

NEW DISCOVERY CALLED PURALIN GIVES LIFEBOUOY NEW SCENT— LONGER-LASTING PROTECTION!

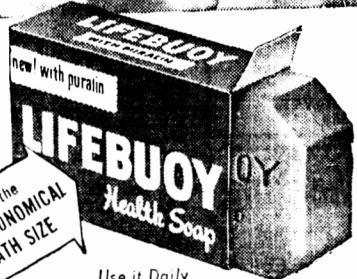


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New LIFEBOUOY smells so good with its delightfully different new scent! And its wonderful new PURALIN protection lasts extra long! That's because PURALIN, the new scientific ingredient, purifies the pores to stop perspiration odor... gives you the longer-lasting, all over protection that keeps you safe from offending—free from "B.O.". Get the mild, gentle New Lifebuoy today. IT'S THE MODERN WAY TO STAY FRESH ALL DAY.

IT'S GREAT THE WAY THIS NEW LIFEBOUOY KEEPS ME SAFE FROM "B.O."... REALLY PROTECTS ME ALL OVER, LONGER!



FROM HEAD TO TOE... NEW LIFEBOUOY STOPS "B.O."

Telephone Co. Alarmed By Small Surplus

OTTAWA, Oct. 24—(CP)—The president of the Bell Telephone Company of Canada said today that the company's surplus is a matter of "grave concern" to the board of directors.

"Never in the history of the company has the earned surplus provided such a threat to protection to the operating and financial obligations as it does now," Frederick Johnson said in testimony before the Board of Transport Commissioners.

The company is seeking an immediate \$15,800,000-a-year boost in Ontario and Quebec telephone rates, affecting 1,700,000 phone subscribers.

Principal cities in the two provinces are opposing the boost which would increase residential phone bills between 25 and 75 cents and business phone charges between 75 cents and \$3 a month.

The company also proposes to double the standard phone-booth charge from 5 to 10 cents some time early in 1952 after mechanical changes to the phones are made. Long distance charges would remain unchanged.

The phone-booth increase would act as exchanges at Montreal, Toronto, Ottawa, Hamilton, Quebec, Windsor, London, Kitchener-Waterloo and St. Catharines. Increases in smaller exchanges would take place at some later date "when conditions justify this change."

Mr. Johnson was one of three witnesses called by the company to give evidence. Argument by the cities opposing the boost is expected to be heard tomorrow.

The president said the effect of continuing current rates in 1952—even if the company was not aggravated by higher costs—would result in a deficiency for normal dividend requirements of \$2,700,000—about \$500,000 more than the earned surplus.

"This condition, which endangers the company and the essential service it renders, should be remedied without delay," he said.

Jack D. Hamby of Montreal, the company's rate supervisor, said the boost in phone-booth charges would be the first in more than 40 years. If additional revenue was not obtained from this source, then the extra burden of increased charges would fall on the shoulders of regular subscribers.

Questioned On Contribution To Royal Family

OTTAWA, Oct. 24—(CP)—Finance Minister Douglas Abbott said today Canada is ready to foot the King's bills any time he visits this country.

But both he and Prime Minister St. Laurent said the question of Canada sharing the expenses of the royal family in England has not been broached and therefore not considered.

The issue was raised by an Australian newspaper, the Melbourne Argus, which suggested that Australia should consider making some contribution to the King's allowances, now paid by Britain alone.

A reporter caught Mr. Abbott as he came out of a Liberal caucus and asked if Canada had considered offering any allowance to her King. The Minister said Canada is footing the bill for the present tour of Princess Elizabeth and the Duke of Edinburgh and is ready to do so for the King if he cares to come here.

But the question of paying royal expenses in England was another matter and one which, both Mr. Abbott and Mr. St. Laurent said, is not up for consideration.

Canada's only contribution to royally are to the King's representative in Ottawa, the Governor-General.

Work To Start Soon On New Atomic Reactor

OHAKA RIVER, Ont., Oct. 25—(CP)—Construction of Canada's third and by far the largest atomic reactor will start shortly, officials said yesterday. It will probably be 1961 before the huge nuclear furnace is in operation.

