

Sweeter, tastier bread

with FLEISCHMANN'S

FRESH ACTIVE YEAST



This active fresh yeast goes right to work, gives you full value because it's full strength. And bread made with Fleischmann's active fresh yeast tastes sweeter, is lighter, more tender.

IF YOU BAKE AT HOME - Get Fleischmann's active fresh Yeast with the familiar yellow label - Canada's dependable yeast favorite for over three generations.



Always fresh - at your grocer's

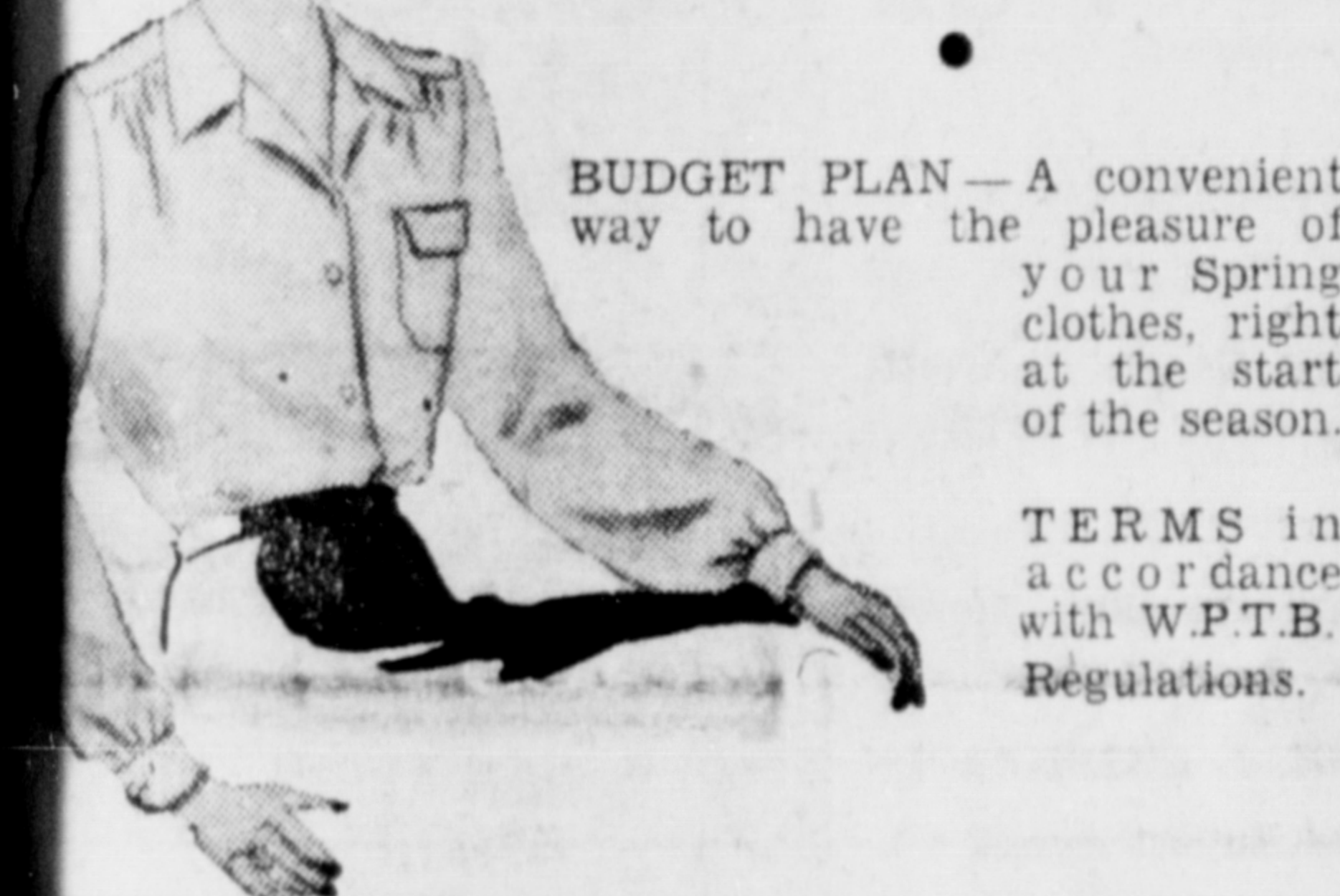
MADE IN CANADA

THE CREDIT HOUSE OF QUALITY

Chic, Easter Blouses!

Dramatize your Easter outfit with our new blouses timely on the upswing. You'll find just the perfect blouses here for your new spring suit. Come in and see our feminine, flattering collection of dainty different blouses!

