

CHEVROLET

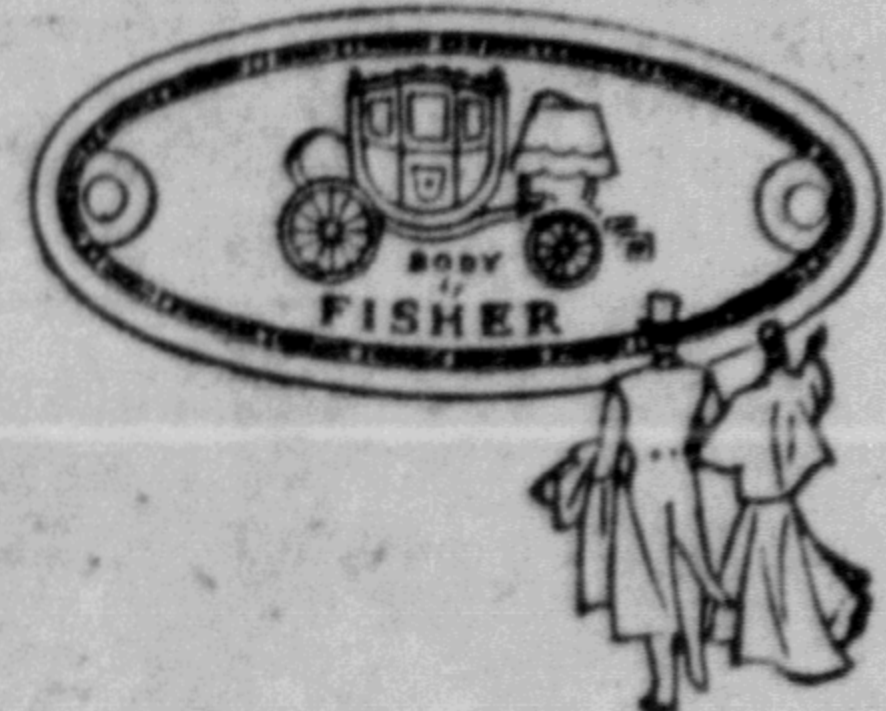
the only car bringing you all these fine-car advantages at lowest cost!

SEEK ITS "LUXURY LOOK"!

new Leader-Line Styling is lower, wider, racier. New Dyna-Cool radiator grille. Single-Sweep front and treatment, and fleet-as-a-rocket lines all around... most beautiful development of the new "functional" motor cars.

CONTROL FROM EVERY ANGLE!

Leader Bodies by button door-opening masterpieces by fine coachcraft lines, extra-fine up-variety of alluring more beautiful from inside and outside —



AT EVERY POINT!

ize Interiors featuring "Five-Foot Seats," head, leg and elbow-ordinary seating for grown passengers; and that the giant capacity.



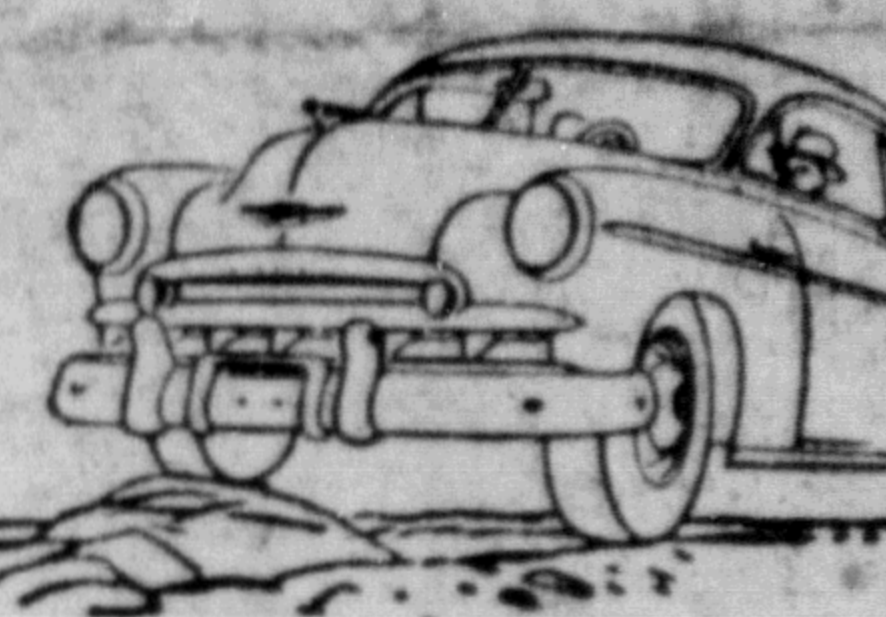
ENJOY ALL!

