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PRINCE RUPERT BRITISH COLUMBIA

BRITISH UTILITY CLOTHES

John Bull's Sponsored Program May Bring Many Casualties In Dress Industry

LONDON, April 30: (CP) — Sir Thomas Barlow, director of civilian clothing, who, at a word can change the styles of men's or women's clothing in Britain, has explained the set-up by which simplified fashions are to help conserve fabric and drain labor from civilian needs into war factories.

Styles must be more and not less attractive because each garment uses less fabric, says Sir Thomas. For that reason the "designated firms," as those chosen by the government to make "utility clothing bearing the government mark are called, are such as use the most modern methods of making up clothes. Fabrics are "directed" by government order as they come off the looms to such designated firms.

A sum of $1,350,000,000 turnover in clothing every year shows the magnitude of the problems. Thirty thousand dress industry firms are engaged in making-up, and of these only 1,200 have so far been granted the government mark, the little label of "C.C. 41," but these firms can be reduced or increased.

Strictly Controlled

When all the fabric needed by the services, men's and women's, has been taken, two-thirds of what is left is directed to those protected firms making Utility ranges. They have to work to strict government specifications; the cloth must be of exactly specified goodness, not more than so much may be used, finish must be perfect and firm to makes clothes well-lasting. Dyes must come from permitted groups, profits and prices are strictly laid down.

Will the other, the majority, of makers-up be able to continue against the competition of the government sponsored clothes? Sir Thomas Barlow says frankly that he is sorry if they go under, but under they are likely to go. One third of the fabric left after service requirements must be scrambled for by them. Their workers may be taken away from them by war factories.

And the coupon system overrides everything. Women have a small number of coupons to last the year and they must buy their clothes on a budget so that each lasts over several seasons or years. That means that they will choose the best in fabric, style as well as price. From time to time a cry rises that no expensive clothes should be permitted at all in England.

Limits Trim

Now the Board of Trade will limit the trimmage used by expensive designers as well as by utility manufacturers. They will demand from them slim skirts, no unnecessary cuffs, facings, revers, no buttons for sheer ornament, no double breasted suits or coats or dresses or unnecessary overlaps, an almost complete reduction in embroidery, for both women's and children's clothes. A trade panel will sit to judge what is necessary and what is unnecessary ornamentation. The director says he demands no more than "reasonable restriction."

Every branch of the dress trade is busy now seizing the opportunity of these utility clothes. Up in Manchester the color, design and style centre of the cotton trade is planning and advising on cottons, collecting the best of the cotton utility clothes and dresses. They are keeping the creative spirit alive by bringing forward the work of textile designers, many of whom being in the Forces, are not able to bring forward their work for themselves.

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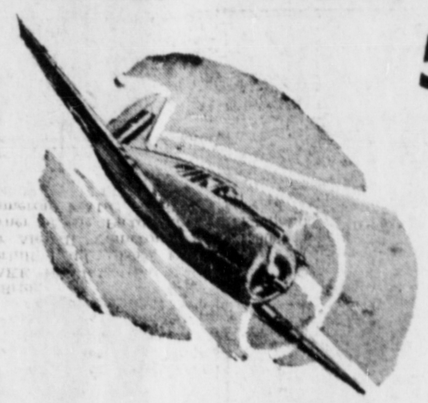
We believe in featuring it and helping our up-river farmers. Try it once and we feel sure you will want no other. It's freshness and quality is unsurpassed.

We also feature up-river VEGETABLES whenever possible.

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"Where Dollars Have More Cents"

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5 MONTHS IN LONDON! AND STILL BREAKING ALL RECORDS! . . .

Six Nazis . . . survivors of a submarine raider sunk off the coast of Canada by the R.C.A.F. . . . match wits with Canadian Man-Hunters in a desperate flight across Canada to the 49th Parallel . . . the only undefended frontier in the world!

LAURENCE OLIVIER
as Johnnie, French Canadian Hero, who foils a Nazi plot, to save his friends . . .

LESLIE HOWARD
as Scott, the kindly, cultured writer who meets the challenge of German treachery . . .

RAYMOND MASSEY
as Andy, the Canadian Soldier who shows the Nazi "Superman" the meaning of Democracy!







Coming Monday Tuesday CAROLE LANDIS In "ROAD SHOW"

49th Parallel

A COLUMBIA PICTURE
with
ANTON WALBROOK
GLYNIS JOHNS and
ERIC PORTMAN
Produced and directed in Canada and England by MICHAEL POWELL

(At 12:30, 2:55, 5:20, 7:45, 10:10)

ALSO "MECHANICAL MONSTERS"—NEWS

TODAY — FRI. — SAT

Complete Shows at 12:30, 2:33, 4:58, 7:23, 9:48

CAPITOL
A FAMOUS PLAYERS THEATRE

Midnite Show—Sunday at 12:15
JOHN GARFIELD
in "EAST OF THE RIVER"

FILM LIST FOR MONTH

Sunday Midnight Shows Are Innovation—Interesting List of Bookings

Manager D. G. Borland of the Capitol Theatre has an interesting list of feature bookings for the month of May. Among the outstanding films to be shown are "Forty-Ninth Parallel," coming the latter half of this week starting tonight, "International Squadron," "Louisiana Purchase," "To the Shores of Tripoli" and others. Incidentally, an interesting innovation is the commencement of special Sunday midnight shows every week.

The list for the month is as follows:

April 30 and May 1 and 2—Leslie Howard, Laurence Olivier and Raymond Massey in "49th. Parallel.

May 3 (Sunday midnight)—John Garfield in "East of the River."

May 4 and 5—Adolphe Menjou and Carol Landis in "Road Show."

May 6 and 7—Stan Laurel and Oliver Hardy in "Great Guns."

