. Give a little more for your poppy this year."



Protecting the Jobber

In distributing tobacco to the retail trade, every manufacturer finds it necessary to use the jobber. Even with 127 full-time salesmen in its employ, the Imperial Tobacco Company is unable to call upon the average retailer oftener than once in five weeks. Yet thousands of retailers, because they prefer to buy in small quantities and often, have to be seen and given delivery two or three times a week.

That is where the jobber comes in. Carrying the lines of all tobacco manufacturers, confining himself to a limited territory, covering it thoroughly and frequently, and assuming full responsibility for delivery and collections, the jobber renders a service that for efficiency and economy cannot be equalled.

Because the jobber is a proven necessity, the Imperial Tobacco Company feels itself under an obligation to give him its full support in the maintenance of conditions and practices that ensure him a reasonable profit.

That support is given in two ways. First, the Company protects the jobber against excessive competition in his own particular territory. A certain amount of competition is always desirable, to stimulate sales effort and to ensure thorough coverage. But once competition in any given territory has reached a point where it serves such ends, the Company endeavors to maintain it in this healthful condition.

In addition, the Company makes it known to all its jobbers that it expects each and everyone of them not only to refrain from price-cutting himself, but to discourage price-cutting by his retail customers. The Company is just as anxious to protect its jobbers against unfair competition as it is to protect them against excessive competition.

Tobacco jobbers are organized into associations on a territorial basis. Each association has its own committee for determining codes of practice and for disciplining members who offend.

Jobbers play so important a part in the distribution of tobacco, and play it so well, that the Imperial Tobacco Company is always glad to do everything in its power to conserve and promote their best interests.



IMPERIAL TOBACCO COMPANY OF CANADA, LIMITED

Twenty-Five Years Ago

November 2, 1910

At a conference with the city council yesterday, Premier Richard McBride broached the question of Grand Trunk Pacific assessment and urged that the council give the company as liberal treatment as possible. Various matters of mutual interest between the provincial government and city were discussed at the conference. The question of railway taxation is an absorbing topic of discussion in the city just now and many opposing opinions are heard. President Sir Charles M. Hays of the railway company has offered to pay the city \$5,000 annually for twenty years.

In France experiments have succeeded in sending a balloon ten miles above the earth.

A reception was held yesterday afternoon at the Prince Rupert Club in honor of Mrs. McBride, wife of the Premier. The social elite of the city was out in full force, led by Mrs. William Manson and Mrs. Fred Stork.

Halibut Arrivals

At 13,000, 7.2c and 6c. Cold Storage.

Box Chocolates

A fresh shipment of Box Chocolates just in at reasonable prices. We guarantee them fresh. Make our store your headquarters for them. Our wide range of variety will make it easy for you to find what you are looking for.

Fresh Milk and Cream always on hand and kept fresh in Frigidaire Cooler.

Fresh Fruits — Tobaccos SODA FOUNTAIN

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