GREAT Alteration

We are enlarging and modernizing our store. The contractors have just finished the interior and are about to begin remodelling the front. WE NEED THE SPACE—therefore this GREAT SALE—with prices cut to the bone. New spring merchandise just unpacked, sold at prices far below their regular value. And this—when prices of all merchandise are soaring.

Dresses



Here's a group of beautiful new frocks that include everything that is to be desired in a smart afternoon frock. There is a choice of plain and printed materials in Crepes, Sheers and Chiffons. Their new details including new sleeves, neckline and hem treatments, two-piece effects, graceful princess lines, swing skirts. Ideal for afternoon, office and later for street wear. Their lovely colors include rose, blue, green, brown, navy and

\$5.95

HATS

Straws-

LINGERIE

and Vests

35c or 3 for

SKIRTS

SWEATER SETS

buying a twin set for the

black. ALTERATION SALE

The smart Hat to top the spring costume

will be smartly brimmed straws and felts,

turbans and sailors for miss and matron.

A table of Lingerie, Silk Knit Bloomers

Plain colors and fancy tweeds, just the

thing to wear with that odd sweater, won-

derful value at the remarkable \$1.29

Beautiful new pure wool Twin Sweater

Sets, in all colors; size to 42. Just imagine

COATS

A remarkable value in Ladies' and Misses' Coats and Suits including new swagger and fitted suits and coats and also a fine assortment of the short tailored suits in Dixon tweeds, Donegal tweeds, plain worsteds, etc. in checks, flecks and solid shades. These are values that anybody needing a suit or coat would be wise to take advantage of ALTERATION SALE-

\$0.95



BETTER

COATS and SUITS On Spring Parade

Our buyer has just returned from the East with the finest collection of Coats and Suits that have been shown in many seasons. Carefully tailored in the most unusual tweed patterns and colors, from the finest fashion collection of the season. A suit or coat for every taste and to suit every purse.

ALTERATION PRICES FROM-

\$25.00

Blouses

Individual! Smart! Flattering! Spring is the season of suits! Therefore a blouse is of great importance. We have a large and varied collection in styles ranging from neat tailored blouses to frilly, feminine ones that add a flattering note to your costume, fashioned of good quality crepes, sheers and satins in all the smartest spring colors. Alteration Sale Prices-

98c to \$3.25

Slacks with Zippers

Our 1937 introduction of Flannel Slacks. This year "trouser fashions" will again crowd the parade, but they will have to be smart, tailored trousers, trim in their mannish lines. Here is just the group, trim tailored of quality flannel, navy, royal, light and dark brown, greys, red and green. Alteration Sale Price-

\$2.95

GLOVES

\$1.95 and \$2.95

\$1.00

A varied assortment of Gloves in colors and white and black 49c Alteration Sale Price

HOSE

SPRING HANDBAGS

Space does not permit our men-

tioning all the wonderful values

obtainable during this sale but

we are quite sure it will be to

your advantage to come down

and look over the values offered,

as we feel certain that by now the

Prince Rupert housewife fully

appreciates what a sale at the

Rupert People's Stores really

Fine Crepe Hose in dark and light fawns and greys, size 8½ to 10½ 69C Alteration Sale Price .

New arrivals in

smart Handbags

in new shapes,

colors and trims,

beautifully lined

and fitted. Alter-

98c

ation Sale-

FLANNEL BLAZERS

Smartly-made Blazers of serviceable flannel of lovely quality, beautifully \$3.49 tailored; Alteration Sale Price

Crepe DRESSES

The very newest, freshest

styles we could buy! We

have every reason to be-

lieve that dresses such as

these are, made of such ex-

cellent fabric, will soon cost

much more. We advise you

to buy several now. You'll

be thrilled with these gay,

attractive prints and plain

colors. Sizes 14 to 20 - 36 to

\$2.95

44. ALTERATION SALE-

Fashioned For

Spring!

CHILDREN'S BLUE SERGE SKIRTS

A practical Skirt for the school girl, pleated all around and made on white top 89c Alteration Sale Price

DANCE SETS

In lovely tea rose crepe; small, medium and 98c large Alteration Sale Price

KNITTING WOOL

Pansy Fingering. This will be the last opportunity to buy this fingering wool at this price as the price is already up, all colors; Alteration Sale Price 10c

SPRING HOUSE FROCKS

Crisp new Spring House Frocks in a splendid array of styles and colors, all sizes; Alteration Sale Price

SALE STARTS FRIDAY, APRIL 2nd, at 9 a.m.

means.