Work has already started on some buildings connected with the project and workmen will start building of the reactor itself soon.

When plans for the development were announced 10 months ago, it was predicted that it will cost \$30,000,000 virtually equal to all the capital the government has poured into this project in the last seven years.

The reactor, the complex apparatus which splits uranium atoms, is the core of an atomic project. The new one will allow Canada to carry out advanced research.

British Election Facts, Figures

LONDON, Oct. 26—(CP)—Facts and figures for today's general election:

Polls open: 7 a.m. (2 a.m. EST) until 9 p.m. 4 p.m. EST.

Seats at stake: 629 (628 seats are actually at stake but four acclamations and a delayed election in one riding caused by death of a candidate make up the total).

Results: First results are expected between 10 p.m. and 11 p.m. (5 p.m. and 6 p.m. EST) Thursday. By the end of counting Friday morning (about 11 p.m. EST Thursday) 320 constituencies are expected to be decided. Most of the remaining seats will report later Friday with a few not expected before Saturday or Sunday.

Electorate: 34,016,122 voters are eligible—an increase of 945,348 since the February, 1950, elections.

Candidates: Labor 616; Conservative and allies 616; Liberals 109; Communist 10; Independent 8; Independent Labor Party 4; Welsh Nationalist 4; Irish Nationalist 3; miscellaneous 2; total 1,374.

Standing of the House of Commons at dissolution, Oct. 4:

Labor	313
Conservative and allies	296
Liberals	9
Independent	1
Irish Nationalists	2
Vacant	3
The Speaker	1
Total	625

The Foundation Company of Canada, Montreal, has the general construction contract. The C. D. Howe Company of Port Arthur is the consulting engineering firm.

The man who licked cancer

"You have about 7 weeks to live," said the doctor. But young Lt. Rosenberg asked God to help him "stay alive and in the Navy he loved."

November Reader's Digest tells how a doomed man fought off "fatal" attacks of cancer, that he could return to Navy duty.

Read Rosenberg's amazing history—proof that prayer and faith can heal, told by a man who knows because the miracle happened to him.

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Canadian Boxer Fails In Comeback

LONDON, Oct. 24—(CP)—Larry Gains, the Canadian Negro who was one of the world's great boxers 40 years ago, failed last night in an attempt to turn back the clock.

In May, 1932, Gains outpointed Italy's towering Primo Camera.

Last night in Harringay Arena, Gains and Camera met in a wrestling match—and this time Camera won.

Gains, slower-footed at 49, lost by a fifth-round knockout in what was officially billed as a world heavyweight wrestling championship elimination.

catch-can variety. In an abrupt finale, Gains and the 45-year-old Italian took a joint dive out of the ring into the press box. The former Canadian was taken to hospital with shoulder injuries and released after treatment.

50-YEAR DREAM

IPSWICH, England—(CP)—Herbert Cole, 81, before leaving for Australia with his family said that ever since he left "down under" 50 years ago he had dreamed of the day he would return to find a hill of gold. "My dream of the hill was so clear that I shall know the place the moment I see it," he said.

Junior Red Cross Meets

A splendid Junior Red Cross meeting was held in the hall at Rochford School Friday, October 19th at 3 p.m. The president, Miss Barbara Durant, presided. The minutes of the final meeting of last year were read by the secretary, Miss Suzanne Francis, who also read the minutes of the organization meeting in September.

The circular letter from Miss Bowness, director of Junior Red Cross, was read by the secretary, suggesting that all Juniors provide Student and Health Kits to needy school children in European countries.

The circulation manager of Grades VII and VI gave their reports, also the chairmen of the different health and cleanliness committees. It was then moved by Miss Adera Cannon that the Unit heartily approve the suggestion to provide school kits and health kits for the students in other countries, and that various class units be encouraged to undertake this work. All reports were on motion adopted.

