NORTHERN AND CENTRAL BRITISH COLUMBIA'S NEWSPAPER

TAXI 32

Prompt

24 Hour Service

PRINCE RUPERT, B.C., MONDAY, NOVEMBER 30, 1931

ADIAN LOAN IS OVERSUBSCRI

SALMON FISHING TO BE PERMITTED DURING DECEMBER

Lists In Government Bond Issue To Close Tonight 'Tis Decided

Oversubscription of \$150,000,000 Is Now Assured-Applications Poured in in Great Volume on Saturday and Sunday

OTTAWA, Nov. 30:-Subscription lists of the National towed to Harbor Island and Service Loan will be closed tonight, it is announced by Hon. Edgar N. Rhodes, acting minister of finance. Oversubscription of the \$150,000,000 asked for is now assured. Applications poured in in such volume on Frday and Saturday that the government decided to close the books.

Victoria Today at Age of

Seventy-Six

Heart Failure

Steamships For Long Period

of Years

VICTORIA. Nov. 30: - Capt.

ship Service of the Canadian Paci-

fic Railway, died today from heart

failure following a three weeks' ill-

ness with bronchitis. Three years

place on Wednesday.

ago he retire das manager of Bri-

VANCOUVER WHEAT

was quoted at 60 1-3 cents on the

· local exchange today.

STEAMBOAT TWO MEN LOCATED

Brothers George Feltes and Mar- Capt. J. W. Troup Passes Away in shal Lapeyre Safe in Alaska After Plane Crash

ANCHORAGE, Alaska, Nov. 30:-Brothers George Feltes and Marshal Lapeyre, "flying missionaries," long overdue on a flight from Mc-Grath to Holy Cross Mission, have Was Manager of C. P. R. Coast been located and both are safe.

Aerial searchers located their plane almost covered with snow. The two missionaries had evidently crashed. Twenty-five miles north- James William Troup, for the past east of McGrath the two men were sixty years identified with shipping

Dog teams have been dispatched and for 26 years manager of the in from McGrath to bring the pair British Columbia Coast Steam-

MASSETT BOY IS DEAD HERE tish Columbia Coast Steamship Service.

Raymond Yeltatzie, Aged 18, Passed Away in Hospital This Morning

Raymond Yeltatzie, 18-year old steamship service in 1872 and was son of Mr. and Mrs. Alex Yeltatzie successively purser, pilot and masof Massett, who was brought to the ter with the Oregon Steam Navigacity early this morning from the tion Co. From 1875 to 1883 he was Queen Charlotte Islands for treat- master of steamers of the Oregon ment, died later in the morning in Railway & Navigation Co. and from the Prince Rupert General Hospi- 1883 to 1892 was master of steamers tal. Besides his parents, young Yel- of the Canadian Pacific Navigation tatzie is survived by a sister named Co. In 1892 he returned to the Ore-

The body will be taken back to superintendent of water lines and Massett for interment.

Police Court Fines Again Show Falling Off During Month lumbia & Kootenay steamers of the

Police court fines for the month of railway and steamship lines of of November this year totalled only the Canadian Pacific Railway with \$35 as against \$430 in the same headquarters at Nelson for a short month last year. So far this year time he was promoted to the manfines have reached a total of \$4,agership of the British Columbia 991.25 as compared with \$4,991.25 in Coast Steamship Service at Victhe first 11 months of 1930.

ANOTHER SIGN OF IMPROVED TIMES + Board.

ing to figures compiled by the + one daughter. He was a member of + down taxes," Premier S. F. + there was an increase of 1311 + cipal recreation was motoring. in persons employed in retail and wholesale establishments 4 of Canada between October + and November this year.

VESSEL IS DESTROYED

Steamer Alameda Burns at Seattle-Was Valued at \$600,000

SEATTLE, Nov. 30:-The veteran steamer Alameda of the Alaska Steamship Co.'s fleet, valued at \$600,000, was totally destroyed by a fire of mysterious origin which broke out aboard her on Saturday. The vessel took fire at her berth at Pier 2 and she was beached. There she was virtually

The Alameda had been operated for 20 years or more on the Alaska run and, in the early days, was a very popular ship. For years she held the speed record between Seattle and Ketchikan. Before coming on the Alaska run, she operated out of San Fran-

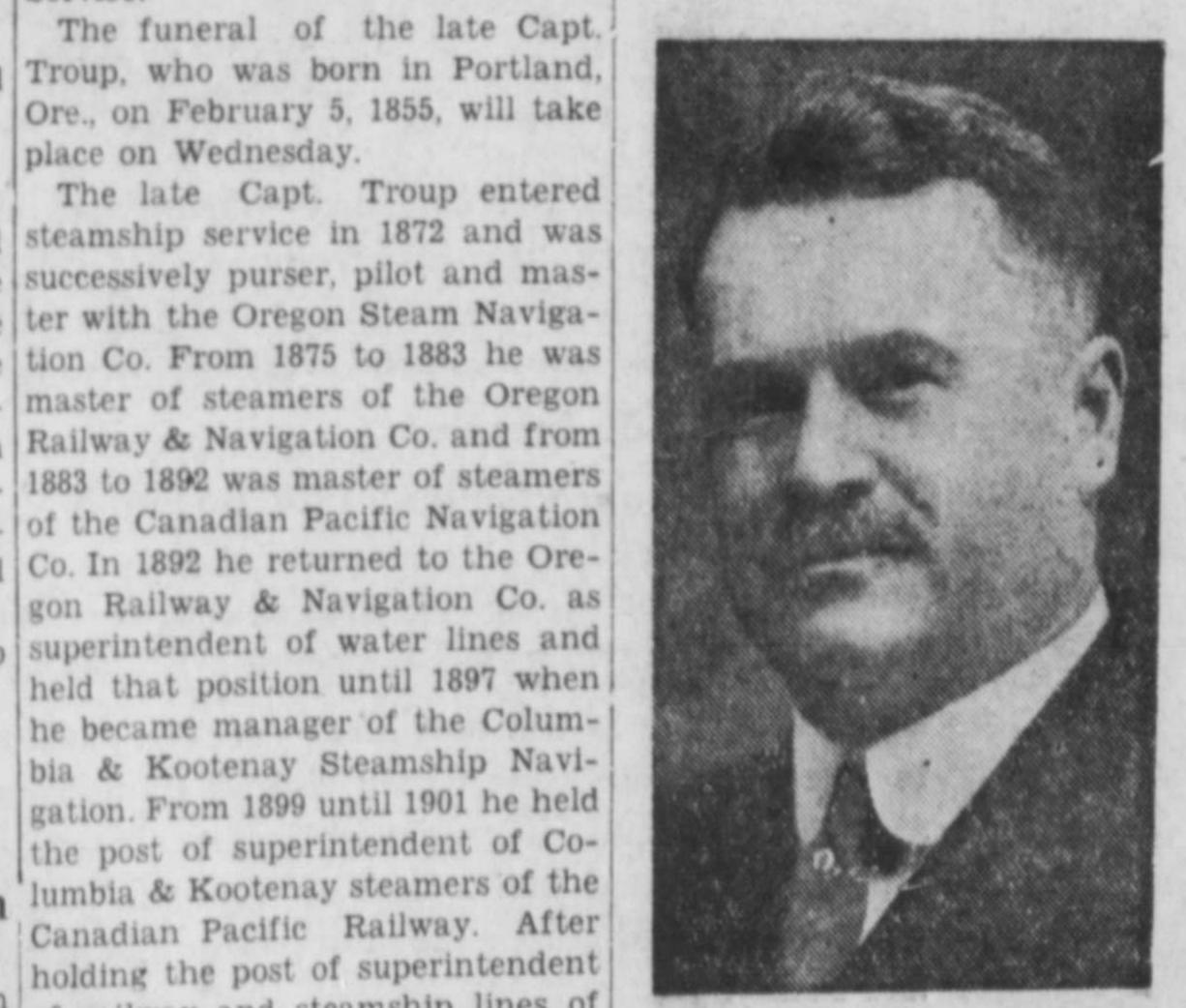
HEAD DIES. MEN GONE

"Capt. R. M. Sharp and Major Mike Quinn" Sought in States

SEATTLE, Nov. 30:-Police are searching for two men posing as United States Army reserve officers and giving the names of Captain R. M. Sharpe and Major Mike Quinn, who have disappeared after leaving a trail of bad checks from here to New York. development on the Pacific Coast

The two men mainly victimized army officers and obtained thousands of dollars fraudulently. Their names are said to be not shown in military records.