Be on Hand For the Best Choice

THE RUPERT PEOPLE'S STORE

YOUR FRIENDS

Services Held

Capt. and Mrs. T. R. Tomlinson In Charge at Cedarvale on

ter Sunday special services were it 7c, 5.5c and 5c. conducted by Captain and Mrs. T. Tomlinson in the Salvation Army Hall at Cedarvale. In the afernoon there was a special canata entitled, "The World's Most Wonderful Story." The Scripture portions were read by Miss Kathleen Tomlinson. Special hymns dition to descriptions of the scenic were "Dark Was the Hour," "Gethsemane," "What Will You Do With Jesus?", "When I Survey the Wondrous Cross," "Hallelujah," "He is Risen" and "Low in the Grave He Lay," by Mrs. A. Cadwallader and Miss K. Cadwallader, Mrs. A. and Miss M. Tomlinson and Miss M. Bruce; "On the Cross of Calvary," Capt. William Palmer, southbound duet by Mrs. A. Cadwallader and from Skagway to Vancouver, ar-"Lord, Make Calvary Real to Me," noon from the north and will sail by Misses Melba Bruce and Mary an hour or so later for Vancouver. Tomlinson, and two solos, "He Stood Alone in Pilate's Hall" and He Was Lead as a Lamb to the laughter," by Mrs. Cadwallader. Ierbert Haldane ably officiated at

The hall was very prettily decorted with Easter flowers and paper treamers. A large number attended all services on the Sunday; hose present.

Easter Tea At Port Essington ls Successtul

PORT ESSINGTON, April 1:-Although many of the Indian cople are away at this time, the Easter tea held last Thursday was ery successful. The president, Mrs. Bushfield, received the guests and COAL Nanaimo-Wellington for he following ladies were in charge of the various tables: tea, Mrs. M. Wesley; home cooking, Mrs. J. Brown; fancy work, Mrs. Howard Starr; candy, Miss Clark's C. G. I. group, with Misses Irene and illian Wesley in charge.

Community singing under the 'eadership of Miss C. L. J. Clark R.N. was enjoyed by all.

Edward Bolton is visiting his arents, Mr. and Mrs. Mark Bolton or the Easter vacation.

H. Tanaka is visiting at his home here for the Easter holidays,

Misses R. Horton and M. Kinley of Port Simpson are the guests of Miss C. Clark for Easter week.

> Fresh Local Raw And Pasteurized Milk

VALENTIN DAIRY PHONE-657

TRAPPERS! Attention!

Bring Your Beaver to

Frank Lockwood

Phone Blue 729 P.O. Box 200

From the Waterfront

Seattle halibut prices yesterday were running around 93/8c and 71/4c. In Vancouver one boat sold

"Cruising the Inside Passage to Alaska" is the title of a lengthy and interesting article which appears in a recent issue of "Motor Boating" magazine. The article is by Raymond J. Krantz who, in adpleasures of the trip, deals to some extent with the history of early exploration of the coast. Prince inpert receives due mention and there are a number of good illus-

C. P. R. steamer Princess Norah, Katherine Cadwallader; rived in port at 2:45 this after-

FOR SALE

which were greatly appreciated by FOR SALE—Large English baby buggy. Phone Red 514.

FOR SALE-1930 six-cylinder Durant in fine condition. Wallace's.

FOR SALE—Fresh oolachans. Best for salting. 25c per bucket. Apply Boat "Miss Shaw," Cow Bay. (77)

FOR SALE-Modern hotel at Hyder, B.C., steam heat, excellent location, licensed premises. Will be sold at a bargain. Apply Frazer Hotel, Hyder, B.C.

furnace and heater. Alberta Eggsootless, for the kitchen range. Albert & McCaffery, Phone 116

FURNITURE Factory samples must go this week. Guaranteed 10piece Chesterfield groups-\$69.50; 10-piece loose pillow arm groups -\$72.50; 10-piece bedroom suites (round mirrors)-\$74.50. Furnish your home complete - three rooms, 59 pieces—all for \$165. Many other bargains. Terms if you wish. Order today. Julius Shore Mail Order House, 8th floor Bekins Building, Vancouver. (tf)

FOR RENT

VACANCY-Angus Apartments, 3room suite.

CLEAN, Well - furnished modern apartments. Phone Red 444. (78)

FOR RENT-Seven roomed house, Graham Avenue. Nice garden, Pullen, Daily News.

LOST

LOST-Gold filigree brooch. Finder please leave at Daily News. Re-

PERSONAL

GENTLEMEN'S Sanitary Supplies, highest grade 15 for \$1. Pacific Supply, 751 Granville, Vancouver.

MEN-Get vigor at once. New Ostrex Tonic Tablets contain raw oyster invigorators and other stimulants. One dose peps up crgans, glands. If not delighted, maker refunds few cents paid Jall or write, Ormes Limited. Li

The Fish which made Prince Rupert Famous

"Rupert Brand"

SMOKED

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