

LOCATED AT
**HUDSON
BAY
STORE**
Third Avenue

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ANNOUNCING The Opening of The People's Store Ltd.

With a complete line of Women's, Men's, Boys' and Girls' Wearing Apparel of every description. \$10,000 worth of Ladies' lovely Dresses, Swagger Suits, Spring Coats, Ensembles, Knitted Suits, Blouses, Skirts, Lingerie, Hose, Gloves, Purses, Belts just arrived. All the last word in design and quality is offered at popular prices to suit every purse.

HERE ARE A FEW OF OUR OPENING SPECIALS!

50 Triple Sheer Canton and Flat Crepe Dresses Regular up to \$15.00 Opening Price \$2.39	25 Beautiful Ensembles In a Variety of Crepes. A full range of out-sizes. Regular \$20.00, \$24.75, \$28.00 & \$35.00 Opening Price \$15.75, \$18.75, \$19.75, \$22.00	50 Ripple Crepe Crinkle and Flat Crepe Dresses Regular up to \$20.00 Opening Price \$4.95
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A LOVELY ASSORTMENT OF DAINTY DRESSES To sell at \$5.95, \$7.95, \$8.95, \$10.95, \$12.95, \$15.95, \$17.50

The choicest of Spring Patterns and Designs. These cannot be duplicated at double these prices, so come early.

50 CREPE BLOUSES In All Shades. Regular \$2.50 Opening Price \$1.19	A Marvellous Assortment of Knitted Suits White, Pink, Jade Green, Navy, Brown and Black. Be sure to see these \$7.95 \$8.95 \$10.95 \$12.95 \$14.95	40 Plaid Taffeta BLOUSES Very Chic. Regular \$3.25 Opening Price \$2.25
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Lingerie Slips

In Satin, Crepe de Chene, Angel Skin and Silk Knit
95c, \$1.15, \$1.50, \$1.95

Rayon Hose Sizes 8½ to 10. Regular 50c Opening Price 35c	Chiffon & Service Weight Hose All Shades and Sizes. Kayser Make Opening Price, 59c	Crepe Hose Kayser make, All Shades Regular \$1.00 Opening Price 69c
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Men's Bargain Basement

100 DRILL PANTS Regular \$2.95 Opening Price \$1.49	100 Brown and Dark Grey Whipcord Pants Regular \$3.49 Opening Price, \$2.49	50 CORDUROY BREECHES Regular \$3.25 Now \$2.19
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Summer Work Shirts Blue and Grey. Regular \$1.00 Now, 59c	Boys' School Suits Grey & Brown Tweeds Regular \$5.00, \$6.00 and \$7.00 Now, \$2.98 and \$3.50	Caribou Work Shirts In Khaki Drill. Regular \$2.59 Now, \$1.79
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Boys' Long Pants Brown and Grey Tweeds, Grey Flannels, Wide Bottoms. Regular \$1.95 Now, \$1.19	Work Socks Reg. 25c, for . . . 12c Reg. 35c, for . . . 25c Reg. 40c, for . . . 29c Reg. 50c, for . . . 39c	A Large Variety of Men's Tooke & Stewart Shirts Collars Attached, Reg. \$2.75, Now \$1.69 Collars Detached, Reg. \$2.50, Now \$1.49
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A Lovely Assortment of the Famous Semi-Ready Men's Spring Suits and Spring Coats at Popular Prices
Raincoats, Leather Jackets, Underwear, Sweaters and Windbreakers, Etc., Etc.
Come and browse around. This is the People's Store.
Merchandise Satisfactory or Money Refunded

WHIFFLETS

From the Waterfront

On a regularly scheduled fortnightly voyage to Alaska, C. P. R. steamer Princess Norah, Capt. William Palmer, arrived in port at 9 o'clock this morning from Vancouver with a large list of passengers, sailing an hour later for Skagway and other northern points whence she is scheduled to return here next Monday afternoon south-bound. There were 83 passengers aboard the vessel going north, one disembarking here while ten went aboard at this port.

Capt. James Findlay, who has been relieving for the past few months as master of the steamer Catala during the absence on account of illness of Capt. A. E. Dickson, who will be returning to command of the vessel this week, will transfer next week to the steamer Catala to relieve Capt. Ernest Geor-geson, who will be off for a couple of weeks to complete his annual vacation.

Good progress is being made at the local elevator with the loading of the British steamer Jersey City with a full cargo of grain for the United Kingdom or Continent. It is expected the vessel will be ready to sail by late tomorrow or early Saturday.

The Gulvik arrived in port this morning with a catch of 10,000 pounds of halibut but sale is deferred until tomorrow when it is expected some other boats may be in.