"Ready to Quit"

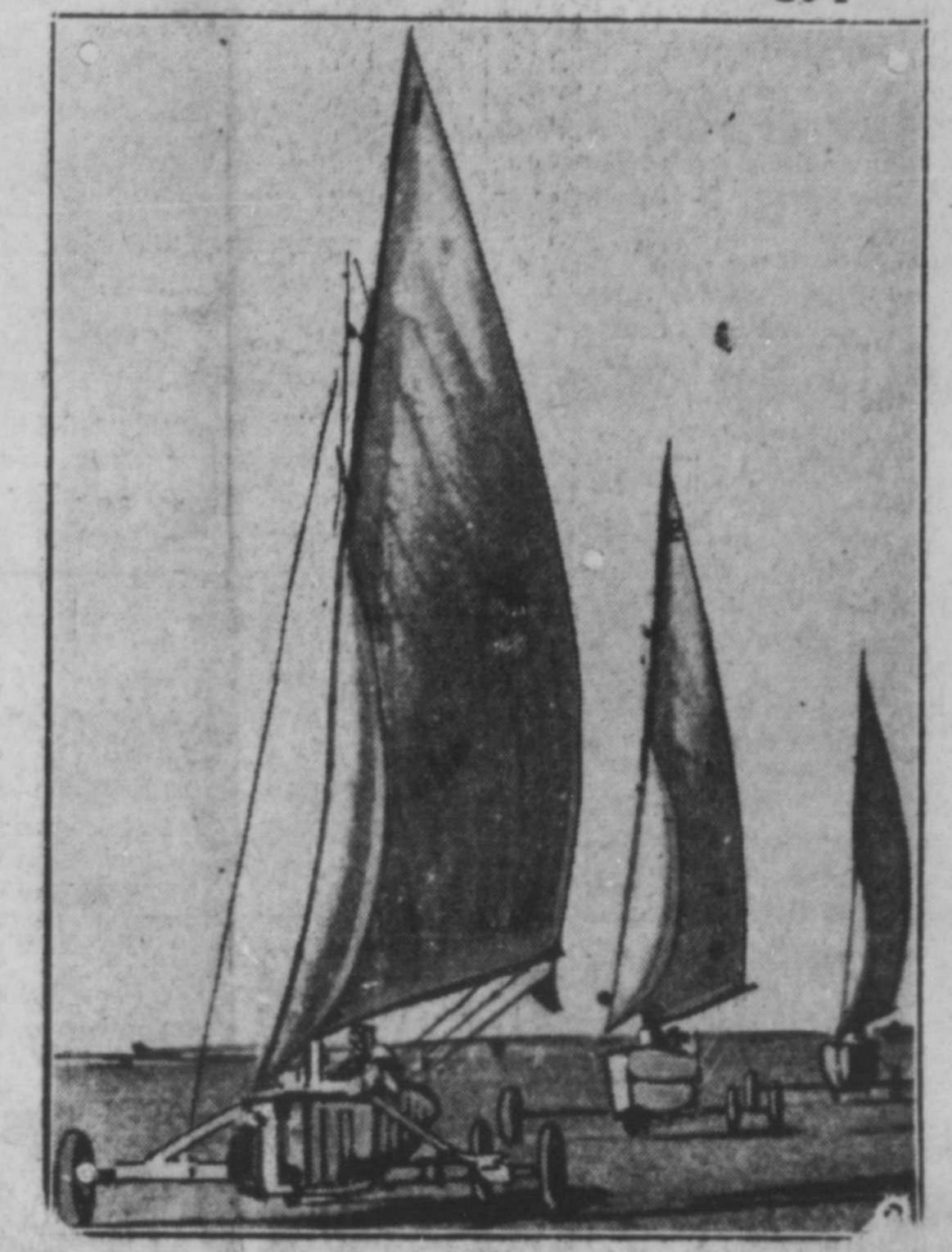


Premier Tolmie tells Nanaimo convention he would be glad to retire any time.

toria in 1901, holding that post un- + til 1928 when he retired and was * succeeded by Capt. C. D. Nureut- * MUST SAVE TILL IT sos. Capt. Troup was also a mem-HURTS SAYS TOLMIE +

+ ber of the Dominion Lighthouse + NANAIMO, Nov. 30:-"The + Besides his widow, the late Capt. + government must curtail its + OTTAWA, Nov. 30:-Accord- + Troup is succeeded by one son and + expenditures in order to keep + VANCOUVER, Nov. 30:-Wheat + must stand it."

An Annual Regatta in Egypt



Nearly twenty craft were entered in the annual regatta of the Sand Yacht Club Abu-Sueir, Egypt. Top speed was 45 miles an hour, which is all right if you don't mind sand in your hair.

Herman Trelle of Wembley in Peace River is Crowned Wheat King Again; His Third Time

CHICAGO, Nov. 30:-Herman Trelle of Wembley, Alta., again won the title of Wheat King at the International Livestock Show and Grain Exposition today with a sample of Durum wheat.

Because, for the first time in the history of the grain and hay show, one individual has been crowned Wheat King three times, Trelle will be awarded the International Wheat Cup to keep permanently.

It was the first time that Durum wheat has risen to championship class.

Frank Hawks In Vancouver

American Speed Flyer Plans Record Breaking Trip From Vancouver to Mexico

VANCOUVER. Nov. 30:-Capt. Frank Hawks, American speed flyer, arrived here yesterday afternoon to make preparations for making a flight from Vancouver to Mexico in six or seven hours, thus setting up a new commercial record.

Spokane Business Man is Victim of Attack of Heart

SPOKANE, Nov. 30:-George A. Dominion Bureau of Statistics, + the Anglican Church and his prin- Tolmie told the annual meet-+ ing of the British Columbia + owner of this city, died suddenly in + Conservative Association here + his hotel room here Saturday, the 4 Saturday. "It is going to be 4 victim of heart failure. He was one + + + + + + + + + + + + + * a Seattle firm.

SEATING ALTERED

B. C. and Alberta Gain Seats Following Census-Nova Scotia and New Brunswick Lose

OTTAWA, Nov. 30:-Redistribution of federal electoral seats, following the decennial census, will give British Columbia two additional seats, making a total of 16. Alberta will gain one seat, making a total of 17.

Provinces losing seats will be Nova Scotia, two, leaving a total of 12, and New Brunswick, one, leaving 10.

There will be no changes in the representation of the five remaining provinces. Representation for the various provinces is based on a statutory 65 seats for Quebec.

NEW YORK HOME OF RAILWAYMAN IS PLUNDERED

NEW YORK, Nov. 30:-The New + hard, I know, but the people + of the best known business men of York home of Herbert N. Strauss, + this city, and during recent years wealthy railroad executive, was enhad been a travelling executive for tered by burglars at the week-end and \$75,000 of jewels taken.

Announcement of Much Interest To Trollers Made by Department

Conservation Being Well Taken Care of and Additional Time is Held Necessary in View of the **Present Conditions**

A communication which reads as follows has been received by the fishing industry from James Boyd, supervisor of fisheries for District No. 2: "In view of the fact that conservation is being well taken care of and it is necessary that fishing be continued just as long as possible to help in the alleviation of the present difficult financial

JAP ARMY

WITHDRAWS

Attack Upon Chinchow to Be Cal-

led Off, It Is Said in Tokio

The Japanese declare that

there will be no more fighting in

Manchuria unless the Chinese

provoke it. Troops from Tientsin

will be sent via Dairen instead of

Official Tokio expressed itself

as being shocked at the attitude

of the United States in declaring

that the Japanese had guaran-

teed not to attack Chinchow.

Western Canada

+ CHINESE GOVERNMENT

ACCEPTS PEACE TERMS 4

* diate acceptance of the propo- *

Manchuria between Chinese and +

+ Japanese forces was announ- +

via Chinchow.

situation, I would inform you that the department has advised that salmon fishing, which is usually closed during the month of December, will be permitted."

This announcement will be of particular interest to salmon trollers who fish in the winter for spring salmon.

MOVIE MAN TOKIO, Nov. 30:-It was stated here on Saturday that the Japanese Army, no doubt on account of pressure brought to bear upon it, had decided to withdraw from Chinchow, Manchurian railroad

A. P. Younger, Noted Scenario Writer, Loses Life From Bullet of His Own Gun

HOLLYWOOD, Nov. 30:-A. P. Younger, noted scenario writer and creator of the plots of many famous moving pictures, died here early yesterday morning, the victim of a bullet from a gun in his own hand.

Younger is alleged to have been disturbed in his sleep by a dog barking at a prowler. He seized a gun which exploded, a bullet entering his head. He died before reaching hospital.

