#### **Expert OPTICAL SERVICE**



Chas. Dodimead Optometrist in Charge Watch, Clock, Jewelry Repairing, Hand Engraving

VISIT OUR BASEMENT STORE for Fine China, Dinnerware, Glasses, Baggage and Novelties.

#### MAX HEILBRONER

Jeweler — Diamond Merchant

## STEPS to a Smart Comfortable Season

Go To The

CUT RATE SHOE STORE





#### You're The Doctor

and we're sure you'll prescribe Shoes from the CUT RATE once you see the large selection.

#### SUMMER WHITES AND SPECTATORS

Dozens of styles to select from. If you'll forgive us for bragging, we think it's the grandest style display of Summer Shoes you've ever seen.

## Cut Rate Shoe Store

506 THIRD AVENUE WEST Mail Orders Promptly Filled. Across from Orme's Drug

*}~~~~~~~~~~~~~~~~~~* 

#### ANNETTE POWELL'S BEAUTY SHOPPE

For Lovely Permanents

Annette has the assistance of Estelle Powers who is very efficient, having had years of experience in the better Vancouver shops.

> Fourth Street Across from Post Office PHONE BLUE 917 FOR APPOINTMENT

## A. MacKenzie Furniture Ltd.

A GOOD PLACE TO BUY

A COMPLETE STOCK OF FURNITURE ON HAND

Berlin, Cologne, Hamburg, Wilhelmshaven, left in flames. Night and day the Air Force are at work and their deeds fill us with pride and gratitude. But the announcement that " . . . of our aircraft have not returned strikes a note of irrecoverable loss: they have given to the uttermost. It will soon be TOKYO, OSAKA, NAGASAKI, YOKOHAMA.

BUY CANADA'S FOURTH VICTORY LOAN BONDS to the uttermost to provide the tools for our men!

Phone 775

327 3rd Avenue

## "GALIVANT" SHOES

IN BROWN AND BLACK BROGUES, GILLIES, TIES AND LOAFERETTES.

Welted Soles and Genuine Calf Leathers.

Perfect Fitting Lasts in Fittings AA to C Width.

Priced \$5.85 and \$5.50

# AMILY SHOE STORE LTD

"The Home of Good Shoes"

If you lose anything, advertise for it.

#### EDITORIAL

DAILY EDITION



Monday, May 3, 1943

#### Value for Value . .

Some folks seem to have a curious conception of the purpose of newspaper advertising. It appears they con- bekah Lodge commemorated the with Mary Martin, Dick Powell, erosity. Advertising apparently is not done to stimulate interest but just to put a little money in the publisher's order in America by attending First Baptist Church Sunday evening. The storm in leading roles. sider newspapers to be parasites that live on public gen- anniversary of the interest but just to put a little money in the publisher's The pastor, Rev. C. A. Wright, depocket so that he can carry on. Really he is not a bad fel- livered an inspiring address on the and has to do with Miss Martin's low and he does a lot of useful things. Therefore he ship, Love and Truth." should get some support." It would just be too bad if any- this motto were the vital qualities en, beach boys with an eye on a thing happened to stop his paper coming out.

Newspapermen are themselves largely to blame for war has passed. The sword of the this sort of thing. Being for the most part idealists they madman had caused blood to flow vallee. Betty Hutton, Mary's have been so generous with their space in support of good countries of Europe, defying causes that many people have come to think that space laws of God and destroying the life costs the publishers nothing. The public do not realize that every line of publicity the newspaper prints means a cash expenditure. They fail to understand that when A non - political, non - sectarian he prints items promoting causes he is donating real movement in a political, sectarian world can render service only as [money just as much as the merchant who gives them the love of God, living, vital, resomething from his stock. They have no more right to ask for free boosts than they have to ask the grocer or world that Jesus of Nazareth came. the butcher for free eatables. Space is the only thing he did scene has been enacted by huhas to sell.

Newspaper advertising is a commodity with real throne to Jesus, bartered his right value. It is worth every cent it costs and generally a great and throne to ease the two remaining years of his life. He sought for deal more. Let anyone try to promote any movement a throne and murdered the heir without the aid of publicity and how far will he get? builded a temple but killed the If the newspapers ignore its existence it will soon die. plot all male children under two Let the merchant try to draw customers to his store without the aid of printer's ink and how big will his business destroying his life mentioned by grow. Paying for advertising is not "giving money to the printers" but is an exchange of value for value."



