

To all our friends and patrons we tender greetings and wish you all a

Very Very Merry Christmas and a Happy and Prosperous 1937

Store Open Evenings Dec, 21st to 24th

Cowan Hardware Co.
"Everything In Hardware"

ANDERSEN'S LUMBER YARD

Doors, Windows, Brick, Firebrick, Fireclay, Plaster and Lime. High grades of Finishing Lumber, Lath, Shingles and Mouldings. Fir and Cottonwood Veneer Panels.

GYPROC WALL BOARD AND DRY INSULEX

Canada Portland Cement
Barrett's Roofings and Papers

Phone 38-R-3 QUESNEL, B.C. P.O. Box 47

May We Suggest--

Boxed Stationery, 35c \$2.00
Chocolates. . . . 25c to \$2.75
Yardley Sets . . . 85c to \$5.00
Jasmine Sets, \$1 00 to \$10.00
Perfumes25c to \$4.50

ALLISON DRUG & BOOK CO.
NYAL WE DELIVER REXALL

Wishing One and All a Merry Christmas

Lambert's Ready-to-Wear
CARSON AVENUE QUESNEL, B.C.

FOR SALE

Complete Dragline with 1000 feet of cable, Upright Boiler and Hoist. This boiler will burn either wood or oil. New outfit. Full mining equipment including camp, cooking utensils, tents, pump and pipes for use on dragline. Cost \$15,000. Will sell at big reduction.

C. S. Wing
SODA CREEK, B.C.

Chiropractic

Is the sure way to health by releasing all nerve pressure in the spinal column, thus bringing relief to those suffering from Headache, Heart Trouble, Blood Pressure, Gall Stone, Stomach Trouble, Lumbago, etc.

J. C. FISH, D.C., M.C.
REID ST. QUESNEL, B.C.

Ford to Erect Assembly Plant in Terminal City

Plans for additional expansion of Ford Motor Company's productive plant in Canada involving the construction of a new Branch Assembly at Vancouver, B.C. to serve the British Columbia territory, and erection of a branch warehouse at Regina, were announced today by Wallace R. Campbell, president.

The new Vancouver plant will cost approximately \$400,000 and will be built on property acquired some time ago on Kingsway, midway between Vancouver and New Westminster. The new plant will have a capacity of 30 cars daily. The new warehouse at Regina will adjoin the present sales and service building. It will cost approximately \$50,000.

These two new Ford branch projects will bring the total of Ford expenditures thus far allocated for Ford home office and branch expansion to nearly \$5,500,000. Mr. Campbell pointed out. He had previously announced plans for enlargement of the main manufacturing plant at Windsor at a cost of \$1,700,000 including tools and equipment and for construction and equipment of a new body building and final assembly plant to cost \$3,300,000. The major items in the programme are intended to permit Ford to modernize and consolidate its manufacturing facilities.

The new Vancouver branch assembly plant will be built on Ford owned property at Kingsway and Silver Avenue in Burnaby, six miles from the heart of Vancouver and four and a half miles from New Westminster. The site is one of the finest for industrial purposes in the entire area.

The new building will be set back from the highway line 239 ft. permitting the fine holly trees and shrubbery which adorn the property to be retained for landscaping. On each of his visits to Vancouver Mr. Campbell has inspected the property and has given strict orders for their proper care. He is planning to utilize the trees generally in their present locations to beautify the property when the new plant is completed. A row of magnificent maple trees front the property and hollies have already been transplanted to border the entrance drive.

The new building will be of concrete, brick and steel construction, 240 ft. wide along Kingsway front and 232 ft. deep. The total available floor area will be 53,760 sq. ft. A crane way served by a single depressed railway track will serve the building on the east. A new type monitor roof construction will provide for the greatest possible amount of natural lighting.

The front of the building will be given over to offices of Mr. H. R. Cottingham, manager of the Vancouver branch, and those of members of his staff. Space also will be provided for showrooms for passenger cars, commercial cars and trucks, a moving picture projection room and headquarters for travelling representatives and a service school. A large area will also be given over to service stock storage.

The entire rear section of the building will be allocated to manufacturing and assembly operations and allied activities. The largest block of space will be given over to the frame assembly, conveyor and the final assembly line on which cars and trucks for British Columbia territory will be assembled. Other departments to be housed in the new plant will be the enamelling department for enamelling of car parts, car test and repair, paint, maintenance and car storage.

