

Try BORDEN'S ST. CHARLES in TEA or COFFEE

THE next time you drink tea or coffee try it with St. Charles Milk. You'll be surprised and delighted with the creamy richness that it gives. You'll be astonished that evaporated milk could taste so much like fresh, sweet cream.

St. Charles is not only good in coffee and tea but for all cooking purposes where you would normally use fresh dairy milk. St. Charles is handy to use, economical and invaluable in camping, picnicking or when you are removed from your regular milk supply.



It's better and you can prove it

Borden's ST. CHARLES MILK
UNSWEETENED EVAPORATED



BORDEN PLANTS at Toronto, N.S., Inverness, Ont., Norwich, Ont. and Sumas, B.C.

The Borden Co., Limited, 50 Powell Street, Vancouver, B.C.

Gentlemen: Please send me copy of your free cook book "The Good Provider."

Name.....
Address.....

ARLISS IS FINE AGAIN

Gifted English Actor on Screen at Capitol Theatre in "The Man Who Played God"

George Arliss, the fine English star of five of the talking screen's greatest masterpieces, is being seen at the Capitol Theatre at the first of this week in his latest dramatic production, "The Man Who Played God," a picture inspired by Governor Morris' well known short story of the same title.

The story of "The Man Who Played God" is that of an internationally famous musician whose life and happiness revolve around the pleasure he brings to countless thousands by the Heaven-sent gift he possesses. Fate plays strange tricks upon him, giving and taking love, presenting the world for a plaything and then taking everything away. Arliss portrays every step in the drama with a finesse rarely seen on the screen.

The musician is loved by two women. He was in love with one, a widow, played by Violet Heming, before she married another. She loves him but keeps her own counsel, believing him to be in love with a young and beautiful girl, played by Bette Davis, a beautiful newcomer to the screen.

The production has been heralded as one of the best this year and is certainly another credit to Arliss' line of successes.

RHEUMATISM

You'd never think he'd ever had it.



Mr. D. J. Beeton, Ont., writes: "I was almost completely knocked out by painful rheumatism, stiffness, headaches and bad stomach. I could scarcely work. Finally I tried Fruit-a-tives. In a short time all my pains and aches were gone. I call myself a new man."

The superiority of Fruit-a-tives over ordinary remedies rests on the fact that it stimulates FIVE vital organs to work naturally. It is a complete, natural remedy, the discovery of a brilliant doctor. At all druggists', 25c and 50c.

Fruit-a-tives
MAKE AND KEEP YOU WELL

TO SHOW NEW CAR

Latest Ford Model Will Go Before Public on Thursday

EAST WINDSOR, March 29.—The new Ford V-8 will be presented to the Canadian public next Thursday, Wallace R. Campbell, president of the Ford Motor Company of Canada Ltd., announced today. One of the most important factors in the announcement, Mr. Campbell said, is the confidence shown by the entire Ford organization that a measure of business revival is possible at this time.

"We are convinced that our public duty lies in doing everything possible to start employment again," said Mr. Campbell. "For months we have labored with that objective in view. Now we are ready to go ahead. As quickly as we find it possible production will be increased at our main factory and branches. Manufacturers which supply us with products also will increase their output. The announcement of the new Ford car, therefore, in our opinion should give a definite impetus to industrial activities in Canada."

"The principal objective in our plans toward this end was the development of an 8-cylinder engine with plenty of power yet so simply designed that its simplicity would be as important a feature as its speed and power. We sought to develop a car which would be a great advance over former automobile values in every respect, yet which could be built and sold at a price which would fit the average present pocketbook."

"We have accomplished what we set out to do. Next Thursday the public may judge our work. In addition to our V-8 cylinder car of 65 horsepower we are offering a 4-cylinder car of 50 horsepower. Either may be had in 14 different body types. Except for the engines there is very little difference between the two cars, bodies and chassis are practically the same. There will, however, be a difference in price. The V-8 will sell in the low price field which has always been dominated by the Ford car. The 4-cylinder car will sell for still less. That is our conception of our duty to the public at this time and of the service which we should render particularly in the face of present economic conditions."

