



Broadcasting to all our patrons and friends
A sincere wish for a Very Happy Christmas

Just a little wish, 'tis true,
Yet with sincerity sent to you,
And may this day of all the year
Be filled with happiness and cheer.

Where Most People Trade
FAMILY SHOE STORE LTD.

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THE DAILY NEWS.
PRINCE RUPERT - BRITISH COLUMBIA

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Christmas Day

A little more patience, a little more charity for all, a little more devotion, a little more love; with less bowing down to the past, and a silent ignoring of pretended authority; a brave looking forward to the future with more faith in our fellows, and the race will be ripe for a great burst of light and life.
ELBERT HUBBARD.

Keep in Tune With Christmas

Happiness is the greatest thing in the world and this is the season of happiness, of joy and of merriment. One unhappy or disgruntled person who is out of tune with the season can spoil the enjoyment of a dozen or possibly one hundred others. The meanest person is the one who persists in being unhappy when doing so is spoiling Christmas for many others. Christmas more than New Year is the time of high resolve. Let us one and all set out to make the season a happy one for all our neighbors and friends and, particularly, those of our own household for this is the only way to gain true happiness for ourselves. Be in tune with the spirit of the season, the Christmas spirit.

Order Out of Chaos

If the nations of the world would all decide to celebrate Christmas and keep in tune with its spirit, most of the international ills of this world would be solved. There would be less suspicion and more trust; less narrowness, greater tolerance; less doubt, greater faith in the good. The cure for world ills has to come from the leaders of men. Once they get the Christmas spirit we shall find it permeating all down through the rank and file until the whole body politic is imbued with the spirit of mutual helpfulness and forbearance.

A Joyful Christmas

SELVIG'S

wishes all customers and friends the
Merriest of Merry Christmases
and ask all to join in keeping the festive
season in a fitting manner

MATTER OF INTEREST

Abdication Not of Prime Importance But it Appealed to Everybody

Human Nature

Illustration of How Public Likes to Emote Rather Than Reason

A columnist in the Victoria Times writes as follows:

A wise old newspaperman says to me: "You see what has happened today. Women are weeping in every town in the British Empire. Men are feeling pretty bad about it all, too. People are divided into those who blame the King and those who are sorry for him. Everybody is more deeply stirred by this thing than anything that has happened since the armistice."

"But here is the funny part of it—a hundred things of far more importance to all of us have happened this year. What happened to the League of Nations, to Ethiopia; what happened on the continent of Europe, the rearmament program, the preparations for another war—what is happening in the United States election—all these things are more important in the long run to the welfare of everybody in the world, including us, than the abdication of this King and the succession of a better man. It is far more important what England does about getting into another war than what it does about King Edward and his American friend. It's more important what it does about Socialism and unemployment and banking and Empire tariffs."

"Sure, it's all more important, but who cares? The public is far more interested in this business because it concerns people of flesh and blood, not abstract cause, because it appeals to the emotions, not to reason. The public doesn't like to use its reason but, My God, how it loves to use its emotions! And here was a story that appealed to all of them—to patriotism, to nostalgia, to pity, to anger, to mother love, to romantic love. It had everything to make a great story, including sex appeal."

"Just remember that, my boy, when you are inclined to get impatient with things as they are; when you want to go out and start a revolution. Remember that people aren't guided in the mass by their reason or we would have had a better system than this long ago. They're guided by their emotions and in a crisis you don't know what way they'll jump. Often backwards when you expect them to go forward. That's why things never work out as you expect. That's why all these neat copybook solutions, all drawn out to scale, these patterns for the future that students and amateur politicians are always working out, these Inevitable Happenings based on careful calculation, always go haywire. The public, my boy, is peculiar. It weeps for a King, sets up a Christmas tree and then goes Christmas shopping. You can't ever figure what it's going to do next."

FAILED TO BLOW UP

TRINIDAD, Col., Dec. 24; (CP)—Mrs. J. L. House and a lot of spectators held their breaths when her car slid down an icy hill and collided with a truck loaded with dynamite. But there was no explosion. Experts say dynamite only rarely explodes on impact.

DEFENDED HIS WIFE

LONDON, Dec. 24; (CP)—Pleading his wife, charged with shoplifting, had a mental history and asking she be bound over not to enter public houses to drink cheap wine, a solicitor obtained the woman's release on probation.

Communist Party Bazaar and Dance Are Successful

In spite of inclement weather on Tuesday the Communist bazaar at the Canadian Labor Defence League Hall was well attended by a crowd in festive spirit. The children especially were happy and interested in the proceedings. The women distributed free candy and nuts to the children.

The dance Wednesday night also held by the Communist party, was attended by a record crowd.