The building will be served by an 18 foot roadway flanking the west side of the property and leading to Kingsway.

It is expected that construction will get under way early in 1937 and that the plant will be ready for occupancy before the end of the year. The present plants have been considered inadequate to

met the growing demand for Ford cars and trucks in British Columbia and the decision to go forward with plans for the new assembly plant at this time was welcomed by Ford officials. Mr. Campbell said.

NEW YEAR'S EVE BALL

The Canadian Legion are again sponsoring the annual New Year's



Please someone by telephoning this Xmas

SPECIAL RATES FOR CHRISTMAS AND NEW YEAR'S

IF MANY miles separate you from distant dear ones and you can't be with them this Christmas, make a "voice visit" by long-distance telephone. Next to seeing you, hearing your voice would be the greatest thrill for them.

Say "Merry Christmas" by long-distance telephone

Eve Ball, which alone ensures all patrons an excellent evening. Special favors, the best music available and the customary holiday spirit have made this event by far the most enjoyable of the entire year.

Be sure to see the old year out and the New Year in amongst congenial friends from all over the district.

SNAPPY

The chemist was explaining to the lady the progress of his experiments. "My," she commented, "the manufacture of synthetic rubber's such a slow process, isn't it?" "Well," he returned, "we have to make it slow to make it snappy."

NOTICE

Re. ESTATE OF GUSTAF WINALL, DECEASED.

TENDERS will be received by the undersigned up to noon on December 31st, 1936, for the purchase of the undermentioned baled hay, stored at the Winall Ranch. Approximately 6,000 lbs. of first crop and 6,000 lbs. of second crop. Terms cash. The highest or any tender not necessarily accepted.

EDGAR C. LUNN,
Official Administrator.
Quesnel, B.C.,
December 17th, 1936.

Ladies and Gentlemen!!!

Still Doing Your Xmas Shopping?

You will find our stock is full of suggestions for everyone on your gift list. Be sure to visit us. Let us help you make your selections. You will find satisfaction for yourself and your pocketbook.

Christmas Suggestions for Your Table

Our grocery department is well stocked with everything you need for the Festive Season:

MINT JELLY	CANDIED CHERRIES
CRANBERRY JELLY	CHINESE GINGER
TABLE RAISINS	ALMOND PASTE
SMYRNA LAYER FIGS	GROUND ALMONDS
NUTS	K-D PLUM PUDDINGS
MINCEMEAT	OLIVES

Apples! Apples! Apples!

Our assortment is complete; Wagners; Rome Beauty; Jonathan; Greenings. Special price for Christmas only **\$1.75**

Extra Fancy Delicious **\$2.00**
at, per box

Buy your Jap Oranges now, while they last, per box **95c**

THIS STORE WILL BE OPEN IN THE EVENINGS NEXT WEEK COMMENCING ON TUESDAY THROUGH THURSDAY.

JOHN A. FRASER & CO. LIMITED

Phone Your Orders---Telephone No. 4

MALKIN'S BEST TEA

IS DELICIOUS IN THE CUP

ORANGE PEKOE QUALITY at moderate cost!

HELP THE HOSPITAL — WEAR A BUTTON!

We wish all our patrons and friends a Merry Christmas AND A Happy New Year

Johnston Bros.' Garage

HELP THE HOSPITAL — WEAR A BUTTON!

Classified Ads

- FOR SALE**—7-tube Majestic Radio in perfect condition. Cheap for cash. Apply Observer Office.
- FOUND**—Watch. Owner can have same by proving property and paying for advertisement. Apply Observer Office.
- WANTED TO RENT**—By responsible party for a year or more, modern house preferably furnished. Apply Observer Office.
- FOR SALE**—One General Electric Washing machine, as new. Will be sold cheap. Apply Observer Office.
- FOR RENT**—Three roomed house on Reid Street, Quesnel. Enquiries and key at Observer Office.
- WANTED**—Small pump outfit complete, one and one-half to three horse. Apply Observer Office in writing.

HELP THE HOSPITAL — WEAR A BUTTON!

HELP THE HOSPITAL — WEAR A BUTTON!