

What price SPACE

MR. ADVERTISER?

Space in a daily newspaper possesses a power that is lacking in the lineage of other advertising media.

It is not only more economical . . . which is a matter of easy computation . . . it is not only more flexible, it is not only more timely and rapid, but also it is the advertiser's unflinching point of contact with the mass market and every spot market of the Dominion of Canada.

The Daily Newspaper possesses a power by means of which an advertiser, who knows how to use it, can reach and move to action all or any part of the Canadian consuming public.

In this North American continent there was spent during 1934 in the columns of the daily newspapers more than \$500,000,000. The strongest of all supplementary media was used to the extent of \$114,000,000. Why?

Because for prompt action on sales plans . . . for quick consumer influence at minimum cost . . . for willing co-operation from the retail trade, the daily newspaper is today, as it always has been, the outstanding and most economical basic advertising medium.



SPONSORED BY THE

CANADIAN DAILY NEWSPAPERS ASSOCIATION

SPORT

Blue Birds And Doodads Winners

Grotto and Strikers Defeated Last Night in Ladies' Bowling League

Winning both matches, Blue Birds defeated Grotto by an aggregate score of 1381 to 1110 in the Ladies' Bowling League last night. In the other fixture of the evening, Doodads, although dividing the games, defeated Strikers on the aggregate 1401 to 1318. High average of the evening was 181 by Mrs. Stan Morin of the Doodads.

The players were:
Blue Birds—Boulter, Church, Comadma, Webster and Keron.
Grotto—Vance, Connie Morgan, Munro, Eekerman, Credde Morgan.
Doodads—Smith, Gurvich, Morin, Ciccone and McKeown.
Strikers—Ingles, Jones, Gillies, V. Morse, D. Morse.

Ladies' League standing to date:

	G. Ttl. Ave.
Annette's	5 7164 1433
C. N. R. A.	5 6885 1377
Blue Birds	6 7665 1278
Doodads	6 7645 1274
Strikers	6 7461 1244
Carnation Girls	5 6063 1213
Coquettes	5 6042 1208
Grotto	6 6335 1056

STUDENT BOWLING

Girls' League

Lucky Strikes	2957
Twirlers	2884
Aces	2601
Kippers	2601
Gadgets	2470
Co-Eds	2460
J. M.'s	2364
King Eds	2257
Bowler Bears	2182
Play Maids	2082

Boys' League

Buckaroos	3056
Punks	3053
Giants	3011
Champs	3002
Cubs	2926
Tigers	2843

WELL KNOWN STORY HERE

"What Every Woman Knows," By Sir James Barrie, On Capitol Theatre Screen

Voted highly delightful by all who saw it last night, the picture version of Sir James Barrie's whimsical romance, "What Every Woman Knows," which has been a great success as a stage play for a decade, is being featured on the screen of the Capitol Theatre here at the first of this week. Headed by Helen Hayes who does a splendid piece of acting as Maggie Wylie, the cast is a notable one. Brian Aherne, English stage star, is effective as the leading man in the part of John Shand. Madge Evans plays the role of a charming titled English "siren" while Lucille Watson, New York stage star, makes a highly favorable moving picture debut as a kindly if designing countess. Dudley Digges, Donald Crisp, David Torrence and Henry Stephenson have important supporting roles.

Close attention has been paid to transferring the original story and stage play accurately to the screen with particular reference to human and pictorial values. Scenes and dialogue follow the story closely. Authenticity of Scottish accents and backgrounds was insured by the engaging of Harry Lauder II, nephew of the famous Scotch singer and comedian, as technical advisor. Exteriors were reproduced from photographs of villages in the neighborhood of Glasgow and Edinburgh and provide realistic background for the sparkling action.

"What Every Woman Knows" is decidedly different from the usual talkie humdrum.

Steamship Sailings

For Vancouver—

Tuesday—Catala	1:30 p.m.
Thurs.—ss. P. Rupert	10:30 p.m.
Friday—ss. Prin. Adelaide	10 p.m.
ss. Cardena	midnight
April 4, 15, 25—ss. P. Norah	5 p.m.

For Vancouver—

Sunday—ss. Catala	4 p.m.
Wed.—ss. Pr. Rupert	10 p.m.
Friday—ss. Prin. Adelaide	4 p.m.
ss. Cardena	p.m.
April 11 and 21—ss. P. Norah	a.m.

For Anyox and Stewart—

Sunday—ss. Catala	8 p.m.
Wednesday—ss. P. Rupert	4 p.m.