As Cornerstone Of Grits Planned B. C. Weather Is Still Cold OTTAWA, Nov. 30:-Between now and the next general election, Rt.

Hon. W. L. Mackenzie King, Liberal Prince George Coldest With Six eader in Canada, will make an ap-Below-Nanaimo 43 Above peal that Western Canada be made the cornerstone of Liberalism in

VANCOUVER, Nov. 30:-Prince George reported the lowest temperature in British Columbia on Saturday-six below zero. Nanaimo was the warmest point in the province with 43 above.

Weather continued clear and cold throughout the province over the NANKING, Nov. 30:-Imme- + week-end.

+ sal of the League of Nations to + Tomorrow's Tides

Tuesday, December 1, 1931 + ced today by the Nanking gov- + High 5:45 a.m. 17.7 ft. 17:19 p.m. 18.1 ft. .11:30 a.m.

LETTERS FROM SANTA CLAUS

North Pole, November 30, 1931

Dear Prince Rupert Children:-

Tomorrow is the first day of December, so I have to begin to think about getting my big pack ready for Christmas. I have heard people say times are bad, but I shall be there just as usual. Bad times don't worry me.

I must talk over my trip with Mrs. Santa. She knows more about what the very little folks like and will help me a lot in choosing the gifts. Yes, it's only a little over three weeks now, and such a lot to do.

Look out for me, young people. I shall be there on the evening of December 24, the night before Christmas.

SANTA CLAUS



Thoroughly Reliable

The name "Black & White" on a bottle of whisky is as absolute a guarantee as the hall-mark on silver. It assures that subtle difference in flavour and quality which distinguishes this whisky from all others. It guarantees that only the finest materials have been used and that always everywhere the quality is the same.



For sale at Vendors of direct from Liquor Con. Board, Mail Order Dept., Victoria, B.C.

Distilled, Blended, and Bottled in Scotland

This advertisement is not published or displayed by the Liquor Control Board or by the Government of British Columbia

The Fish which made Prince Rupert Famous

"Rupert Brand" SMOKED

Prepared Daily By Canadian Fish & Cold Storage Co., Ltd. PRINCE RUPERT, B.C.

PRINCE RUPERT Likes the Bes!

Prince Rupert merchants say that their customers like to buy goods of the best quality. They are a discriminating people.

If there are any Prince Rupert people not taking the Daily News regularly we suggest that they are making a mistake in not taking the best. The price is now so low that it is a mistake to do without the paper that circulates throughout the district.

Call up the Daily News business office and ask that the boy call and collect.

10c. Weekly

Commence Getting the Paper Tomorrow

SIMONDS SAWS

The most economical saws to use Simonds Canada Saw Co. Limited, St. Remi St. and Acorn Avc.
Vancouver, B.C.

MONTREAL

St. John, N.D.



RUBGY MEN GATHERING

to Leave Vancouver For Orient on January 2

WINNIPEG, Nov. 30:-Canada is gathering her forces in preparation for an organized invasion of the British rugby strongholds of Japan and three eastern members of the selected all-star squad passed through Winnipeg Saturday over Canadian National Railways en route to Vancouver. The three prospective members of the team are Syd Selkirk, and Jerry Boone, clever forwards of the Toronto Scottish. and Cyril W. Suter, who has been a sensational stand-off half with the Montreal Westward fifteen.

The three will be in Vancouver for a month before the team sails and they expect to put in some strenuous werkouts prior to their departure for Yokohama on Jan-

SCOTCH WHISKY

BLACK & WHITE

CHOICE OLD SCOTCH WHEN

OLD COUNTRY FOOTBALL

SATURDAY SCORES

SCOTTISH LEAGUE

Second Division Albion Rovers 2, Arbroath 2. Alloa 2, Stenhousemuir 1. Armadale 2. St. Bernards 0. Brechin City 2, East Fife 5. Dumbarton 6, Boness 2. Dunfermline Athletic 8. Kings

Forfar Athletic 7. Montrose 0. Hibernians 1, Queen of South 4 Raith Rovers 4, East Stirling 2. St. Johnstone 4, Edinburgh City 1

> ENGLISH LEAGUE Second Division

Barnsley 4, Preston Northend 2. Bradford City 2, Nottingham

Bristol City 1. Charlton Athletic

Bury 4, Bradford 2. Leeds United 3. Chesterfields 3. Millwall 1, Tottenham Hotspurs 2. Notts County 5, Southampton Oldham Athletic 6, Wolverhampton Wanderers 2:

Plymouth Argyle 1, Stoke City 1. Portvale 1, Manchester United 2. Swansea Town 5, Burnley 1.

DADMELDALL

ague of Nations vs. Rovers. Tuxis vs. High School. Amazons vs. Cardinals. Panthers vs. C. N. R.



Charlotte Hodgkinson, aged 19, New York, amateur diving expert, took her plane up after 76 minutes instruction

* MONTREAL ATHLETICS WINNERS OF TITLE 4

* treal Athletics defeated the * * Westerns of London by a score * of 22 to nil here on Saturday + + to win the Dominion rugby + * championship.

Hockey Standings

International	Divisio	n	
	W. D		P.
Canadiens 3	1-	3	7
Maroons2	1	4	5
Americans 2	2	3	4
Maple Leafs1	2	3	1

American D	ivision		
	W. D.	L.	P.
Rangers 6	1	1 .	13
Chicago2	3	2	7
Boston 3	0	4	131
Detroit 3	0	4	6

Musketeers vs. Eagles. Moose vs. Swift's. Grotto vs. I. O. O. F. K. C.'s vs. Prince Rupert Hotel. Seal Cove vs. Elks.



Say, what is this a game? Freddie Craft, a tiny cadet of San Diego, Calif., horns in on this six-footer stuff and he likes it.

Boston Bruins

of the National Hockey League on

Saturday night by scoring a three

Toronto Maple Leafs scored their

second place.

Black Hawks.

LOS ANGELES, Nov. 30:-Geese first victory of the season by de-

umbers greater than can ever be In last night's games Detroit Fal-

nd central California this fall in free-scoring encounter.

Numbers Never Before

Remembered

southern flight of the birds.

Defeated Oxford Four Events Three at Annual Contest on Leafs Score First Hockey Saturday Win of Season at Expense of

OXFORD, Nov. 30:-Cambridge University won the annual track NEW YORK, Nov. 30:-The New meet from Oxford here on Saturork Americans went into second day, taking four out of seven evplace in the international section ents.

to one victory over the Montreal

feating Boston Bruins 6 to 5 in ten and ducks are flying in southern minutes of overtime following a Had Easy Time Disposing of Rivals Friday Night at Phoenix,

3 to 2 and stepped up oven with Boston Bruins for third place in PHOENIX, Ariz., Nov. 30:-Jack "ch shooting as they never had the American section, one point Dempsey, former world's heavybehind the Chicago Black Hawks, weight boxing champion, visited An early winter and extreme cold New York Rangers continued here Friday in the course of his weather in the north are believed their winning streak with a five to barnstorming tour and won over to he the reason for the early nil victory at the expense of the three opponents by the knock-out

Your Most Valuable Asset...

Isn't it comforting to reflect that-during a period when almost every type of investment has caused heavy financial losses - one of your assets has continued to pay one hundred cents on the dollar. That asset is Life Insurance.