Visibility, with windshield, thinner than, and 30% more abundant, permits you to enjoy all, and to travel safely.



SEATS THAT "BREATHE"!

the additional pleasure of riding in a "car that has a completely effective heating" and ventilating system — and keeps glass clear in all weather. (Heater and fans optional at extra cost.)



HOW RIDES A REVELATION!

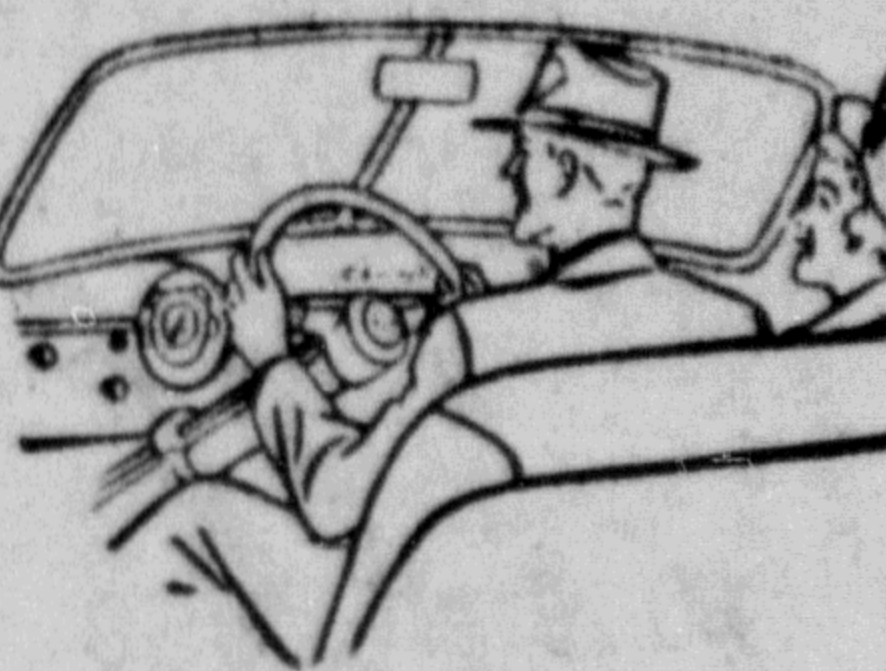
Improved Unitized Kneecaps, combined with new airplane type shock absorbers and rear, and extra low fenders, gives the stability, and road-safety you have never had.

ONLY ONE WORLD'S CHAMPION ENGINE!

The finer results of Chevrolet's sturdy Valve-in-Head motor engine in all Chevrolet models... together with all its money-saving economy of operation and upkeep... is the world's champion engine for miles served, owners' years tested and proved.

THE COMFORTS!

Starter for simplest, easiest, Hand-E-Gearshift with Shift Transmission for maximum ease; and Firm Foundation Frame for ride-steadiness unsurpassed in Chevrolet price range.



STOP SWIFTLY AND SAFELY!

Certi-Safe Hydraulic brakes even faster stops with assurance the highest effective braking action for your family.