From Anyox and Stewart—

Tuesday—ss. Catala	11:30 a.m.
Thursday—ss. Pr. Rupert	8 p.m.

For Naas River and Port Simpson—

Sunday—ss. Catala	8 p.m.
For Naas River & Port Simpson—	
Tuesday—ss. Catala	11:30 a.m.

For Queen Charlotte Islands—

April 12, 26—ss. Pr. John	10 p.m.
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For Queen Charlotte Islands—

April 10 and 24—ss. Pr. John	a.m.
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For Ocean Falls—

Thurs.—ss. P. Rupert	10:30 p.m.
Friday—ss. Prin. Adelaide	10 p.m.

Mail Schedule

For the East

Mondays, Wednesdays and Fridays	4:30 p.m.
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From the East—

Tuesdays, Thursdays and Saturdays	10:15 p.m.
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For Vancouver—

Mondays (train)	4:30 p.m.
Tuesday	12:30 p.m.
Wednesdays (train)	4:30 p.m.
Thursdays	9:30 p.m.
Friday	11 p.m.
April 4, 15 and 25	4 p.m.

From Vancouver—

Sunday	4 p.m.
Tuesday (train)	10:15 p.m.
Wednesday	10 a.m.

NEW ROYAL HOTEL

J. Zarell, Proprietor
"A HOME AWAY FROM HOME"
Rates \$1.00 up
50 Rooms Hot & Cold Water
Prince Rupert, B.C.
Phone 281 P.O. Box 196

CAPITOL

LAST SHOWINGS
HELEN HAYES
As the Scotch Heroine in Sir James Barrie's Celebrated Scottish Play
"WHAT EVERY WOMAN KNOWS"
—with—
BRIAN AHERNE
MADGE EVANS
DAVID TORRENCE
(At 7:30 & 9:30)
Also
News - Comedy - 646

FRESH MILK AND CREAM DAILY
VALENTIN DAIRY
Phone 657

The Magic Brain



R.C.A. Victor
Globe Trotter
RADIO

The "MAGIC BRAIN" of these sensational instruments is an exclusive R.C.A. Victor development. Best short-wave reception to a new peak of perfection. The "Magic Brain" enables you to tune in stations across the globe with greater ease and accuracy and a much truer like-like tone than has heretofore been possible. Ask for folder that fully explains the "Magic Brain."

R. C. A. VICTOR GLOBE TROTTERS give you good reception day and night. Ideal for the approaching long summer evenings. Trade in your old radio.



Generous allowance
Terms on balance

McRae Bros. Ltd.

Sale of Articles

The Junior Girls' Club of St. Peter's Church Hall held a sale on Saturday afternoon of small articles which the girls had helped to make. The affair was one of much interest and attracted quite a number of visitors. Tea was served and a very jolly time spent.

C. N. R. Trains

For the East—
Mondays, Wednesdays and Fridays 5:30 p.m.
From the East—
Tuesdays, Thursdays and Saturdays 10:15 p.m.
Try a Daily News classified ad.

TIME TABLE OF BOWLING

April 4—Carnation Girls vs. Annettes, Coquettes vs. C. N. R. A.
April 8—Bluebirds vs. Strikers, Doodads vs. Grotto.
April 11—C. N. R. A. vs. Carnation Girls, Coquettes vs. Annettes.

KEEP SMILING

We Keep the Ball Rolling—Here is a Chance to Save

HIGHLAND POTATOES—Only a few sacks left to clear, per sack	89c
OKANAGAN ONIONS—6 lbs.	25c
B. C. CARROTS—8 lbs.	25c
B. C. SPINACH—2 lbs.	25c
HAPPYVALE PEARS—Packed by Libby's 2 tins	29c
RED PLUMS—per tin	11c
SINGAPORE PINEAPPLE—2's, 3 tins	29c
AYLMER JUMBO PEAS—Size 5, 2 tins	27c
BRAID'S BEST COFFEE—1-lb. tin	39c
WHOLE DRY GREEN PEAS—4 lbs.	25c
SHOE POLISH—2 in 1 All colors, per tin	10c

Fresh Fruits and Vegetables in Season at Reduced Prices

MUSSALLEM'S CONFECTIONERY

"Where Dollars Have More Cents"
P. O. Box 575 Phone 18

H. J. ZUMKEHR

Fully Equipped and Experienced

Chimney Sweep

Authorized certificates issued with each chimney cleaned

Call or Telephone
Thompson Hardware

"TILLIE THE TOILER"



Her Defender

—By Westover

Local Color