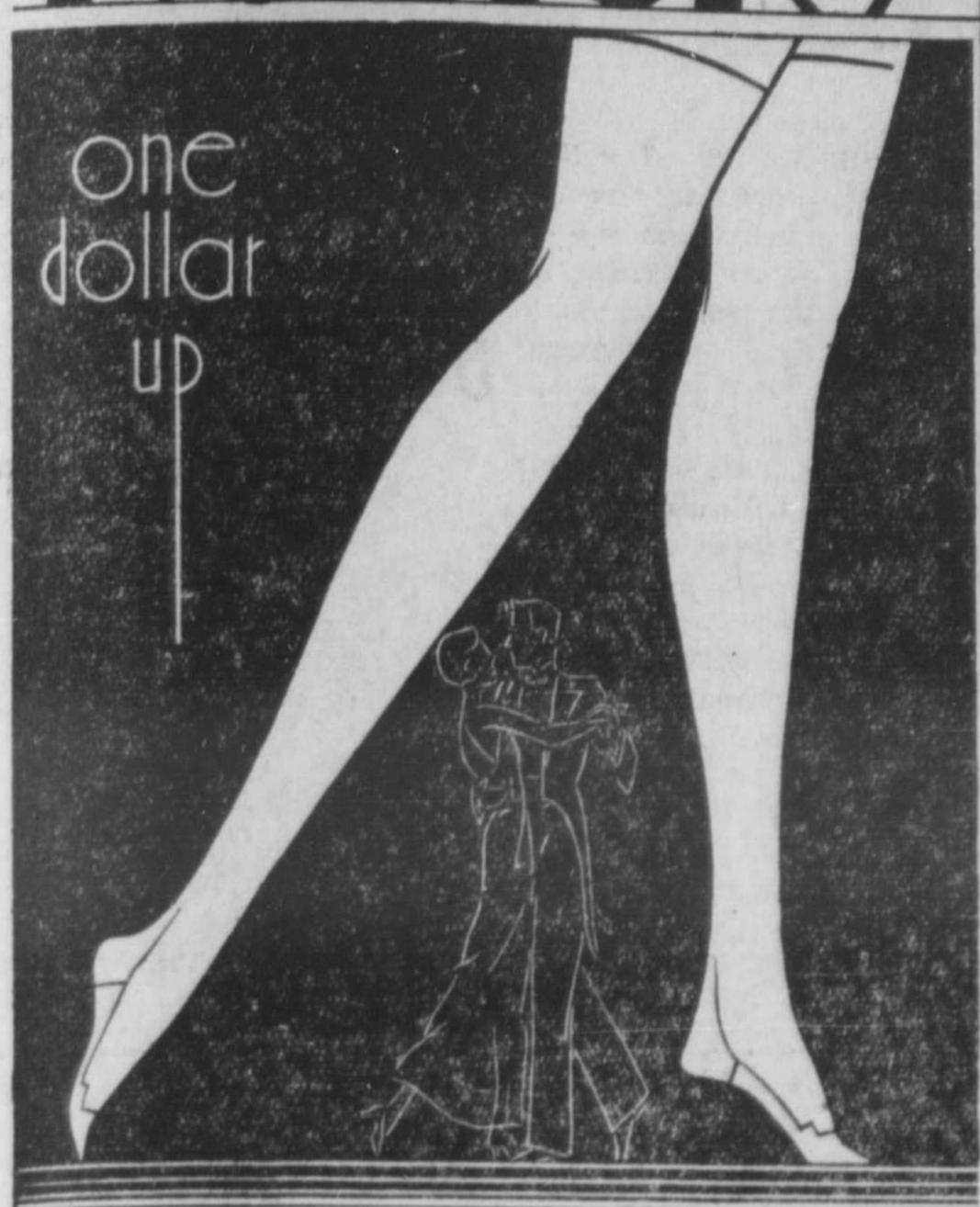
In a time of uncertainties, Life Insurance has remained a certainty. It has continued to provide a cash estate for the widows and fatherless - continued to guarantee a definite nest-egg for old age. Life Insurance is the one asset you can't afford to lose—the one asset which should be as large as possible. Talk it over with a Life Insurance representative and invest your savings where they will be safest and render the most benefit to yourself



and family.

Life Insurance Service

One of a series of messages sponsored by Life Insurance Companies



Mercury Hosiery looks the part on all formal occasions because of its "quality". It wears remarkably well. Ask to see the latest shades in Mercury Hosiery when buying and don't be put off by the offer of "something just as good". It isn't.

INTRODUCING

Jasmine of Southern France Toiletries

To introduce these toiletries to the public we are offering the following specials:

1 tin Jasmine Talc and Powder Puff, both for ... 40c 1 box Jasmine Face Powder and 1 jar Cold, Vanishing or Cleansing Cream both for \$1.00

1 box Jasmine Body Powder and 1 bottle Perfume both for :.....\$1.25 box Jasmine Face Powder and 1 bottle Per-

Ormes Ita. The Pioneer Druggists

THE REXALL STORE

Phones 81 and 82

Third Ave. and Fulton St.

Billiard League Anniversary of Schedule is Out

Competing Teams

The Senior City Billiard League schedule for the first half of the season is announced as follows:

Dec. 1-Cold Storage vs. Grotto. Dec. 4-Elks, vs. Cold Storage. Dec. 8-Grotto vs. Elks.

Dec. 15-Elks vs. Cold Storage. Dec. 18-Grotto vs. Elks.

WEATHER REPORT

Dead Tree Point-Cloudy, moderate southeast wind; barometer, 29.96; temperature, 43; sea choppy Langara Island-Overcast, light northeast wind; sea calm.

Triple Island-Overcast. fresh southeast wind; moderate swell.

MUSSALLEM'S Sanitary MEAT MARKET

Tuesday and Wee	dnesday
SPECIA	
Veal Stew, per lb.	12
rickled Pork, per lb	12
Corn Beef, per lb.	

Veal Stew, per lb.	1216c
rickled Pork, per lb.	121/2c
orn Beef, per lb.	10c
Legs of Lamb, per lb.	23c
of Pork, 5 lbs.	\$1.00
of Lamb, 5 lbs.	S1.00
"unced Beef, per lb.	15c
Sausage, 2 lbs.	35e
Fifth Avenue Phones 18	8 and 84

Cold Storage, Grotto and Elks Are Dinner, Musical Program and Dance Enjoyed Saturday Night In Metropole Hall

The local Sons of Norway Lodge held its first anniversary celebration in the Metropole Hall Saturday evening, the occasion also being made the observance of Lier Er- Genlemen 50c. Ladies refresh-Dec. 11-Cold Storage vs. Grotto, ikson Day. The evening's proceedings included the serving of supper, a musical program and a dance. There were about sixty persons pre- 10 and 11.

> was in the chair. Reports of committees and of- cember 16. ficers were presented and John Dybhavn, in a lengthy address, re- Moose Whist Drive and Dance, viewed the activities of the past December 17.

the singing of folk songs by Elsie Dec. 19. and Edith Murvold, vocal solo by Presbyterian Burns Banquet Jan- Tuesday and Wednesday Mrs. John Murvold, vocal quartette by Mrs. A. Dybhavn, Mrs. T. Dyb- 'ary 25. bown. Mrs. John Wicks and Mrs. H. Underdahl, and guitar and vocal duet by Agnes Wuck and Agnes Un-

Music for the dancing which brought the evening's proceedings to a happy close was furnished by Julius Welle and John Clavring. The committee in charge consis-

ted of Mrs. H. Underdahl, Mrs. Olof Skog, John Fredheim, A. Gjerd and I. Wick.

NEW BRIDGE SANCTIONED

OTTAWA, Nov. 30:-The federal government on Saturday approved plans for the new bridge which is to be built across the Fraser River Westminster at a cost of \$800,000.

Local Items

Fo. Nanaimo - Wellington coal phone 771.—C. C. Ketchum & Co. tf.

Dinnerware, china, crockery glassware. Heilbroner's store.

E. D. Hogan of Porcher Island cannery is paying a brief visit to the city, having arrived in town yesterday afternoon.

Special offering in Fuel: One load of wood and half-ton coal for \$9.50. Albert & McCaffery Phone 116.

Staff Sergeant Alex McNeill, chief of the district detachment of the provincial police, sailed last night on the Catala for a brief trip to Stewart on official duties.

on company business.

Catala on her return home.

jord for his home in Norway.

exceptionally good grade.

NOTICE

Our coal is in a dry shed. Don't | Many of these men have no buy water. Buy coal and get your money for socks, underclothes, etc., full weight. Discount \$1.00 a ton. and it is just as cold in the city Note our advertisements for cash with little clothing as it is in the

HYDE TRANSFER, Phone 580.

Announcements

Eagles Benefit Smoker and Social Wednesday, December 2. Admission \$1.00.

United church Bazaar Dec. 3.

I.O.D.E. hard time dance Decem- Man's Heart Stopped

Eagles Social dance December 4 ments, 9:30 to 1:30.

High School concert, December sent. The president, Oscar Sather.

Presbyterian tea at Manse De-

The musical program included Canadian Legion Christmas Tree.

Hotel Arrivals

NI D III . I
New Royal Hotel
THE HOTEL WORTH WHILE
Hot & Cold water: Steam Heat
75c. PER DAY AND UP
J. Zarelli

Telephone 281 Miss Ethel Moffatt, Terrace; A. Brooks and George K. Ross Prince Geoge: W. F. Feeton, C.N. R.; O. C. Austin, city.

Savoy Hotel

Prince Rupert's leading family hotel. Hot and cold water in all rooms. A. J. PRUDHOMME, Prop. Cor. of Fraser and Fifth Sts.

M. Pederson, C.N.R.



Had bearing down pains No need to suffer so! Lydia E. Pinkham's Vegetable Compound rolieves those monthly pains that rob you of youth and beauty. Get a box of the tablets today.