May 8 and 9—Bob Hope and Madeleine Carroll in "My Favorite Blonde."

May 10 (Sunday midnight)—Lraine Day and Robert Young in Trial of Mary Dugan."

May 11 and 12—Robert Preston and Ellen Drew in "Night of January Sixteenth."

May 13 and 14—Ronald Reagan and Olvmpe Bradna in "International Squadron."

May 15 and 16—Bob Hope and Zorina in "Louisiana Purchase" (technicolor).

May 17 (Sunday midnight) — Frank Morgan in "Hullabaloo."

May 18 and 19—Randolph Scott and Gene Tierney in "Bella Starr" (technicolor).

May 20 and 21—Claudette Colbert and John Payne in "Remember the Day.."

May 22 and 23—Robert Taylor and Lana Turner in "Johnny Eager."

May 24 (Sunday midnight)—Red Skelton in "Whistling in the Dark."

May 25 and 26—Maureen O'Hara and John Payne in "To the Shores of Tripoli."

May 27 and 28—Marjorie Woodworth in "Broadway Limited."

CERTIFICATE OF IMPROVEMENTS

Pictou and Scarab Mineral Claims

Situate in the Atlin Mining Division of Cassiar District on the West side of Pine Creek about 1-2 mile and 3-4 of a mile North of lower Pine Creek Bridge.

TAKE NOTICE that I, James T. Underhill, F.M.C. 63655 Expiry as Agent for Alex L. Cameron, F.M.C. 58088 & owner of the Pictou M.C. and Thomas Cameron, F.M.C. 58089 & owner of the the Scarab M.C. intend, sixty days from the date hereof and not later than one year, to apply to the Mining Recorder for Certificates of Improvements for the purpose of obtaining Crown Grants of the above claims.

And further take notice that action, under section 85 of the "Mineral Act," must be commenced before the issuance of such Certificates of Improvements.

Dated this 8th day of April, 1942.

JAMES T. UNDERHILL, Agent.

CANADIAN FILM NOW SHOWING

"Forty-Ninth Parallel," exciting British - Canadian picture which local moviegoers have long been anticipating, comes to the screen of the Capitol Theatre here for the last half of this week opening today. It is the first major feature with a completely Canadian story, with large numbers of Canadians taking part and technically accurate in every possible detail regarding Canadian life and customs. The cast features such outstanding British and Canadian stars as Raymond Massey, Leslie Howard, Laurence Olivier, Eric Portman, Anton Walbrook and Glynis Johns, the latter an attractive little 17-year old London actress who plays the character part of a Hutterite girl.

The film tells the graphic and up-to-the-minute story of what happened to six Nazis who stranded on the barren shores of Hudson Strait when their submarine is destroyed by Royal Canadian Air Force bombers and they attempt to escape over the 49th. parallel into the then neutral United States. The almost constant action of the film moves in a wide sweep of the Dominion from Cape Wostenholm in the sub-Arctic to the United States-Canadian border at Niagara Falls, Toronto, the prairies, the Rocky Mountains and the Pacific Coast.

"Forty - Ninth Parallel" was made in wartime by a special film expedition which crossed the Atlantic and returned from the safety of Canada to blitzed London to make the interiors.

TODAY'S STOCKS

(Courtesy S. D. Johnston Co.)

Vancouver	
Grandview	.14½
Bralorne	6.85
Cariboo Quartz	1.05
Hedley Mascot	.24
Pend Oreille	1.17
Pioneer	1.35
Premier	.40
Privateer	.40
Reno	.03½
Sheep Creek	.68
Oils	
Calmont	.11
C. & E.	.55
Home	2.43
Royal Canadian	.03
Toronto	
Beattie	.58
Central Pat.	.81
Cons. Smelters	37.50
Hardrock	.37
Kerr Addison	3.35
Little Long Lac	.92
McLeod Cockshutt	1.15
Madsen Red Lake	.40
McKenzie Red Lake	.58
Moneta	.22
Pickle Crow	1.44
Preston East Dome	1.80
San Antonio	1.45
Sherritt Gordon	.67

KILLED BY SENTRY

DOVER, April 30 (CP)—Lieut. W. G. Worthington, R.N.V.R., 35-year-old grandson of a millionaire Burton-on-Trent brewer, was accidently shot and killed by a sentry whose warning to halt he didn't hear or failed to heed.

WOMEN MAKE BRICKS

LONDON, April 30 (CP) — Women soon will be employed in factories making bricks for the rebuilding of Britain's bombed cities.

JASPER TO OPEN SOON

Many Visitors Expected At Mountain Resort Although Driving Will Be Curtailed

WINNIPEG, April 30: — "The tourist business for 1942 is naturally a question mark but at the moment our reservations for Jasper Park Lodge are well above the average and prospects are for a good season. Of course all must realize that the sight-seeing motor drives will be out of the picture this year because of the restrictions on gasoline and tires but there is plenty of other diversion in our mountain summer resort and the guests are coming with full realization there is a perfectly good reason for these restrictions."

This was the manner in which R. E. Cuhney, manager of Jasper Park Lodge, summed up the prospects for the coming summer while stopping in Winnipeg for a day enroute to Jasper where he will commence getting things in shape for the opening on June 15.

"We will open the Lodge with the annual meeting of the Canadian Medical Association which will last for a week and will draw professional men from all parts of Canada and the United States. The Dmitri camera tour is being repeated this year and the famous color photographer will be back again the end of June with two parties instead of one. Last year this party from New York visited the Canadian Rockies for the first time and this year it has doubled in size," he stated.

CANADIAN BANDS TAKE PART IN WARSHIP WEEK



Kilted Canadian pipe bands are shown parading in Hyde Park as the Canadian units took part in London's warship week.