Why Pay

a high price for fine clothes when Tip Top Tailors will make to you measure any of their wide range of fine all-wool fabrics **\$27.00** for only

TIP TOP TAILORS
P. Cravetto
Corner 6th Ave. and Fulton St.
Phone 756

Income Tax Returns

Save expense by having them prepared promptly and accurately.

GEORGE RORIE & CO.
Accountants and Auditors
243 Second Ave. W. Phone 387

TENNIS TEA IS ENJOYED

Delightful Affair Held Yesterday Afternoon at Home of Mrs. John R. Mitchell

The spacious home of Mrs. John R. Mitchell, Atlin Avenue, Westview, was the scene yesterday afternoon of a delightful tea and sale of home cooking in aid of the Prince Rupert Tennis Club's clubhouse building fund. Many ladies called during the afternoon to lend their patronage to the affair which was entirely successful.

Mrs. Mitchell was assisted in receiving by Mrs. A. E. Parlow, Presiding at the urns were Mrs. J. W. Nicholls, Mrs. S. P. McMorde, Mrs. Robert Blance and Mrs. W. T. Kergin while serviteurs were Misses Laura Frizzell, Florence Smith, Vera Smith, Polema Cameron, Marjorie Blance and Willa Dyer. In charge of the kitchen was Mrs. Rod Morrison. Miss Margaret Palmer was cashier and tea cups were read by Misses Maude Maguire and Joyce Edgcombe.

The home cooking table was presided over by Mrs. W. N. Currie and Mrs. S. J. Jabour. The winner of a raffle was Mrs. James L. Lee.

During the afternoon there was a delightful musical program which included piano solos by Miss Margaret McCaffery, piano duets by Mrs. E. J. Smith and Mrs. Robert Bartlett, and vocal solos by Mrs. H. N. Brocklesby, Mrs. F. W. Allen, Mrs. A. G. Webber and Mrs. J. H. McLeod.

Twenty Years Ago

In Prince Rupert

March 29, 1912

Final rallies for William Manson and Alex Manson, Conservative and Liberal candidates respectively in the provincial election, were held last night. The Conservative meeting was held in the Westholme Theatre and was presided over by George D. Tite. The Liberal meeting was in the Empress Theatre with Fred Stork in the chair.

WEEKLY SPECIALS

Nestle's Milk
Per case **\$5.25**
Per dozen **\$1.32**

Our advertisement will appear once each week from this week on. These bargains will last all week so that everyone will have a chance to save. Here are a few items for your convenience.

- Chase & Sanborn's Coffee—**49c**
- New pack, per lb. tin
- Choice Economy Tea—Bulk **55c**
- 2 lbs.
- Blue Ribbon Tea—**99c**
- 2 1/2-lb. pkg.
- Shredded Wheat—**10c**
- per pkg.
- Seedless Raisins—Bulk **50c**
- 3 lbs.
- Tillson's Health Bran—**22c**
- per pkg.
- Libby's Sauer Kraut—2 1/2's **15c**
- per tin
- Pine Ola—For cleaning windows & silverware, works miracles try a tin and convince yourself, sold in all sizes.
- Garden Seeds & Flowers, per pkt. **5c & 10c**
- Rowntree's Cocoa—**24c**
- 1/2-lb. tin
- Cowan's Good Rich Bulk Cocoa, per lb. **35c**
- Juicy Oranges—**95c**
- 4 doz.

Fresh Fruits & Vegetables Arriving Every Boat. Get Your Supply From

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

DANCE WAS ENJOYABLE

The annual Daffodil Dance of Queen Mary Chapter, Imperial Order, Daughters of the Empire, which took place last night in the I.O.D.E. Hall, was one of the most successful held in years. There were some fifty couples present and a very happy time was spent in dancing from 9:30 p.m. until 2 a.m. excellent music was furnished by Mrs. J. S. Black's Orchestra.

The hall was beautifully decorated for the occasion with daffodils, Easter flowers and green foliage. Mrs. William Brass was convener of the decoration committee.

