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Watch, Clock, Jewelry
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Visit Our Basement Store—For Fine China, Dinnerware, Glasses,
Baggage and Novelties

MAX HEILBRONER

JEWELER — DIAMOND MERCHANT

GLAMOUR IN EVENING GOWNS

JUST ARRIVED
at
The People's Store



Our new Fall Formals and
Dinner Frocks are grand
examples of the "Who's
She" fashions you want
for important evenings.
Fluttering chiffons, nets,
shadowy marquiseites give
you a wide selection of all
that's new and smart.

FIGURE FLATTERING . . . BUDGET PRICED

Mail Orders Promptly Filled — OPEN SATURDAY NIGHT

RUPERT PEOPLES STORE

"In the Heart of Prince Rupert"
THIRD AVE. — Next to Heilbroners' — Phone BLUE 907

TOO GOOD TO MISS

Any way you look at it the RCA VICTOR RECORD
PLAYER DEAL is too good to miss!

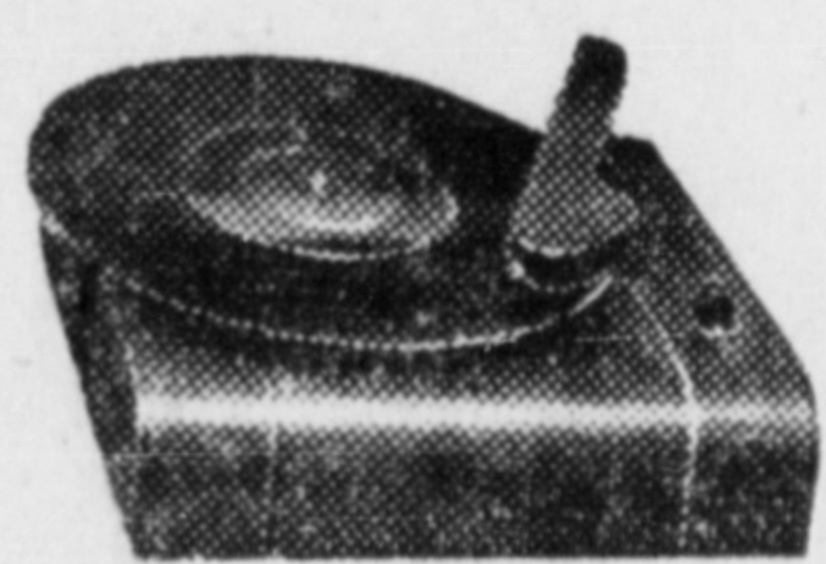
Here's What You Get For Only

\$16.95

The new improved Electric Record Attachment
(value \$16.95),

And \$5.00 worth of Records (your own choice from
the complete RCA Victor and Bluebird catalogue
of recorded music). Actually this \$5.00 worth of
Records costs you nothing.

RCA Victor Record Player can be attached to any radio—plays
records through your radio with greater brilliance than ever
before.



Everyone can enjoy these modern musical instruments—
and who doesn't want \$5.00 worth of new records,
especially when they don't cost you anything.

Only RCA Victor Makes
This Outstanding Offer!

NO OBLIGATION FOR A DEMONSTRATION

McRae Bros. Ltd

Rupert Brand SMOKED BLACK COD

Smoked Daily

Canadian Fish & Cold Storage

Prince Rupert Co. Ltd. British Columbia

New Guns Speak at Petawawa



Major-General H. D. J. CRERAR, D.S.O., the Chief of the General Staff, in the Great War an officer of Canadian Field Artillery, journeyed to Petawawa recently to see the new 25-pounder guns firing live shell. Present on that occasion were officers and students of the Canadian Junior War Staff Course. The pictures show: In oval, General Crerar bringing a new type anti-air gun on to the target; centre, one of the new 25-pounders about to fire; and at bottom, part of the group of visitors watching the tail of live shell distant about five hundred yards. General Crerar is seen in the centre of the group and beside him is Brig. Gen. M. H. S. Penhale, Camp Commandant a former officer of the Royal Canadian Horse Artillery.