AUTO TOLL IS HIGHER

Deaths and Injuries Increase This Year in Greater Proportion Than Number of Cars

VICTORIA, Dec. 24; (CP)—Although the increase in number of cars in the province was only 7.6 percent to the end of November, a 27.5 percent increase was recorded in the number of persons injured in automobile accidents in British Columbia, government records show. During the first eleven months of this year, 3,570 accidents were reported and 2,174 persons injured, 572 more than in the same period last year. There were eighty-four deaths during these eleven months as compared with last year's eighty-two.

Loot in China Was Cook Book

TORONTO, Dec. 24; (CP)—A woman missionary in the interior of China writes that after a visit of a Chinese general pursuing "Reds" all the recipe books in the lonely station had disappeared. No other books were touched.

The only possible explanation could be that the general had a cook who could read English, and he decided that he had made a good friend.

SERVED CAKE AT 107

RHEIMS, France, Dec. 24; (CP)—Believed Europe's oldest woman, Madame Leonice Bombaron, at a party on her 107th birthday, proudly wearing her Legion of Honor Cross, cut her cake and served it herself.

WAR SPY LIVES LONG

SARAGOSA, Texas, Dec. 24; (CP)—Confederate spy during the Civil War 70 years ago, Mrs. Ira E. Williams has reached her 99th year.

FELL INTO THE SEA

SOUTHAMPTON, Eng., Dec. 24; (CP)—Running to welcome her brother off a ship from Palestine, Mrs. S. Mills fell from the wharf into the sea but was rescued unhurt.

LOW FARES
for NEW YEAR WEEK-END
BETWEEN ALL STATIONS IN CANADA
GOING: WEDNESDAY, DEC. 30 TO 2 P.M. SUNDAY, JAN. 3.
RETURNING: LEAVE DESTINATION NOT LATER THAN MID-NIGHT, MONDAY, JANUARY 4.
Single Fare and One-Quarter for Round Trip
FULL PARTICULARS FROM ANY AGENT
CANADIAN NATIONAL

CHRISTMAS WISHES

We thank our customers and friends for their patronage and good will and wish one and all the Compliments of the Season.

Home Oil Distributors Ltd.

Work For Women Is Big Problem

Member of Employment Commission Tells Some Factors Of Task

WINNIPEG, Dec. 24; (CP)—One of the five women members of the Women's Advisory Committee to the National Employment Commission, Mrs. W. J. Lindal in an interview told of what she saw and heard while away on "her job." "We realized the enormity of the problem that confronted us," she said.

"Every region had its story to tell. Involved in the conditions governing the employment of women were such questions as trade employment of men, availability of adequate training for potential work, and guidance in pointing way to young people eager to train themselves for the thing they were best fitted." Since it would be foolhardy to advise without first being informed themselves, the women of the new committee returned to their homes to study and learn more.

Domestic employment, one of Mrs. Lindal's special interests—she is one of the women back of Winnipeg's School for Household Assistants—was found a vital question in Eastern Canada. "In Toronto there were 579 vacancies for household workers, and only 50 qualified persons," she consulted a little notebook.

In Montreal the same situation existed. She advised making domestic work on a par with other work; training household workers to regard their job as a profession.

LADY SIMON WANTS ACTION

LONDON, Dec. 24; (CP)—Speaking in Memorial Hall, Sir John Simon, British Home Secretary, said: "My wife has in her house a notice which reads 'What we want is more movies and less talkies.'"

W. C. T. U. IS 62

NEW YORK, Dec. 24; (CP)—Founded November 19, 1874, the Women's Christian Temperance Union is now 62 years old.



May Your Christmas
Be Merry and Your
New Year Happy

Margaret's

It is a pleasure at this Holiday Season to wish you all

A MERRY CHRISTMAS

— and a —

HAPPY NEW YEAR

May 1937 bring you happiness and a full measure of prosperity.

Elite Beauty Parlor

Mrs. Sutherland

In wishing one and all a Very Merry Christmas and Prosperous New Year we take the opportunity to thank our customers for their support. We particularly appreciate the continued favors of our regular patrons.

THE REGAL SHOP

The Native Brotherhood of British Columbia

wish a

Merry Christmas and Happy New Year

To All the Natives of British Columbia

GOD'S IN HIS HEAVEN

Merry Christmas

ALL'S RIGHT WITH THE WORLD

To you, our friends and patrons in Prince Rupert and adjoining centres, we wish to take this opportunity and this means of expressing our appreciation of the patronage you have given us this year and to express also the hope that our relations in the next year and the years to come will be every bit as cordial as they have been in the past. Let us extend also the sincere wish that you enjoy this year the "Merriest of Christmases and Happiest of New Years."

BRYANT COMPANY LIMITED