UNEMPLOYED SECURED AID

Editor, Daily News:-

I am commissioned by the Unem-G. A. Woodland and A. G. Rix of ployed Association of this city, to the Imperial Oil Co. sailed last ev- voice the appreciation of that orening on the Catala to make the ganization, and to inform the pubround trip to Anyox and Stewart lic at large, that the government has taken action in relation to the immediate needs of the present in-Mrs. Victor Sansum of Port habitants of the local road camp.

Simpson, who arrived in the city A few days ago the government which was in port on Sunday Saturday merning after a trip to was good enough to send out to- northbound, had on board the last Vancouver, sailed last night by the bacco to the men, and has arrang- Christmas freight for Dawson and ed to supply the needs of the work- Mayo. The sailing of the Princess Ole Wikdal, who has been ill, left underwear, socks, overalls, rubbers northbound, will be the last preon this afternoon's train for New and mitts. While the workers will Christmas connection with White-York where on December 8, he will accept these necessities from a pa- horse and Atlin. sail on the steamer Stavangerf- ternal government with due appreciation, yet they desire to convey The featured article in the matheir thanks to the local city coun- gazine section of yesterday's Van-Mr. and Mrs. R. G. Vandersluys cil, who, in response to definite ouver Province is descriptive of returned to the city on the Catala statements from the organization. he village of Hazelton in the cenlast evening from a brief trip to immediately took steps to have the "al interior. The writer of the ar-

Bozo Skobal, who arrived in the there is a large need for a continu- therein some interesting native city last week from Premier, left ation of the good work. Many local ore and history. on this morning's train for Halifax single men, unable to be permitted where on December 7 he will em- the shelter of the camps, are drawbark on the steamer Alaunia for ing direct relief from the city and his native home at Zegreb, Jugo- government of 40 cents per diem, and are hard put to it to have the owners of the houses they inhabit, The Prince Rupert Feed Co., of to continue to extend credit for which Thomas Trotier is the man- such shelter, while it is well known ager, received a full carload of that in Vancouver, a specified al-Bulkley Valley grain over the lowance of from twenty to twentyweek-end, including wheat, oats five cents per day was given to oband barley which is said to be of tain shelter. Such has never been forthcoming in this city, and it must be observed that these men are living on the charity of hotels, shack owners, etc.

> camps, and when a man cannot pay his lodging, he is hard put to it to secure adequate clothing for this winter weather.

Is it not possible to extend this generous treatment to men in a like position living in the city on 40 cents per day, who feel the cold, I a Be All like other humans, and make available some supplies, the cost of which to be worked out by the re- British lief applicant in the future?

SEC'Y UNEMPLOYED ASS'N. Columbian

By Bad Stomach Gas

W. L. Adams bloated so with gas after meals that his heart missed beats. Adlerika brought out all gas and now he eats anything and feels fine. Orme's, Ltd., Drugs.

	Pork Steak, 2 lbs. Apples, 4 lbs.	59c
-	Round Steak, 2 lbs. Onions, 4 lbs.	50c
	Pork Chops, 1 lb. Veal Chops, 1 lb.	45c
١	Loin Pork Chops, 2 lbs. Apples, 3 lbs.	50c
!	Bacon, 1 lb.	30c
S.	Spare Ribs 3 lbs.	45c
	Shoulder Pork 6 lbs.	75c
I	Shoulder Lamb 5 lbs.	75c
	Sirloin Steak per lb.	25c
1	209 Second Street	Phone 957

Basketball, Auditorium, Tuesday.

Glasses fitted by registered optometrist at Heilbroner's store. H. E. Wolf, local manager of W.

on company business. G. E. Gulick, local manager of the Swift-Canadian Co., sailed last night on the Catala to make the ound trip to Anyox and Stewart

on company business.

H. Malkin Co. Ltd., sailed last

night on the Catala to make the

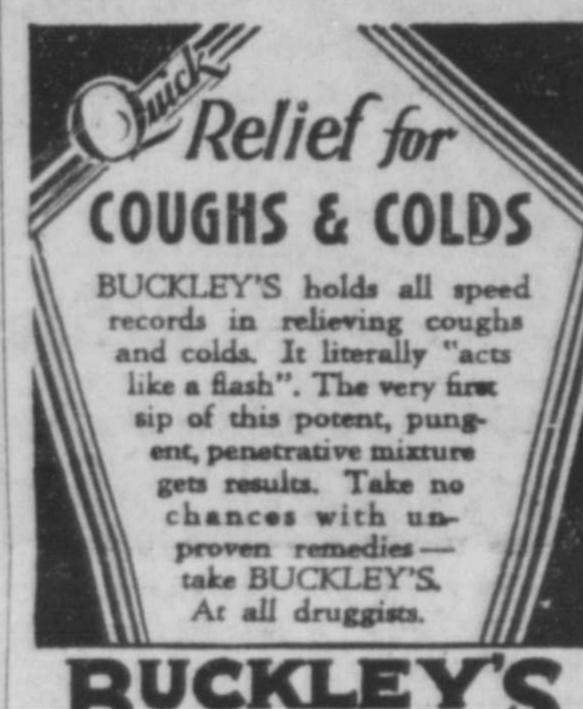
round trip to Anyox and Stewart

Unior steamer Catala, Capt. A. Dickson, arrived in port at 7:30 ast evening from the south and ailed at 9 p.m. for Anyox, Stewart and other northern points, whence she will return here to morrow morning enroute back to Vancouver and waypoints.

Chris Berg left on this afternoon's train for New York where he will sail on December 8 on the steamer Stavangerfjord for a trip to his native home in Trondhiem,

The steamer Princess Norah. ers in regards to clothing, such as Norah. due here December 16

Jancouver. Mr. Vandesluys is pro- government remedy the situation. ticle, Bruce Hutchinson. well prietor of the Lacasse Bakery here. Such action leads the association nown Vancouver and Victoria however to a desire to show that newspaperman, has incorporated



Acts Like a Flash - A SINGLE SIP PROVES!

"BUILD B. C. PAYROLLS"



It's a proud distinction. It gives Pacific Milk a higher meaning. All the benefits of patronage, payroll and income remain here and give the province the full benefit of their economic strength.

Pacific Milk 100% B. C. Owned and Controlled"

PLANT AT ABBOTSFORD

Lypewriters

FOR RENT Call or Phone 6

McRAE BROS., LTD.

TELEPHONE 657 VALENTIN DAIRY FOR

SKEENA BRAND

Creamery Butter & Cottage Cheese FRESH PASTEURIZED MILK AND CREAM DAILY

Early Delivery Throughout

the City

WALLACE'S

Special Seasonable Offerings--Special Prices TUESDAY & WEDNESDAY

UNDERWEAR SETS

range of colors, some lace trimmed, set \$1.00 Vest or Brassiere and Bloomer in nice Vest and Bloomer Sets in great variety of \$1.50 styles and colors, val. to \$2.50, per set Vest and Bloomer or Brassiere Sets, values to \$3.50

in a beautiful quality and color range \$1.95 **PYJAMAS**

Pyjamas in variety of color combinations \$1.95 non-run and plain knit, all new goods Pyjamas in a variety of styles, light, dark, one and two-piece styles, beautiful quality values to \$4.75, per suit

Gowns, a variety of colors and trims, dainty and serviceable, a group of these, values to \$2.95, each Pure Silk Full fashioned Hose, Corticelli and Mer-

cury grades, chiffon and service \$1.00 weights, values to \$1.75, per pair Boxed Hankies, all new goods, daintily trimmed, 3 boxes Boxed Hankies, 3 in a box, wonderful

\$1.00 values, 2 boxes Pure Linen Pillowslips, hemstitched, large size, per pair Italian Cut Work and Embroidered Towels 950

guest size, each daintily hemstitched, val. to \$1.75, each \$1.00 Runners, white with colored inserts Ladies' Jaeger Coat Sweaters, various \$6.50 colors, val. to \$8.50, all to be cleared at Jaeger Wooly Slippers, rose, sand or

blue, sizes 3 to 6, pair Tapestry Cushion Tops Rubber Bath Mats made of pure sponge \$1.25 rubber, \$2.50 value for

Lace 3-piece Vanity Sets Tapestry Cushion Tops \$1.00

The balance of our stock of Ladies' Winter Coats, the very latest

styles, beautifully fur-trimmed, to clear at 1-3 off regular prices See our selection of Greeting Cards, priced-

5c, 10c, 15c We carry a full assortment of Tissue Ribbon and Fancy Wrapping

PHONE 9

for your Christmas Parcels THIRD AVE. & FULTON ST.

