

THE DAILY NEWS.
PRINCE RUPERT - BRITISH COLUMBIA

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VERY GOOD NEWS

The announcement yesterday that the provincial government was prepared to take over the care of the unemployed and to find them work on the highways of the province was excellent news. It was what was expected but so often we do not get what we expect.

Public Works Minister Bruhn seems to have the right idea, and this is doubtless a reflection of the mind of the whole cabinet. To take the stand that the federal government takes is a ruination policy. They intimate that it is the duty of each municipality to take care of its own unemployed. The difficulty is that men do not stay in any particular municipalities in this country. They move from place to place as they hear of possible developments. Prince Rupert is looked upon as a place with possibilities. That is why they come here.

Particularly interesting and commendable is the plan to hold a conference of the four western provinces and to have a strict registration and a uniform system of payment.

The announcement of the government will give new courage to Prince Rupert people who have been finding it difficult enough to fight their own battles, care for their own people and prevent business losses from being so large that they cannot be overtaken in better times. We hope the provincial government will live up to expectations, look after the men well and get a good deal of work done on the highway.

RUSSIA IN THE LIMELIGHT

Russia is almost always in the limelight just now. That country is the source of conflicting opinions and conflicting news. It is such a big country that what is true of one district may be wholly untrue of others. Yesterday we published a story written for the Associated Press in regard to the work of women. This proved so interesting that we plan to publish more. Possibly there are other sides to the questions discussed but these articles are worth reading.

OPTIONAL CLAUSE

The Alberta Wheat Pool, the concern that has the lease on the Prince Rupert elevator, has an open contract this year with wheat growers. The farmers are not bound to sell to the pool but may, if they wish, dispose of their crops to any buyer. If they sell to the pool they receive a down payment and the balance later when the wheat is sold. It is a radical change and an abandonment of the effort to create a selling monopoly on the prairies.

less

work for Mother when she serves Kellogg's Corn Flakes. Delicious for any meal. No preparing. Wholesome. Easy to digest. Have Kellogg's often and save yourself

trouble

Kellogg's

CORN FLAKES

* Fine for the children's evening meal. Made by Kellogg in London, Ontario.



Plenty of Color This Season; Shoes, Hat and Scarf to Match; Cottons Well as Silks the Vogue

Gone are the days when you simply had to wear silk for "dress-up." "Look artless in cotton" on summer evenings, advises fashion. Organdie with sprigs of roses, dimity, muslins, cambrics, batiste which is eyelet embroidered... these are some of the cotton conceits which are to make in-venues of us all. Lace and sheer embroidery of the old-fashioned type appear on ruffles and collars and tiny cap or puffed sleeves. Allover lace formal gowns in soft colors or white mingle smartly with the dancing throng of cottons. Satin, especially in white, and very simple of line, receives approval for evening. Taffeta, velveteen and transparent velvet, usually in bright hues or black, fashion the season's smartest evening wraps.

It Looks Like White

White for sports, white for town wear, white for dinner and evening! Our white sports frocks we accent with brilliant jackets, scarfs, berets, handkerchiefs. We wear all-white dresses, more formal in design than our sports frocks, of course, under our dark coats when we go to bridge, or tea or dinner in town. In the evenings we look fresh as gardenias in all-white evening dresses. White polo coats dash hither and yon over the summer scene. White jewelry and white gloves... white purses and white shoes were never so completely popular before.

Keep a Cool Head

That's easy enough in the new hats of fabric, often combined with straw. Taffeta in smartly stitched versions is very smart. A white organdy flange on the generous brim of a flattering hat of black baku strikes a new note. Linen and pique join with almost any straw to give smartness and coolness. Hair bodies,

developed in mesh effects, fashion themselves into chic hats for town wear, although the hair hat is generally chosen for formal afternoon and evening wear.