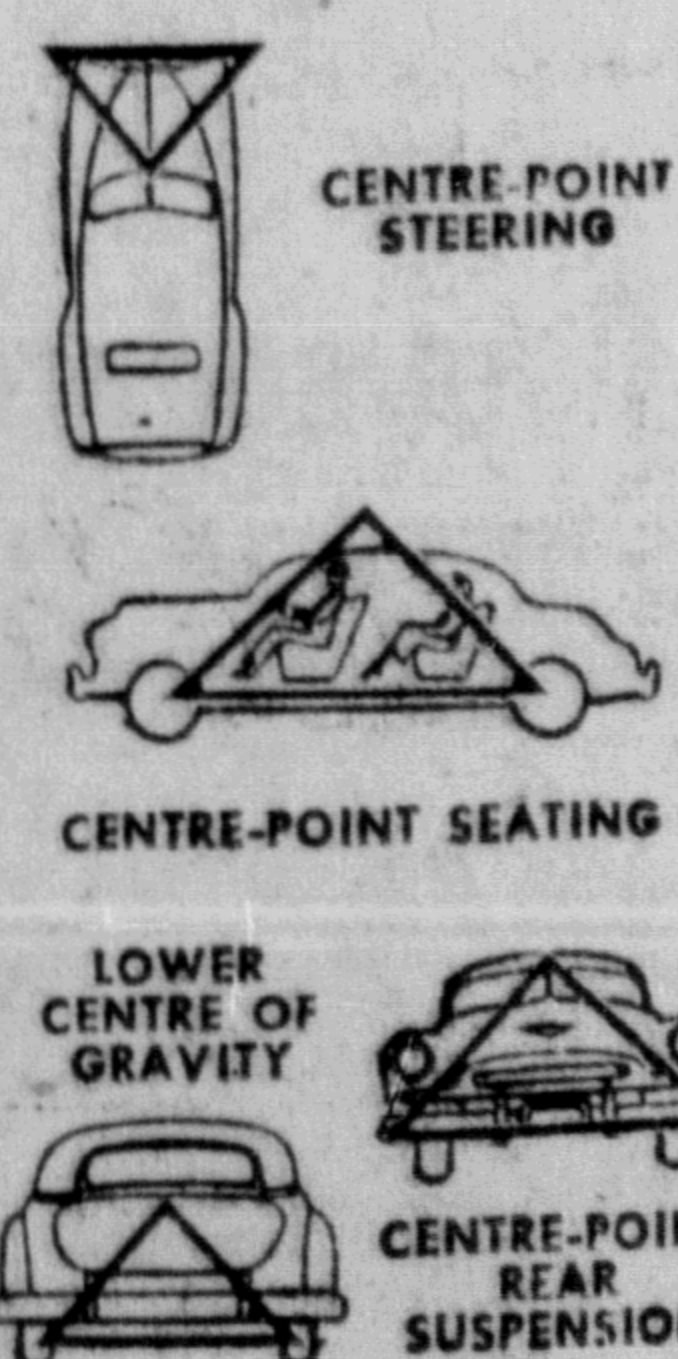


SAVE MORE MONEY, TOO!

Chevrolet is designed, engineered and built to speed up and spare your pocketbook, for it brings you all these other important improvements at the lowest prices and maximum economy of operation and upkeep.

NEW CENTRE-POINT DESIGN!

Multiple-way engineering advance exclusive to Chevrolet in its field, and consisting of — Point Steering — Centre-Point Lower Centre of Gravity and Centre-Point Rear Suspension gives the new riding and driving results without parallel in low-cost motoring. That new kind of riding-ease and a new kind of motoring, heretofore reserved for owners of expensive cars. Remember—only new Centre-Point can give you all these finer motoring... and only the new Chevrolet brings you Point Design at lowest cost!