THE CONSOLIDATED MINING & SMELTING

TRAIL-BRITISH COLUMBIA Manufacturers of ELEPHANT CHEMICAL FERTILIZERS

ELECTROLYTIC

AMMONIUM PHOSPHATE SULPHATE OF AMMONIA TRIPLE SUPERPHOSPHATE

COMPANY OF CANADA, LIMITED

Producers & Refiners of TADANAC

LEAD-ZINC CADMIUM-BISMUTH

UNION STEAMSHIPS SPECIAL WINTER EXCURSION FARES. Effective November 1st (Good to February 29, 1932. REDUCED FIRST-CLASS RETURN FARES. From PRINCE RUPERT

(including Meals and Berth) To Vancouver and Victoria \$40.00 ret.

TO PRINCE RUPERT (Including Meals and Berth) From OCEAN FALLS \$21.35 ret. From ANYOX \$13.35 ret. Steamers leave Prince Rupert for Vancouver-EVERY TUESDAY 1:30 p.m. (S.S. CATALA.)

EVERY FRIDAY MIDNIGHT (S.S. CARDENA) Full information, reservations and tickets from-

R. M. SMITH. Prince Rupert Agency, Second Avenue. Phone 568

TAKE BOVRIL and keep up to "Pa" From early childhood on through life, Bovril increases vitality and builds up the resisting powers of the body. It has the unique property of making other foods more nourishing.

Of Course! There Is a Santa Claus



The Daily News, "Classified" is the Poor Man's Advertising Column

CLASSIFIED ADVERTISEMENTS

FOR SALE

FOR RENT

RENT-Furnished 4 room fla with bath. Phone 547.

and five-room apartment for rent. Mussallem Grocery. (ti FOR RENT-Clean, well-furnished modern 2-room suite. Palmer Apartments, Phone Red 444. to

ROOMS FOR RENT

RTABLE Room to rent, close Phone Red 218.

BOARD AND ROOM

ROOM AND BOARD. Phone Red

AGENTS WANTED

Employment for ten thousand agents for "Authentic Life of Euison." Large illustrated book: low price: quick sales, big profits Wonderful opportunity to make money. Write for free sample. Winston Co., Toronto.

SITUATIONS VACANT

Free booklet. The M.C.C., Winni-

TRANSFERS

8 & R. TRANSFER, Cartage and Furniture Moving, Phone 204, tf CAMERON'S Transfer Phone 177

HELP WANTED

ARN upwards of \$20 weekly growing mushrooms for us !n cellars all fall and winter, commence now. Illustrated bookled free. Canadian Mushroom Company, Toronto.

PALMISTRY

JAMES CLARK, Palmistry and Crystal Reading. Federal Block, Phone Green 701.

Walnut Bed. Coil Spring, All-Felt Mattress. Monday &

A. Mackenzie Furniture Telephone-775

WOOD FOR SALE Any Length

Glenn and R. Viereck & R. TRANSFER reen 609 Reasonable prices Orders Promptly Attended

resh Fish Daily

Aboard gasboat Dolphin 11 at Cow Bay floats. Number of varieties, just out of water,

by day, week or month Rose, Cowan & Latta

- PAINTS -WALLPAPERS Third Avenue

SHOE REPAIRS

MAC SHOE HOSPITAL. Shoes repaired. Second Avenue West. ti land SHOE REPAIRS-Best materialsfinest work-prices reasonable, thence 20

AUCTIONEER

PRINCE RUPERT AUCTION MART We buy, sell or exchange any kind of furniture or household goods, musical instruments, ma chinery, etc. General repairs crating, packing and shipping Workmanship guaranteed Just phone Biack 120 and we will call. G. J. DAWES, Auctioneer Federal Block.

SALVAGE & TOWING

If it's on of under the water we

Pacific Salvage Co. Ltd. Equipped for Diving and General Salvage Work

Agents for EASTHOPE ENGINES Boats and Scows of all descrip tions for Charter Row Boats and Canoes for Hire

BARGAINS IN GAS ENGINES Northern B.C. Distributors Coolidge Propellers and Gravel in any quantit

delivered anywhere by water

Phone Day or Night 564 P.O. Box 1564

to For Vancouver-Tuesday—ss. Catala 1:30 p.m Thursday-ss. Pr. Rupert 10 p.m

CHIROPRACTIC

W. €. Aspinall for Dry Birch, Cedar and Jack Three Year Graduate Chiropractic Modern Electrical Treatments

> 6 and 7 Exchange Block Phone for appointment: Green 549 and Green 241. Open evenings Established 4 years GET THE BEST

CHIROPRACTIC

Health Service The PALMER METHOD Absolutely confined to the spina

T. W. HOLLAND

Try a Daily News want-ad.

LAND NOTICE

GEO BACON. October 27, 1931.

SKEENA LAND DISTRICT-DISTRIC

ROBERT M. MOUNT

Skeena Land District-District of Queen Charlotte Islands

TAKE NOTICE that I. C. D. Empion taining 040 acres more of less.

C. D. EMMONS

SKEENA LAND DISTRICT-DISTRICT

for a Hoense to prospect for coal and

SKEENA LAND DISTRICT-DISTRICT OF QUEEN CHARLOTTE ISLANDS

ADVERTISING COPY MUST BE IN EARLY

Copy for display advertise-* of the printers not later than * * 3 p.in. the day prior to publi- *

Vancouver Stocks

(Courtesy S. D. Jonnston, Co.)

Big Missouri, 15, 16. George Copper, nil, 50. Georgia River, 21/2, 3. Golconda, 25, nil. Grandview, 51/2, 61/2. Independence, 1, 11/2. Indian Mines, 11/4, 2. Kootenay Florence, 1. 11/2. Kootenay King, 1, 11/2. Morton Woolsey, 134, nil. National Silver, 2, 23/4. Noble Five, 7, 71/2. Oregon Copper, 21/2, 23/4. Pend Oreille, 85, 95. Premier, 60, 63. Porter-Idaho, 81/2, 91/2. Reeves Macdonald, 32, 40. Ruth-Hope, nil, 61/2. Silver Crest, 234, nil. Woodbine, 1, 11/4.

Freehold, 3, 5. Hargal, 31/2, nil. A. P. Con., 10, nil. Dalhousie, 20, 25. Fabyan Pete, 21/2, 3. Home, 45, nil. Royalite, 6.00, nil. Mercury, 91/2, 101/2. United nil. 10.

Bluebird, nil, 4.

Merland, 5. nil. EASTERN STOCKS Sherritt-Gordon, 62, nil. Noranda, 15.20, nil. Int. Nickel, 10.00, nil. Cons. Smelters, 66.00, nil. Imperial Oil, 11.00, nil. C. P. R., 16.00, nil.

Bob Arthur in Charge of Store

A new cash and carry store opens omorrow on Third Avenue where the fish and chip shop was formerly located. Bob Arthur is manager of the new establishment and he says it seems like coming home to him. He ran a grocery there for four or five years closing finally about seven years ago. That was an ordinary grocery. The present is a

business place and fresh fish will be included in the articles sold.

SPRING FEVER

ities. Tru-Blood, the dependable blood A Buckley PRODUCT

TONES THE BLOOD CLEARS THE SKIN

Cut out this coupon. Fill in the blanks. Wrap it around half a dollar and mail.

subscriber.

commence at Christmas.

eration to your Christmas present.

Coupon

To Circulation Manager, Daily News,

Prince Rupert, B.C.