Miss Ivy Alger R. N. arrived in the city from Surf Point last night and will leave on tomorrow evening's train for Usk where she will visit for a couple of weeks with her parents, Mr. and Mrs. Sam Alger.



Million Dollar Eyes

Would you sell your eyesight for a million dollars? No? Perhaps you are giving it away day by day until you may have neither your eyesight nor your million! Get these three things done: Have your eyes examined—have perfect eyesight restored—protect them from further depreciation.

NAVY IS AFTER SLICE OF BIG RELIEF FUND

WASHINGTON, D.C., April 11.—Secretary of the Navy Swanson yesterday put in a bid for \$38,000,000 of President Roosevelt's \$48,000,000 public works fund. This amount would be used in various projects in connection with the Navy Department.

Hotel Arrivals

Prince Rupert
H. Burnell, W. G. Scott, H. Marshall, H. M. McLaren and F. W. Matthews, Vancouver; W. D. Lowden, Toronto; W. S. Chown, Ottawa; James Martin Massett; W. J. Larkworthy, New Hazelton; Gerald P. Berry, Charles Wilson and Jack Ryan, Nanaimo.

Central
Mr. and Mrs. J. N. Saldan, D. McLean and Charles Johnson, city; Rex McCallum, Edmonton.

Knox
Mr. and Mrs. R. P. Williams, Vancouver.

Royal
J. F. Mussenden and John Orvik, Vancouver; J. Lautens, city.

CAPITOL

LAST SHOWINGS
Warner Bros' Latest Musical Hit!
RUDY VALLEE

"SWEET MUSIC"

New Surprises for you with Radio's ring-master of the air supported by a great cast of entertainers.

Ann Dvorak
Ned Sparks, Helen Morgan, Robt. Armstrong, Allen Jenkins, Alice White, Joe Cawthorn, Rudy's Connecticut Yankees, Frank & Mill Britton Band
Feature at 7:30 & 9:35
News - Cartoon - Novelty

MOOSE HALL DANCE

Under the direction of Tommy Morgan, an enjoyable dance was held last night in the Moose Hall. Music was by Julius Wellen, orchestra and Oscar Wingham, master of ceremonies. Dancing was in progress from 9:30 p.m. until 1 a.m.

OVERWAITEA LTD.

WEEK'S SPECIALS

Good For One Week From Friday, April 12

Cut Green Beans—Size 2's, 2 tins for	19c	Rowntree's Maple Buds per lb.	21c
Aylmer Choice Corn—Size 2's, 2 tins for	23c	PEACHES—Lynn Valley, per tin	17c
OXYDOL—1 large pkg., 1 small pkg., both for	20c	PEARS—Mac's Best Large 2½'s, per tin	19c
Evaporated Milk—Any brand, large tins	9c	Delicious Eating Apples, 4 lbs.	25c
MILD CHEESE—per lb.	18c	Fresh Carrots—2 bunches for	13c
MALT—Blue Ribbon, light or dark 3-lb. tin	\$1.30	Fresh Spinach—per lb.	10c
British Columbia Pure Honey, 4-lb. tin	59c	ORANGES—Sunkist Large size, per doz. Family Size 2 doz	43c 35c
Brunswick Sardines—8 tins for (Limit 6)	25c	DON'T FORGET Our Tea and Coffee in your order. You will be satisfied. TEA—per lb.	40c, 45c, 55c
We sell only First Grade Butter, 3 lbs. for	78c	COFFEE—per lb.	30c, 35c, 40c

WE DELIVER
We reserve the right to limit weekly specials

YOUR DOLLAR BUYS MORE

MUSSALLEM'S

RED BIRD MATCHES—3 boxes, per pkg.	27c
2 bars PALMOLIVE SOAP—2 pkgs. SUPER SUDS—All for	25c
HILLS BROS. COFFEE—per lb.	47c
SWEET MIXED BISCUITS per lb.	25c
GORGONZOLA CHEESE—Imported, per lb.	49c
SPICES—All varieties 2 tins	15c
DAD'S COOKIES—per lb.	29c
4-lb. box	\$1.15
MARSHMALLOW WHIP—1-lb. pkg.	22c

MUSSALLEM'S ECONOMY STORE

"Where Dollars Have More Cents"
P. O. Box 575 Phone 18

GET YOUR Easter Cards NOW

Full selection of beautiful cards to choose from. Remember your friends and relatives at this pleasant season.

Cards . . . 2 for 5c and 5c, 10c and up

Easter Novelties For the Children

- CHICKS
- BASKETS
- RABBITS
- Easter Novelty Cards



Easter Napkins and Decorations
McRae Bros. Ltd