CHEVROLET A PRODUCT OF GENERAL MOTORS

MOVIE KISSES MERE ROUTINE

By GENE HANDSAKER
HOLLYWOOD (AP) — Ever wonder what a movie wife thinks when she sees her handsome husband passionately kissing other women on the screen? Brenda Marshall used to blow her top or, as she says, flip my lid. It tormented me. Her husband is William Holden.

Driving home from the preview of one of his pictures, he asked, "Well, how did you like it?" Brenda snapped bitterly, "How you kissed that Claire Trevor!"

Bill was silent and angry for several miles. Finally, he exploded, "Is that all you can say about the picture?" There followed, Bill says, "one of our worst fights."

The problem was "a big fighting point," Brenda adds. "I'd lose all sight of whether a picture was good." One day she visited his set and planted herself where he'd see her when he went into a clench.

"Anything to throw him," Brenda admits. Bill led her aside and said, "Get off the set. You're upsetting my leading lady."

This was several years ago. Brenda has become reconciled—even proud. "After all, which could be more intriguing than to be married to a big romantic star?"

FANS PHONE
It didn't annoy her a bit when three New York telephone operators, on their afternoon off, recently made a party-line call to Bill at a restaurant here. Just wanted to talk with their movie hero. "As long as it's the females who are being aggressive," Brenda smiles. "Now, if it were the other way around..."

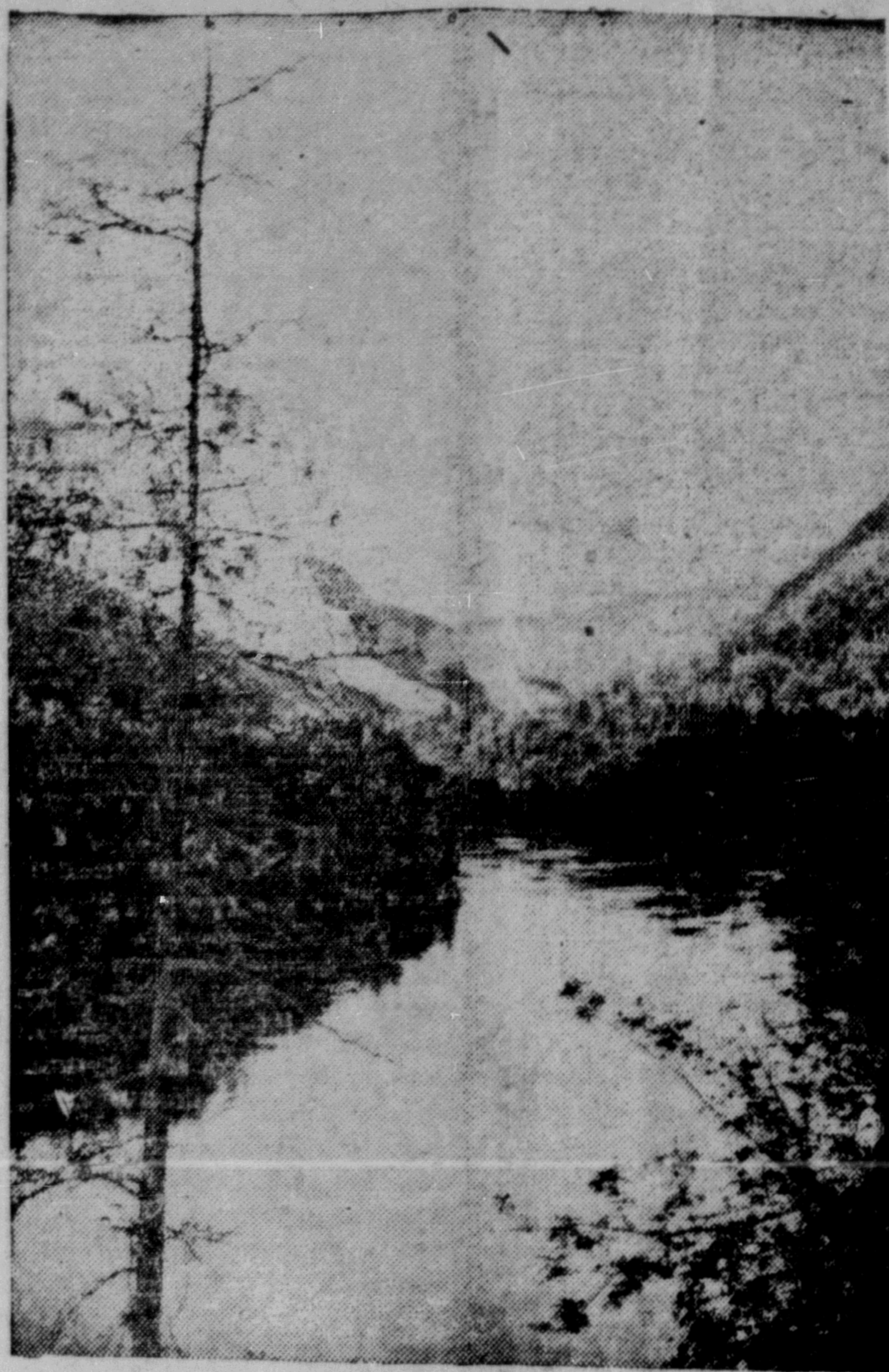
It did annoy her that Bill never complained about her own movie love-making—with Errol Flynn and others. ("She didn't do so bad," Bill remarks.) Except for the forthcoming "Whispering Smith," Brenda has sidetracked her career to bring up their children. He calls her by her real name, Ardis.