Cheapest and Best

Christmas Present

The Daily News is co-operating with those who wish to give a

Christmas present to a friend anywhere in British Columbia out-

side the city of Prince Rupert. All that is necessary is to cut out

the appended coupon, fill it in, wrap a fifty cent piece in it and we

do the rest. We send the paper to any person who is not already a

Fill out the coupon at once and we see that the paper is sent to

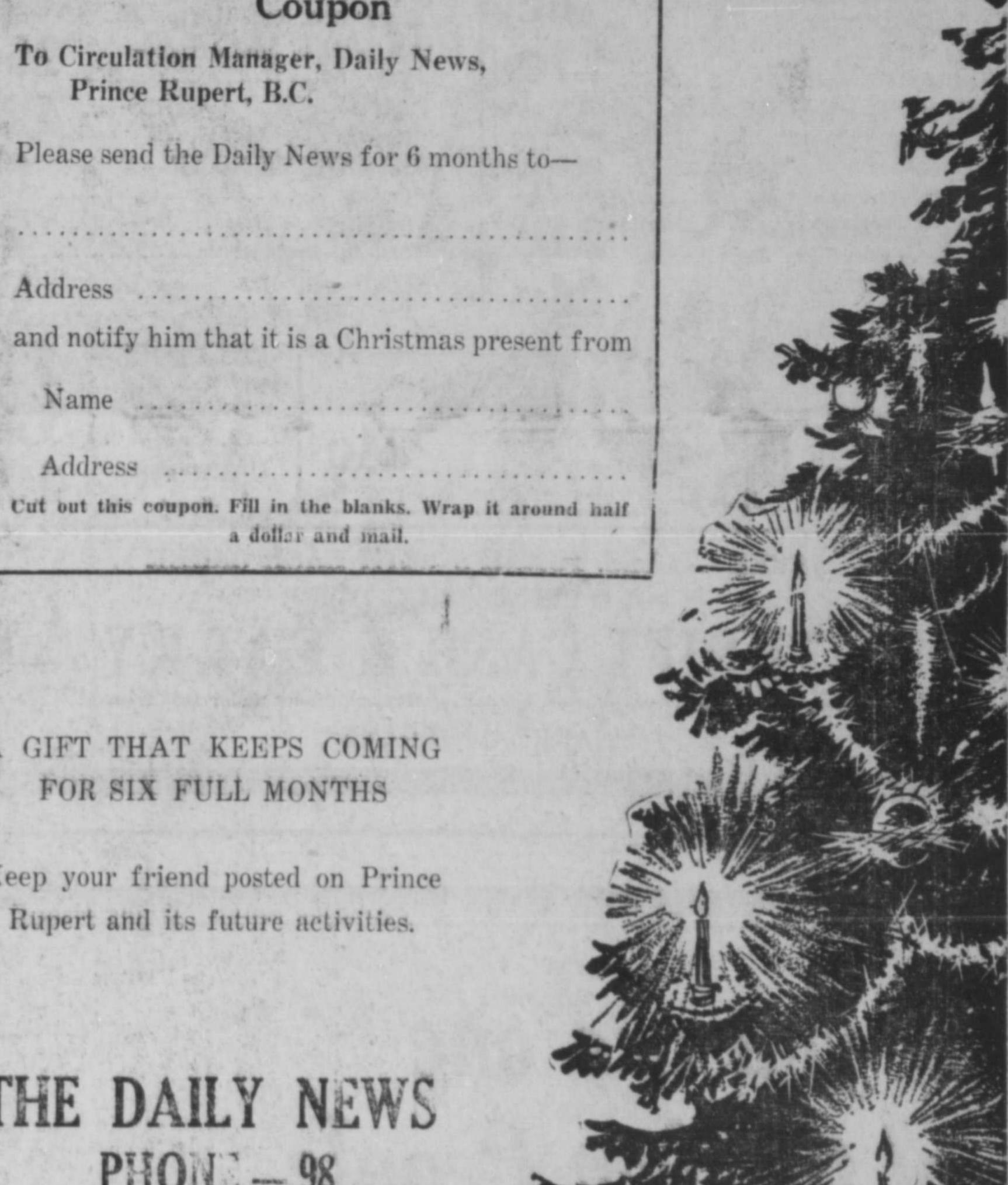
The value of a six months subscription to the paper is \$1.50

which we give for this purpose for fifty cents. That is our co-op-

A GIFT THAT KEEPS COMING FOR SIX FULL MONTHS

Keep your friend posted on Prince Rupert and its future activities.

THE DAILY NEWS PHON __ 98



PIONEERS MEET AFTER HALF CENTURY



occasion for both of them. Tom is Horse Pass. What this gallant pair | Shaughnessy well-known character at the of veterans must have had to say to the broad Rocky Mountain resert, to each other when they renewed shoulders of their acquaintance! From the E.W. Beatty, days when they toiled over moun- chairman tain and plain, blazing the way for and binds the provinces of the Dominion together, down to the present

system. Many progressive improvements have been made. But the spirit which sent Tom and lives till 1931, in 1883, when Tom greatest transportation system. unexplored territory remains unwas working under Major A. B. The mantle of responsibility has changed, for the excellent reason Rogers, after whom Rogers Pass passed from Mountstephen to that none better can be found.

TO-NICHT.SINK PE WARNING They are not "like" "similar to" Ovaltine. This mended by doctors through-

OVALTINE overcomes sleeplessness—even acute cases of Insomnia. Taken just before you retire, it soothes raw nerves, allays digestive unrest, and brings sound, natural sleep.

Ovaltine is free from drugs or narcotics. It is made by an exclusive process from ripe barley malt, fresh eggs, and creamy milk. It is a scientifically correct food for body and brain. As a night-cap, to bring you sound sleep, or as a meal-time beverage, it gives you health and vitality.

OVALTINE

TONIC FOOD BEVERAGE BUILDS UP BRAIN, NERVE AND BODY At all good stores in 50c, 75c, \$1.25 and special family-size \$4.50 time; also served hot us sold at sods fountains.

Good News For the Housewife! — Astounding Values

QUALITY FOODS Mark the Opening on Tuesday Morning of the

THRIFT CASH & CARRY

201 Third Avenue -- Phone 179

THESE PRICES IN EFFECT TILL SATURDAY

FLOUR— 49-lb. cotton sacks	\$1.10	SUGAR— Granulated, 10 lbs.	54c
RICE— Choice Jap, 6 lbs.	25c	CRISCO— 1-lb. tins	25c
KRAFT CHEESE— 1-lb. pkg.	31c	EXTRACTS— All Flavors, 2-oz. bottle	14c
SARDINES— Canadian, tin	6c	MILK— Tall Tins	11c
SUNLIGHT SOAP—	17c	CATSUP— Libby's, bottle	14c
JELLY POWDERS-	5c	COCOA— Per lb.	15c

COFFEE

Exceptional Quality 999 at Low Cost. Per lb. OUR VICTORY BLEND

TOMATOES— Large Tins, each	9c
PEAS— Sieve 4, per tin	
CORN- Crosby, No. 2's	1c

BROOMS-

3	JAM
3	Strawberry, Raspberry, Black Currant, Apricot 41
9	VANCOUVER ISLAND FRUI
!	TANCOUTER ISLAND THE

200

PRUNES— Del Monte, per pkg.	19c
FIGS— Choice Cooking, per lb.	10c
Singapore PINEAPPLE—	10c
PORK & BEANS— Royal City, per tin	8c
SYRUP— Rogers. 2's, per tin	17c
SLICED PEACHES— Royal City, No. 21/2 tins	25c
OATS— With China, per pkg.	23c
AYRSHIRE BACON— Fresh Sliced, per lb.	21c
BUTTER-	26c
Per lb.	10000

Each	200
O'CEDAR OIL—	35c
Large Bottles	
TOILET TISSUE—	7c
PUMPKIN— Royal City, No. 2 tins	10c
SOCKEYE SALMON-	25c
Tall tins LARD— Swift's, 3's, per tin	42c
PALMOLIVE SOAP—	6c
SPICES— Malkin's Best, per tin	7c
SOAP- Pearl White, 2 bars	7c
POTATOES-	100

APPLES— Spitz, 5 lbs	22c
GRAPEFRUI Juicy California	
LETTUCE— Large Crisp Hea	

TEA Our Thrift Blend WE RECOMMEND IT

TOC ONIONS-Okanagan, 4 lbs. CARROTS— 10c

FREE - 5 LBS. TURNIPS WITH EACH ORDER OUR PRICES ARE LOWER

THRIFT CASH & CARRY

Orders over \$10 delivered free - A small charge on orders under this amount "CARRY AND SAVE"

If you are one of the few People

Who do not already Take the Daily News

We suggest it would be a good thing to get in line with progress. Telephone for the boy to call and then pay him a dime a week and live happy ever afterwards.

Be an optimist. Subscribe to the paper that radiates optimism.

THE DAILY NEWS

Telephone 98

Third Avenue

LOST ALL HER "PEP"

Customs worker in one of the Border Cities tells of great benefit from Dr. Williams' Pink Pills (tonic). Says they were her "best friend".

"I became quite myself again. (Sgd.) Beatrice M. Gehan.

Dr. Williams' Pink Pills and see if I being

quite myself again, but still I always kept | fully

SATURDAY

a box on hand. They were my best friend." received from all parts of Canada. If you could read all the letters received you would certainly be convinced.