#### NOTICE

Due to existing conditions we are forced to announce that commencing May 1st we shall be able to redeem our coupons for glassware only.

To our customers having coupons on hand, we suggest that they be turned in before May 1st as we have several valuable premiums in stock.

Coupons received after May 1st will be honored for glassware

#### MUSSALLEM'S ECONOMY STORE

"Where Dollars Have More Cents" Phones 18-19

P.O. Box 575



Little Enough To Do

### Ormes Itd. The Proneer Druggists

THE REXALL STORE PHONES 81 and 82 Open Daily from 9 a.m. till 9 p.m. Sundays and Holidays from 12 - 2 p.m. and 7 - 9 p.m.

#### THREE LINKS WAS SUBJECT

Rev. C. A. Wright Applies Oddfellows' Principles to World

nity symbolized by the three links.

man kind than of the king (Herod) who, instead of bequeathing his tainment all around, it is said.

"With our tongues we never cease to talk of such incidents, many much less obvious and like a serpent's sting, cause others to falter and in the spirit of the priest and the Levite kick a man when he is down. "In this motto of Friendship,

Love and Truth is to be found the attributes of God, signifying indissoluble friendship, redemptive love and abiding truth, which in God's eternal wisdom can and will be the living action to prove to the nations that every dark cloud has a silver lining.

"We look for new things. World power has nothing to offer but craftiness remodels old machines. In Jesus Christ all things have become new and old things pass away. The power to create is God's. "All who take this motto, defend

it well. May there be no superficial rendering but may it, in the light of God's Spiding presence, be a shining sword pointing to the tree

If the order is taken as a substitute for the church, its meaning is lost and its vitalness is of no effect, but if its teachings are full exemplified it can be a vital factor in the world of stress."

#### Local Tides

Tuesday, May 4

1:02 22.0 feet 1.9 feet 19:40 5.0 feet



This Space Donated by:

## Variety Store

"Where your Dimes are Little

Dollars" Phone Red 120 518 3rd Ave. W.

## HAPPY FILM WITHMUSIC

"Happy Go Lucky," a gay and relaxing comedy with music, will be featured at the Capitol Theatre here tonight and Tuesday Betty Hutton, Eddie Bracken and

determination to land a rich hus-The pastor pointed out that in band. Dick Powell and Eddie Brackjuicy commission, pitch in to help her work on millionaire Rudy friend, does likewise. The four hold a council of war and decide how best to snag the indifferent shy Mr. Wright said: "Your order is a Vallee. Their ideas, which are no sooner thought of than they are put into action, prove to be hilarious but unproductive of the desired result. By the time Vallee is safely on the hook, Mary and Powell are in love with each other, causing further complications.

The picture is filmed in technicolor and makes excellent enter-

#### ACTIVITIES OF Y.M.C.A. AND Y.W.C.A.

By DOROTHY GARBUTT The Hostess

The Army Unit dance takes place tonight at the Empress Hall. All junior hostesses are invited. Y.W.C.A. chaperones for the evening will be Mrs. Garrett and Mrs. Boulter from the Order of the Eastern Star.

TODAY and TUESDAY Complete Shows 1:00, 3:01, 5:02, 7:03,

Feature at 1:37, 3:38, 5:39, 7:40

A TECHNICOLOR TRIU

Forget Current Topics Trip to the Tropics PARAMOUNT'S

The Newest in Technico Musical Comedy

- with -MARY MARTIN DICK POWELL RUDY VALLEE EDDIE BRACKEN BETTY HUTTON (at 1:37, 3:38, 5:39, 7:45, 9

'An American's Letter to Mother" "Wedding in Bikaner"

"Eagles of the Navy"

HEY! WHERE TO? Bananas are the chief ex

### NOTICE

Honduras.

"The Exclusive" Ladies Ready-To-We MRS. H. S. PARKER

Wishes to announce her store will CLOSE ALL DAY ON THU DAY OF EACH WEEK for the Summer Months, beginning week, Thursday, May 6th.

Open for Business each day of the week (except Thursdays 9 a.m. until 6 p.m.

#### CARPETS AND CONGOLEUMS IN STOCK



Choose a Fine Rug from our Large Stock

Elio Furniture Store

Third Avenue, Next the Daily News, Prince Rupert

# Now CAMPAIGN



Annette Ladies' Weat

(We Lead, Others Follow)