The program presented by the "Buddies" of Grade V consisted of a study of Christopher Columbus with recitation and singing. The Juniors' motto: "I Serve" was emphasized throughout the pleasing program.

Miss Bowness, Miss Iphigenie Assault, Provincial Red Cross Commissioner, Miss Joan Wood and Mrs. Lantz of the City School Board, who represented the Red Cross executive, were guests at the meeting. They congratulated the performers and expressed their appreciation of the work being done by the Junior Red Cross branches of Rochford Square School which is one hundred per cent organized in Junior Red Cross.

LINGERING SUMMER

HALIFAX—(CP)—October exhibits from Chester Basin and Sheet Harbor arriving here show summer dies hard in those places. Blueberry blossoms came from Chester and an opened buttercup was sent from Sheet Harbor.

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THRIFTY BASEMENT BUYS

- ### Ladies' Basement
- Ladies' Housecoats—light weight Eiderdown, sizes 14 to 20 and 16 to 44—¾-length sleeves in smart check and floral designs. Colors blue, rose, and green. **\$4.85** Each.
 - Ladies' Briefs, good quality rayon in sizes small and medium only; colors white, rose and maize— **55c** Exceptional good value at, pair.
 - Ladies' Slips—rayon with frilled or lace trimmed, sizes 34 to 38 in colors white, pink and yellow. **\$1.59** Priced very low at only, each.
 - Ladies' Flannellette Nightgowns—medium size only, white with floral trim. **\$2.50** Each.
 - Ladies' Fleece Lined Bloomers, sizes 36 to 42. **\$1.15** Pink shade—Pair.
 - Children's Fleece Lined Bloomers—Excellent quality, elastic waist and legs. Sizes 4 years to 12 years in pink only—Pair. **79c**
 - Sizes 10 years to 16 years in navy blue. **79c** Pair.
 - Children's Knee Length Hose—wool plated or cotton with nylon reinforcement for extra wear. Colors white, blue, green, brown and red. All sizes from 6 to 9½. **85c** Pair.
 - Children's Sleepers—heavy fleece lined, drop seat style. Colors pink and blue. Sizes 22 and 24 only. **\$1.98** Pair.
 - Children's Dresses—smart plaid designs in various color combinations, with or without white collar trim. Sizes 3 to 6 **\$1.95** Each.
 - Sizes 7 to 14 **\$2.65** Each.

- ### Men's and Boys' Basement
- Men's Fleece Lined Combinations—heavy quality fleece in either plain or mottled. All sizes from 36 to 46. Suit **\$3.50**
 - Men's Fleece Lined Shirts and Drawers—some heavy quality as the combinations. **\$1.95** Each.
 - Men's Overalls—heavy 7¼ oz. denim, double sewn throughout. Sizes 36 to 46. **\$3.95** Pair.
 - Men's All Wool Cardigan Sweaters, button front, heather shades of brown, blue and maroon. **\$4.95** Sizes 36 to 44. Each.
 - Men's Sweaters—pullover crew neck style, heavy all wool quality in colors maroon and navy blue. **\$2.95** Sizes 36 to 44. Each.
 - Men's Sweaters—pullover style, heavy quality in various colorful designs. Sizes 38 to 44. **\$3.95** Each.
 - Boys' Underwear—heavy fleece lined combinations. Sizes 24 to 34. **\$2.25** Suit.
 - Boys' Sweaters—heavy quality all wool pullovers with crew neck—two-tone color combinations of brown/yellow, navy/grey, and maroon with grey. Sizes 28 to 34. Each. **\$2.65**
 - Boys' Pullover Sweaters—diamond and animal designs, sizes medium and large only. **\$1.39** Each.
 - Boys' Overalls—full cut, good quality denim, sizes 24 to 34. Pair. **\$2.25**
 - Boys' Doeskin Shirts—smart plaid designs in very smart colors. Sizes 12 to 14½. **\$1.75** Each.
 - Boys' Work Shirts—heavy grey domet, sizes 12 to 14½. Very exceptional value at only— **89c** Each.

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