The Holdens live in the big-homes-and-lots-of-lawn suburb of Toluca Lake, in the San Fernando Valley. Around 7 p.m. their three youngsters—11 to 2½ years—are in nighties and bathrobes on a living-room davenport, absorbed by blackface comedy on television.

No actor is a star to his own kids. Youths who come to the door for Bill's autograph are, to 11-year-old Virginia, "silly." Fan magazine photos of the Holdens are noted by the Children with-out comment. After attending "The Man From Colorado," five-year-old West (short for Peter Westfield) said merely that he had seen "a westerif picture." Bill prodded, "Did you see daddy in it?" Disinterestedly: "Yeah, I saw you."

West reported sadly the other day, "Rickey (a playmate) says you're nothing but an actor." Bill retorted, "Tell him his father is nothing but the vice-president of an oil company!"

FORM A.A. CHAPTER
AMHERST, N.S. — A chapter of Alcoholics Anonymous has been formed here. Meetings will be held every Wednesday and it is understood that a number of citizens are taking an active interest in the organization.



FOR SALMON ENTHUSIASTS—Some of the finest salmon fishing in the world can be found in the waters of the rivers and streams of Newfoundland. Few tourists have experienced the thrill of landing the big ones that abound throughout the country. This is the Lower Humber River in the Humber Valley which is one of the finest salmon rivers in Newfoundland.

What's New at CIVIC CENTRE

DOLL DRESSING—There are just two more doll dressing classes this season. This Wednesday all the girls are to bring their dolls with all the clothes they have made for them. A sewing machine is being borrowed so that all the partly made clothes can be sewn up and finished. Though the Hobby Show is some time off on April 27 it is hoped to have all the dolls ready for it before the end of the classes. The clothes being made for the big doll that is to be raffled are being brought next week so the doll can be put on display.

HOME FURNISHING COURSE
—Miss Eileen Cross, home economist of the University of B.C. Extension Department, will arrive in Prince Rupert on March 26. Her course in home furnishings will be given over a two-week period with two evening class groups—one meeting Mondays, Wednesdays, and Fridays of each week, and the other Tuesdays, Thursdays and Saturdays. Registrations are now being received at the Civic Centre office with participants stating which class they will attend.

DEMON IN SMITHY
MONTREAL, (P) — Zoulou, a Montreal police horse, will be sold to the highest bidder soon—because he has an Achilles heel. One of the most popular horses with city mounted policemen, Zoulou could not see the sense of being shod. Whenever this was attempted the otherwise docile animal would kick and become the demon of the city stables.