Color Reaches the Shoe

"I will match you," says the shoe to the hat and the scarf, and proceeds to become a green, blue, red or whatever color the costume demands. There is no doubt about it—the colored shoe has fashion's sanction. But let me issue a word of warning about selecting them! For town or sports wear colored shoes must be of the simplest, most classic forms. Colored sports shoes are deep of color and made of thick, rough, spongy leathers. The morning town shoe is subdued in color; restraint is the keynote of the colored afternoon shoe; and for evening, white pumps or high-heeled barefoot sandals show their colors only on the heel—or at some vantage point for trimming.

One or Two Examples of the Latest Styles

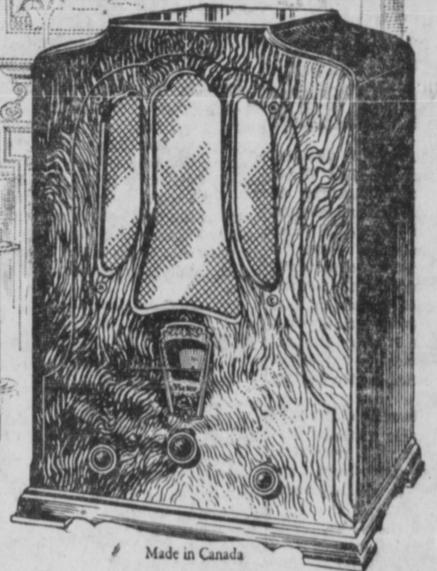


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\$89.50 Complete with Tubes for an Eight-Tube Super-Heterodyne

Because it is a real Super-Heterodyne — admitted by leading engineers to be the most efficient circuit known to radio — expect big radio performance from the Victor "Superette" and you will not be disappointed. It is a small radio that asks no favors from the finest big radio made. It is a big radio in everything but size and price!

And the "Superette" is biggest of all in value. Only \$89.50 for an advanced eight-tube Super-Heterodyne. Such a radio at such a price is made possible today only through Canadian production and Victor's vast scientific and engineering resources.

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the maximum in selectivity, sensitivity, tone and noiseless operation. Super-control tubes combined with screen-grid... electro-dynamic speaker... increased-range tone control... push-pull amplification... and acoustically correct cabinets.

Hear the "Superette" today. Compare its value. Your Victor dealer will deliver it to your home — on easy terms.

Hear also the new Victor Console models, featuring the advanced Super-Heterodyne receiver. They give equally outstanding value in a choice of two beautiful cabinets—Lowboy, R-8, \$119.50—Highboy, R-9 \$122.50—each complete with eight tubes.

VICTOR RADIO

VICTOR TALKING MACHINE COMPANY OF CANADA LIMITED—MONTREAL



How Paris Now Is Using Jewels

Anything, Which Helps to Make Things Stay in Place Being Used With Effect

PARIS, July 24.—There is a new fashion developing in Paris. It has to do with the general effect of fashions rather than with any one detail and prescribes a trimmer, neater appearance.

Clothes may stay in place, scarfs must not flap about, glove cuffs must not be flopping, belts and necklines must be clean-cut in line.

One of the first aids to this new trimness is jewelry. Clips, brooches, any type of jewelry which helps to hold things together is important now.

Cravats are being worn instead of scarfs. They are held firmly in place by clips, not only one, but two, three and four, arranged all on the same side of the cravat or on both sides.

Director Is Visitor Here

J. Fyfe Smith Makes First Trip to City Since Receiving His Appointment

J. Fyfe Smith, director of the Canadian National Railways, accompanied by Mrs. Smith and B. J. Chappell, general superintendent of the western lines, arrived in the city this afternoon and will spend some time looking over the terminals before leaving for the south late tomorrow.

This is Mr. Smith's first visit to Prince Rupert since his appointment as director. He was here once before about fourteen years ago.

The director has been inspecting the part of the railway covered by the triangular section and stopped off at Jasper Park.

Civil Service In Argentine

BUENOS AIRES, July 24.—With the appointment of a committee to study the reform of the National Civil Service along British and American lines, in so far as stable employment is concerned, the government of Provisional President Jose Uriduruu has undertaken a task frequently sidetracked by previous administrations.

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