Girl Guides On Church Parade

Attended St. Andrew's Cathedral Yesterday and Heard Sermon By Canon Dixon Of Toronto

Girl Guides were on church parade yesterday morning to St. Andrew's Anglican Cathedral. Under Mrs. K. Maughan, who is now in charge of the Guides, about twenty-five girls fell in and marched single file into the Cathedral. Very Rev. James B. Gibson, dean of the Cathedral, was in charge and Rt. Rev. G. A. Rix D. D., Bishop of Caledonia, read the Scripture with Canon L. A. Dixon of Toronto giving an appropriate sermon.

Terrace

Mrs. John McRae of Prince Rupert is visiting in Terrace as the guest of Mrs. E. T. Kenney.

Mrs. C. W. Arnett, who has been the guest of Mrs. George Little for the past week, left for Vancouver on Thursday with her daughter-in-law, Mrs. C. Arnett and the latter's baby son.

IN HIS FOURTH WAR

LONDON, October 27: (C)—Frederick Cranham, accepted by Home Guard at 79, has donned the army uniform for the fourth time in his life. He served in the Sudan in 1884-85, the Boer War and the First Great War.

Allison Logging Company Active In Causes of War

The A. P. Allison Logging Co. and its employees in the camps on the Queen Charlotte Islands are active in connection with war causes and have been raising quite considerable sums for the Red Cross and the Queen's Fund for bombing victims. Three moving picture shows are being held each month in camp and the shows have on several occasions also been taken to Pacofi. Total receipts go to the Red Cross. This gross has been \$40 to \$80 per show, the actual cost, borne by the company, being \$20 to \$30. A pool room has been fitted up at the Allison camp and the returns from this, as well as from the slot machines supplied by the Rotary Club, are going to the Queen's Fund.

DIGOXIN FOR BRITAIN

LONDON, October 27: (C)—Two experimental stations have been opened in England for the production of digoxin, a medicinal product used in the treatment of heart complaints, and formerly imported from Hungary and British Columbia.

COLD ENOUGH

A temperature of 65 degrees below zero has been registered at Yellowstone National Park.

Grade 8 Party Much Enjoyed

One Hundred Pupils In Attendance At Jolly Saturday Night

Grade Eight pupils of Booth Memorial High School to the number of about one hundred enjoyed a delightful party Saturday night in the Auditorium of the school. Games and dancing were the order of the evening between 8 o'clock and 11:30. Fine music for dancing was provided by the Junior High School Orchestra. Principal W. W. C. O'Neill was among those in attendance and spoke briefly. There was a brief program to which some of the pupils contributed. Miss May Jones, Miss A. McKenchie and Charles Holland of the teaching staff were in charge. Refreshments were served in the domestic science rooms under the direction of Miss Young with the assistance of girls of the home economics class.

CHANGE FOR BETTER

The town of Windsor, N. S., was originally known as Piziquid.

Prepare for Fall and Winter

Men's Suits remodelled into Ladies Alterations, Repairing, Cleansing and Pressing "Quick Service" Featuring—Freedman and Gabbes, Samuel Hart Ltd. Ladies and Gents Suits and Topcoats to measure—

DELUXE TAILOR

Opposite Commodore Cafe Phone 307 Box 725

THE SEAL OF QUALITY



GOLD SEAL
Fancy Red Sockeye

PINK SEAL
Finest Pink Salmon

Packed by the only salmon canning company with an all-the-year-round payroll in Prince Rupert.



"Sorry—I can't take a message for fifteen minutes. The colonel's listening to Superman!"



BLANKETS FOR BRITAIN

As you look over your household stocks of winter blankets, see if you can spare a new blanket, or one as "good as new," or a new quilt for those in Britain who have lost everything in bombing raids. If so, send these at once to your local Red Cross branch headquarters. If you cannot spare a blanket, the appeal will be helped by a cash donation of \$2.00 which will buy a new single wolen blanket.