- Tailored flannel checks for the Junior Miss, \$2.75
Sheers with open-work detail \$3.95



BUDGET PLAN - A convenient way to have the pleasure of your Spring clothes, right at the start of the season.

TERMS in accordance with W.P.T.B. Regulations.

Sweet Sixteen Ltd.

(Formerly Annette's)

EASTER CARDS ... By ... RUSTCRAFT 5c to 25c
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NEW AUXILIARY BAPTIST CHURCH

Mrs. T. A. Johnstone is Named President of Junior Women

Much interest was shown in a meeting held at the home of Mrs. J. S. Greer to organize a Junior Women's Auxiliary in connection with First Baptist Church. Mrs. T. A. Johnstone acted as chairman and later consented to accept the nomination as president. Other officers were elected and committees appointed.

Arrangements were made to hold a supper in the church hall on May 31 for members and adherents of the church.

Plans are under way for increased activity to aid the work of the church and the pastor, Rev. T. V. Wetmore.

The hostess expressed gratification with the number of ladies attending and the pleasant evening ended with the serving of dainty refreshments. The hostess was assisted by her mother, Mrs. G. W. Johnstone.

The officers of the new Auxiliary are: President, Mrs. T. A. Johnstone.

Vict-President, Mrs. J.S. Greer. Secretary, Mrs. W. A. McBroome. Treasurer, Mrs. B. Bowman.

Mr. and Mrs. E. S. Laird and family are leaving on tomorrow night's train for Terrace where they will take up future residence on the Harry Houden farm on the Bench which they recently purchased. Mr. Laird will be back after the Easter holidays to complete the term on the teaching staff of Booth Memorial High School. Mrs. Laird and family remaining at Terrace.

Local News Items...

▲Saturday half-price sale of stuffed toys. Just the gift for Easter. Wee Tots' Shoppe. 93

W. E. Power, relief agent for the Canadian National Railways sleeping and dining car department, left by last evening's train on his return to Winnipeg after a month's business visit here. He was accompanied by Mrs. Power.

▲The Retail Stores of Prince Rupert will closed all day Good Friday and will be open all day Monday. (94)

▲April's entire quota of 200 pairs assorted hose will go on sale at Fraser & Payne's Saturday 11 a. m. No reservations or phone calls for hosiery. 11

Announcements

Presbyterian Spring Sale, April 18. Queen Mary Daffodil Tea, Easter Monday.

St. Andrew's Cathedral Spring Sale, April 25.

St. Peter's Spring Sale, May 2.

United W. A. Spring Sale, May 2.

Presbyterian Missionary Tea, Mrs. Peter Lakie's, May 8.

Cambrai Spring Tea, May 9. Mrs. Gerrard's, 215 4th Ave West.

C.W.L. Tea, May 9, 2:30 to 6, K.C. Hut.

W.A. Canadian Legion Tea and Novelty Sale, May 10.

Old Time Dance, I.O.E. Hall, every Saturday.

NEURALGIA

Are NEURALGIA and the Hammering Headaches it causes blinding you with cruel pain? Get fast, safe relief as others have, with Templeton's T-R-C's. Don't delay another day. Start now to relieve that pain with T-R-C's—the remedy enthusiastically praised by thousands. At all druggists—50c. 8A. T-22

Business and Professional

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GAIRDNER'S CONSTRUCTION Jackings - Building - Repairing Alterations and Cement Work PHONE GREEN 482

BERT'S TRANSFER and MESSENGER Stand 303 3rd Ave. W. Books, Magazines, Newspapers Phone Blue 810 (Res. Green 955)

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For Your FOUNDATION GARMENT Made-to-Measure MRS. PERREAULT representative of Spencer Supports (Canada) Ltd. 1313 OVERLOOK ST. Box 1177, Station "B"

SMITH & ELKINS LTD. Plumbing and Heating Engineers Phone 174 P.O. Box 274

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HANDYMAN HOME SERVICE GENERAL CONTRACTORS Building and Repairs of all kinds Roofs, Chimneys and Oil Burners Phone Green 486 Evening Green 337

Spectacle REPAIRS FOR PROMPT AND EFFICIENT SERVICE mail your glasses to COLUMBIA OPTICAL CO. LTD. 882 SEYMOUR ST. VANCOUVER, B.C.

No Paper Friday

Good Friday, being a public holiday, the Daily News will not be published. The next regular edition will appear on Saturday and there will also be a paper, as usual, Easter Monday.

A formal gesture of Egyptian hospitality is the serving of a small cup of coffee.