They will be able to make slip covers, hassocks and can also recover other items of their own furniture. Those interested in making hassocks should speak early to their butcher or grocer for butter or cheese boxes.

MISS DOBBIE IS NURSES' HEAD

Miss Edna Dobbie R.N., has been elected president of the Prince Rupert Chapter of the Registered Nurses' Association of British Columbia with Miss Margaret Steeves as vice-president; Miss Barbara Johnson, secretary, and Miss P. M. Mooney, treasurer. Miss Dobbie was appointed delegate to a convention of the Graduate Nurses' Association of British Columbia to be held in Vancouver April 22-23. A dance and raffle will be held April 29.

Mrs. D. McNicoll sailed last night on the Coquitlam for a trip to Vancouver.

CFPR Radio Dial

1240 Kilocycles
(Subject to Change)

MONDAY — P.M.

- 4:00—Chicho Valle
- 4:15—Stock Quotations and Int
- 4:30—Magic Adventure
- 4:45—Easy Listening
- 5:00—Musical Program
- 5:30—Pops on Parade
- 5:45—The Question Box
- 6:00—Supper Serenade
- 6:15—Martial Airs
- 6:30—Musical Varieties
- 6:45—Plantation House Party
- 7:00—CBC News
- 7:15—CBC News Round-up
- 7:30—Club Date
- 7:45—On Mike Tonight
- 8:00—Out of the West to You
- 8:30—Guy Lomardo Show
- 9:00—National Farm Radio Forum
- 9:30—Immortal Music
- 10:00—CBC News
- 10:10—CBC News
- 10:15—Provincial Affairs
- 10:30—Musical Nocturne
- 10:45—Bain Quartet
- 11:00—Weather and Sign-Off

TUESDAY — A.M.

- 7:00—Musical Clock
- 8:00—CBC News
- 8:15—Morning Song
- 8:30—Music for Moderns
- 8:45—Little Concert
- 9:00—BBC News and County
- 9:15—Morning Devotions
- 9:30—Morning Concert
- 9:50—Time Signa'
- 10:00—Ellen Harris
- 10:15—Morning Melodies
- 10:30—Roundup Time
- 10:45—Scandinavian Melodies
- 11:00—Musical Varieties
- 11:15—Songs of Today
- 11:30—Weather Forecast
- 11:31—Message Per.oo
- 11:33—Recorded Interlude
- 11:45—Let's Waltz

- P.M. —
- 12:00—Mid-Day Melodies
 - 12:15—CBC News
 - 12:20—Program Resume
 - 12:30—B. C. Farm Broadcast
 - 12:55—Recorded Interlude
 - 1:00—Concert Hour
 - 1:30—Bernie Braden Tells a Story
 - 1:45—Com'ty Consumer
 - 2:00—B.C. School Bdct.
 - 2:30—Musical Program
 - 2:45—Western Five, Ottawa
- 3:00—Ethel and Albert
 - 3:15—Spotlight On a Star
 - 3:20—Sketches In Melody
 - 3:30—Diver'timento
 - 3:45—BBC News
 - 3:55—U.N. Commentary
- Mrs. Rayner Montgomery left last week for Ruskin, accompanied by her two children, to join Mr. Montgomery and spend the summer in the south.

By CHICK YOUNG — No Extra Handling.

—Growing Pains

—Give Him Beans, Blondie!

Reduced Prices On... DIAMONDS

The New York diamond market has been rather quiet recently and prices have taken a temporary drop.

For the next 30 days we are able to offer some very tempting values. In some cases the reduction is as much as 20% to 25%.

Now is a good time to buy—a \$100 ring would thus cost only \$80 and a \$50 ring only \$40. Other prices would be accordingly.

However these prices can only last as long as the market is slow or until present stocks are gone.

Glad to show our stock any time.