Prime Minister Churchill has warned the people of Britain to be prepared for heavy Nazi raids during the long winter months. That is why the Canadian Red Cross is again appealing to the Canadian people for these articles of bedding.

Donors are asked to sew on one corner of their gift blankets or quilts a label about 2" x 4" and mark on it "new," "used," "fumigated," "washed," or "cleaned."

RED CROSS CARNIVAL

Penticton Red Cross branch made almost a thousand dollars at a successful Red Cross Carnival held recently. Features of this were a "hot-dog" stand, booths managed by ten various local organizations, a merry-go-round and other special attractions for children.

THANKS FROM CHURCHILL

Prime Minister Churchill, through Rt. Hon. Malcolm MacDonald, high commissioner for Canada, has sent the following message to the Canadian Red Cross Society, this being read at the recent central council committee in Toronto.

The Canadian Red Cross Society has won the gratitude of many thousands of people in Great Britain for the energy and devotion with which it has worked on their behalf. The quality of clothing sent from Canada has been universally admired and its quantity has been remarkable. Civil defence workers and the fire fighting services have shared with innumerable air raid victims a welcomed supplies of clothes, blankets, food and medical equipment that have reached these shores. In their name I thank all those who have contributed with such tireless generosity to this humane work.

RED CROSS AUCTION

The Duncan Elks' Lodge had a recent auction sale which cleared \$500 for the Red Cross. Everything from live stock, permanent

CAPITOL

A FAMOUS PLAYERS THEATRE

Today and Tuesday

Complete Shows at 1:00, 3:00, 5:00, 7:00 and 9:00

JEROME KERN'S MASTERPIECE
MUSICAL . . .

Topping his "Showboat" and "Roberta" . . .

"ONE NIGHT IN THE TROPICS"

with

ALLAN JONES

NANCY KELLY

ABBOTT and COSTELLO

ROBT. CUMMINGS

MARY BOLAND

(at 1:40, 3:40, 5:40, 7:40, 9:40)

— Added —

A Merry Melodie:

"FARM FROLICS"

"DOG IN THE ORCHARD"

"Build B. C. Payroll"

Always Rich, Top Quality



"It's always rich, pure, flavored, fresh—top quality."
Mrs. R. M. T. is writing its uniformity, one of its features that gives Pacific Milk its place with its patrons.

PACIFIC MILK

Irradiated and Vacuum Pack

waves, skates and bird cages auctioned off.

FINE RECORD

Since the war began Trade Cross workers have made 100 Red Cross articles, 600 of them were quilts.

THE CONSOLIDATED MINING & SMELTING COMPANY OF CANADA LIMITED

Manufacturers of ELEPHANT Brand Chemicals and Chemical Fertilizers

Ammonium Phosphates, Ammonium Sulphate, Superphosphates, Monocalcium Phosphate

Producers and Refiners of TADANAC Brand Metals

Mercury, Gold, Silver, Lead, Zinc, Cadmium, Bismuth and Antimony . . . Also Sulphuric Acid and Sulphur

General Office and Works Trail, B.C.

A. MacKenzie Furniture Ltd.

"A GOOD PLACE TO BUY"

15 BEDS

Complete with All-Felt Mattress, Cable Spring and Walnut Finish Steel Tubing Bed \$28.50

Stead. Price complete 327 Third Ave. Phone 775

COAL! COAL!

One hint's a enough for Mister Thrift, And we are sure he gets our drift!

SUMMER COAL PRICES



It is only natural that a man should want to hang on to his money as long as he can, but when it comes to coal buying question you should part with some of your cash at this time while the autumn coal price rules.

HEAT WAVES ROLL FROM FOOTHILLS COAL

Philpott Evitt & Co. Ltd.

PHONE 651—FOR COMPLETE SATISFACTION—652