At midnight delicious buffet refreshments were served by a committee consisting of Mrs. James Simpson, convener, Mrs. J. E. Boddie, Mrs. Thomas McMeekin and Mrs. C. E. Cullin.

During the supper hour, the drawing for a \$5 gold piece was conducted with Mrs. D. C. Stuart in charge. The lucky ticket was drawn by Miss Caroline Mitchell and the winner was Miss Ivy Anderson.

J. E. Boddie made a genial master of ceremonies, W. O. Vigar and R. C. Parsons presided at the door.

Mrs. C. J. Norrington, as regent of Queen Mary Chapter, was general convener for the dance.



Monday and Tuesday FWO SHOWS — 7 and 9 p.m.
Still Playing New York at \$2.00 Top

George Arliss
In His Great Masterpiece
"The Man Who Played God"

With Violet Heming, Bette Davis. Years will never dim its glory—time cannot erase its memory. A modern drama from real life

Comedy—CHARLIE CHASE in "THE NICKEL NURSER" Cartoon—"Busy Beavers" PARAMOUNT NEWS

Feature Starts at 7:10 & 9:10 Admission—15c & 50c MONDAY MATINEE at 2:30 Feature starts 3:10—1c & 2c

Wednesday & Thursday "An American Tragedy" WEDNESDAY Night Only Revival of "The Love Parade"

The Greatest Bargain in Nourishment!

No other food you can buy will give you so much delicious nourishment for such little cost as CROWN BRAND CORN SYRUP—the famous economy food. Every grocer sells it.

Send 10c for "Canada's Prize Recipes" 200 practical, home-tested recipes.

EDWARDSBURG CROWN BRAND CORN SYRUP

THE CANADA STARCH CO., Limited, MONTREAL

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SPRING IS HERE!

Get Your Garden Seeds and Equipment from

Thompson Hardware Company Ltd.

TELEPHONE 657

VALENTIN DAIRY FOR SKEENA BRAND

Creamery Butter & Cottage Cheese

FRESH PASTEURIZED MILK AND CREAM DAILY

Early Delivery Throughout the City

COAL! COAL!

Satisfaction guaranteed with our Famous Edson Alberta & Bulkley Valley Coal: No. 1 Bulkley Valley Timothy Hay, Wheat, Oats & Barley, Pratts Baby Chick Food, Seeds & Fertilizer.

Prince Rupert Feed Co.
PHONE 58 & 558

You'll be delighted with Christie's Snow Flake Sodas in the big, new, family size package, because of their exceptional freshness, flaky crispness and fine flavor.

Christie's SNOW FLAKE SODAS

ALL OUR COALS ARE IN A DRY SHED

Delivered Dry to Your Bin. You are assured in getting full weight

JASPER WILDFIRE EGG—Per Ton, \$12.50; Cash Price **\$11.50**
JASPER WILDFIRE LUMP—Per Ton, \$13.50; Cash Price **\$12.50**
PEMBINA EGG—Reg. Price, \$12.50; Cash Price **\$11.50**

These Coals are from Alberta.

Dry Jack Pine and Cedar

HYDE TRANSFER—PHONE 580

YOUR TURN NEXT

Last week we offered NEW CAR BARGAINS on three new 1931 passenger Models to clean up our stock before the arrival of the 1932 models. One of these has been sold, two are left. Who wants them? It's your turn next.

S. E. Parker Ltd. - Phone 83

"How do they do it?"

Among your friends there's sure to be at least one smart young married couple who are the envy and admiration of all who know them.

With an income that is frankly abbreviated, and with no benevolent Aunts in the offing, they still have a home that is correct and comfortable in all its appointments, a home that is admired and copied by their friends.

"Yes, Jane is a remarkable little manager," will probably be the young husband's proud answer. And there is little doubt about it.

THEY DO IT THIS WAY

Take a look around that home and you will find no end of well known advertised products. For Jane is an efficient little manager. She can't afford to take chances that must only be debited to "Experience." When she buys for her home she must get tried and tested and trusted products which carry an honorable name to guarantee her satisfaction.

You will find that Jane is a consistent reader of the advertisements. Are you?