Often it seems that the benefit resulting strain I began to feel as globin (life-giving element) in the blood, dvised me to try appetite and produces a feeling of well-

Take advantage of this safe and Before I finished my first box I was proven means to better health. Go to a already feeling better, and the color was drug store and get a supply of Dr. Wilcoming into my cheeks. By the time I liams' Pink Pills. 50 cents a package. had taken my third box I had become Just see if they don't help you wonder-

Hunting Party

Hon. George Black, Speaker of House of Commons, Included liss Dorothy Edith Ross Becomes in Group Which Made a Bride of Thomas James De-Trip to Gardner Canal Marco at Quiet Wedding

The marriage took place quietly! After a week's hunting trip to Saturday evening at the rectory. Gardner Canal area a party conourth Avenue East, Very Rev sisting of Mayor Cyril H. Orme. Wales since the World War. James B. Gibson, dean of St. An- Norman A. Watt, Capt. R. Gamlirew's Anglican Cathedral offici- mon and Thomas Watts returned ting, of Miss Dorothy Edith Ross to port Saturday evening with a laughter of Mr. and Mrs. H. A bag of sixteen geese and fifty or Ross, formerly of this city and now so ducks. Another member of the esiding in Kamloops, and Tyomas party during the hunt was Hon. James DeMarco, son of Mr. and George Black, Speaker of the Ca-Mrs. Nicholas DeMarco of this nadian House of Commons, who ity. Attendants of the couple were left the seinboat Bertha G., on Miss Molly Lawrence and Richard which the trip was made, at Bute-

Mr. and Mrs. DeMarco will re- Cardena on his return to Vancouide in this city where both are ver. rell known and popular. The bride | Members of the party report that as been a member of the Court the trip was a most enjoyable one. Touse staff and the groom was being favored with splendid weaormerly in the service of the Ca- ther the most of the time. nadian National Railways but more "ecently in the employ of the Ru-Dert Marine Products. The couple Condition of Tom vill have the hearty congratula-

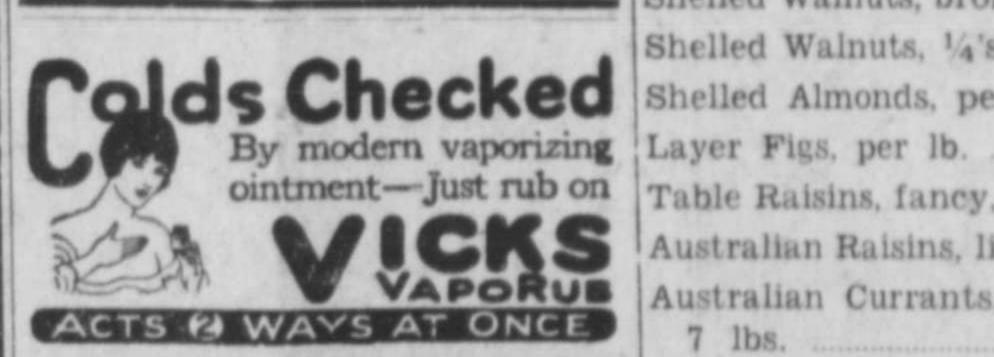
Had Good Hunting Trip at Week-end

Big Bag of Birds Taken by Party Which Visited Quinemass in Naas River Region

Reporting game as plentiful a they had ever before seen and proved but it is a little too early to bringing back a bag of fifteen feel optimistic." geese and numerous mallard ducks. a hunting party consisting of Alex next month to Mabel Ward. McRae, L. J. Blain, Don Crerer, 1 H. Hinton, Capt. J. M. Morrison and Roy Morrison returned last evening from a two-day trip Quinemass in the Naas River dishe party report. On some accaions they flew over in virtual

The clear and cold weather was Our stock is fresh and crisp. Order very pleasant and the trip proved most enjoyable.

W. E. Collison, Indian Agent, Citron Peel, per lb. ailed last evening on the Catala Lemon and Orange Peel, per lb. for a trip to Kincolith on business in connection with the new waterworks system which is being in- Almond Paste, 1/2's, stalled there.



Drink More Milk

For Fresh Local Milk Phone Red 608 DOMINION DAIRY

Cut Down Prices on

STOVE WOOD

12, 14 or 16-inch length DRY SPRUCE and CEDAR GREEN HEMLOCK, ALDER and JACKPINE

Cedar Pilings and Radio Poles N. Carlson & J. Flostrand

11-2-15 1/2 VA Jakely 12

Telephone-Green 556

Christian Science Church Denounces New Necromancy

The subject of the lesson-sermon in all Christian Science churches and societies on Sunday was "Ancient and Modern Necromancy, Alias Mesmerism and Hypnotism,

Among the Bible texts included in the lesson-sermon was the following from Matthew 24:24: "For there shall arise false Christs, and false prophets, and shall shew great signs and wonders; insomuch that, if it were possible, they shall deceive the very elect."

The lesson-sermon also included the reading of citations from the Christian Science text book, "Science and Health with Key to the Scriptures," by Mary Baker Eddy. one passage being as follows: "If men understood their real spiritual source to be all blessedness, they Returns Home would struggle for recourse to the spiritual and be at peace; but the deeper the error into which mortal mind is plunged, the more intense the opposition to spirituality, till error yields to truth."

> More than 1.500,000 new houses have been built in England and



Monday and Tuesday

Two Shows - 7 and 9 p.m. Feature Starts at 7:48 & 9:40

The Star of Cimarron, in

"The Public Defender"

With Shirley Grey, Paul Hurst. Ruth Weston. Swindlers indicted, crooked trustees of public money exposed.

Comedy-CHARLIE CHASE in "SKIP THE LALOO" Novelty-"LAND OF THE MAHARAJAHS"

Screen Song-"LIGHT OF THE SILVERY MOON" PARAMOUNT NEWS

Wed. & Thurs. - "MY SIN"

BURDOCK BITTERS

Dyspepsia and Dizzy Headaches

Mrs. Isaac Corbin, West Advocate. N.S., writes:-"I had suffered for years from dyspepsia and dizzy head-aches. After taking two bottles of like without that terrible indigestion suffered after every meal."

For sale at all drug and general stores; manufactured, for the rest 52 years, only by The T. Milburn Co., Ltd., Toronto, Ont.

Mix Little Better

Physician Admits Improvement Although Early Yet to Be Optimistic

dale and embarked on the steamer!

LOS ANGELES, Nov. 30:-Tom Mix, screen actor, continued to show slight improvement over the week-end although his condition is still dangerous."All in all," said his physician, "his condition is im-

Mix is engaged to be married

SUGGESTIONS

your requirements while our stock is complete.

Glace Cherries, whole, per lb. . Ground Almonds, 1/4's, 1/2's, 24c, 40c Shelled Walnuts, 1/4's, 2 lbs.75c Shelled Almonds, per lb. ointment-Just rub on Table Raisins, fancy, per pkg. ... 25 Australian Raisins, light, 7 lbs. \$1.00 Australian Currants, recleaned

Apple Juice for mince meat, bot. 23c Ginger Wine, per bottle . Malkins Best Pineapple, 2's, tin 30c Malkins Best Grapefruit, 2's, tin Malkins Best Spices, per tin

NUTS-Brazils, Almonds, Filberts. Walnuts & Chestnuts, per lb. 25c

Out of Town Customers should mail their orders early and be assured of getting their full requirements

Mussallem's Cash & Carry Stores

"Where Dollars Have More Cents" No. 1 Store Fifth Ave.-Phone 18-84 No. 2 Store 319 Third Av.—Phone 360 No. 3 Store 727 Third Av.-Phone 375

A FAIR EXCHANGE—TWO 50c PIECES FOR \$1 NO. 1 ALBERTA EGG, Per Ton

COAL - CASH ONL

Also Nanaimo-Wellington Lump and Nut Albert & McCaffery, Ltd.

116 — Telephone — 117

SAFE WINTER TIRES — SURE FOOTED

Goodrich Silvertowns

Get Them Now!

Rupert Motors

Phone 566 (Night calls 161) Garage and Service Station DISTRIBUTORS: DODGE and PLYMOUTH CARS

Hard Time Prices For Cash No. 1 Alberta Lump . . No. 1 Alberta Egg. . Pembina Peerless Lump Pembina Peerless Egg. HYDE TRANSFER—PHONE 580

COAL

Buy the real Coal-our fa-Edson and Cassidy-Wellington-in any quantities. Also Bulkley Valley Hay. Grain and Robin Hood Flour.

Prince Rupert Feed Co PHONES 58 AND 558

PHONE 649 Steam Cleaning and Pressing

Alterations Made Collection and Delivery Free! LING - THE TAILOR 817 Second Ave.

Because it doesn't pay to advertise poor products, It does pay to buy those advertised.