Hotel... arrivals

Prince Rupert O. A. Scott, Vancouver; Lloyd Monk, Vancouver; W. H. Cotten, Vancouver; T. K. Milne, Vancouver; R. F. Rudd, Vancouver; Mrs. J. Allen, Idaho; R. W. Saunders, Victoria; D. G. Shallock, Vancouver; R. G. Winship, Vancouver; Lorne Blakely, Ottawa; N. T. Redfern, Digby Island; B. Morris, Smithers; Mr. and Mrs. Davis, Vancouver.



C. J. O. Toombs, for many years a member of the local shipyard staff, leaves tonight for Vancouver where he expects to be located in future. Mrs. Toombs and daughter Kay will be leaving for the south towards the end of June. Their residence on Seventh Avenue East has been sold to Trevor Lloyd.

Mrs. L. W. Kergin and daughter, Dorothy, are sailing tonight on the Prince Rupert for Vancouver where they will spend the Easter season, meeting Mrs. Kergin's daughter, Mrs. R. R. Mutrie, and the latter's little daughter, Marilyn, who are coming out to be the coast from Hamilton, Ontario.

Four members of the Prince Rupert Health Unit staff leave tonight on the Prince Rupert for Victoria where they will attend the annual public health institute for health department field workers. They are Miss Joyce Leslie, nursing superintendent, Miss Joy Foster, statistician, Miss Olive Johnston, nurse, and M. J. Harper, sanitarian.

F. M. Dockrill, well known Telkwa colliery operator, left by last evening's train on his return to the interior after a day's business visit to the city. Mr. Dockrill is leaving Telkwa on Saturday for Vancouver and other points in the south on business. He will also attend a quarterly meeting of the Pacific Northwest Trade Association as representative of the Associated Boards of Trade of Central British Columbia.

LUCKY RED Red, which the Chinese consider the luckiest color, predominates at their weddings and funerals.

Your TOPCOAT By... "Fashion Craft" A combination of skillful tailoring and smart styling by FASHION-CRAFT, our new spring topcoats are right in every detail. Covert Cloths, Gabardines and colorful tweeds in a full range of sizes. Your Easter topcoat should be bought now while our stock is complete. "THE MEN'S SHOP" Watts & Nickerson MEN'S & BOYS' CLOTHING PHONE 345 FIVE-THREE TWO THIRD AVENUE

EASTER SOON... EASTER WILL BE HERE. SEE... OUR MANY GIFT SUGGESTIONS. SEND... EASTER GREETINGS ON... COUTTS CARDS. McRae Bros. Ltd

It's EASTER, you know... DON'T put all YOUR EGGS IN ONE BASKET! We mean... don't concentrate on a chic new Easter ensemble and neglect your face, hands and hair! To achieve that well-turned-out-look which is every woman's goal, it is important to consider EVERY part of you an integral factor in the complete beauty picture. You'll want a new permanent to start your spring hairdo out right... make-up and nail polish keyed to your costume colors will add zest and sparkle to your Easter outfit. Bring your new bonnet to us and we will co-ordinate a coiffure and make-up wardrobe that will put you in the lead at THE EASTER PARADE! VIOLET M. MAH SUNRISE BEAUTY SALON Corner 6th Ave. and Fulton St. Phone Blue 943

McCUTCHEON PHARMACY LTD. The Oldest Established Drug Store in Northern B.C. Open 9 a.m. daily till 9 p.m. - Saturdays, 10 p.m. D.D.D., regular size bottle \$1.19 ENOS FRUIT SALTS, regular family size 98c AGAROL, large 16-oz. size \$1.39 DODDS KIDNEY PILLS 44c CHARM KURL, the Cold Wave Set \$1.35 GIN PILLS 47c PERRY DAVIS PAIN KILLER 35c ELASTO (1 month's supply) \$2.50 McCUTCHEON PHARMACY LTD. Where Prescriptions are Dispensed at Vancouver Prices THE NYAL AND PENSLAR STORE Telephone 79 Third Avenue and Sixth St. P.O. Box 808

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Hollywood Cafe PRINCE RUPERT'S NEWEST AND MOST UP-TO-DATE RESTAURANT FULL-COURSE MEALS FROM 11 A.M. TO 4 A.M. Special Dinner Every Sunday - 5 p.m. to 8 p.m. CHINESE DISHES A SPECIALTY WE CATER TO PARTIES CHOP SUEY CHOW MEIN FOR OUTSIDE ORDERS PHONE 133 735 THIRD AVENUE WEST Dance and Dine to "Harmonizer" Time. Every Monday and Thursday-10:30 p.m. to 12:00 p.m. Seventh Avenue Chop Suey House Reopening Next Week.