

LIQUOR VOTE IN MANITOBA

Two Proposals to Come Before
People on Different Dates

WINNIPEG, Man., June 18.—(By Canadian Press).—An effort is being made in June and July to determine the will of the people of Manitoba in the matter of the sale of intoxicating liquors for beverage purposes. On June 22 a referendum is to be taken on a proposal from the Moderation League of Manitoba to bring into existence a system of government sale of all liquors for consumption in legal residences, and on July 11 there will be a vote on a proposition submitted by the Beer and Wine League, which has the backing of the Hotelmen's Association, which would make legal the sale by licensed hotels of meals of beer and light wine and by licensed brewers of beer to the consumer's residence. In each case there is before the voters the actual text of the bill, which was prepared in essentials by those responsible for the petitions on which the legislature granted the referendum. The fate of the bills is to be governed by the majority vote of the electors, and if the referenda favor an alteration of the present system the legislature is to meet without delay to take the necessary steps for bringing into effect the people's will.

Control Proposed
The Moderation League's proposal is entitled "An act to provide for government control and sale of liquors." It provides for appointment by the government of a liquor control commission of three members, to hold office during the pleasure of the government and to have complete control of the detailed operation of the system. This commission would establish government stores for the sale of liquor in Winnipeg and in such other cities and towns as they considered advisable. Residents and visitors above 21 years and not on the prohibited list would be sold annual permits for the purchase of liquor at \$1.00, or if they did not hold annual permits, they might procure permits for one single purchase at fifty cents. Such permit must be produced when a purchase is made, and liquor purchased would be delivered by the commission and not taken from the government store by the purchaser.

It is provided that breweries might sell beer direct to the purchaser, making returns thereon to the commission, monthly and paying to the government on the beer sold a tax which would be fixed by the lieutenant-governor-in-council. Liquor purchased under a permit might be "kept, then and consumed only in the residence in which he (the permit-holder) resides."

Local Option
There is provision for districts voting by local option for the elimination of government stores. Net profits derived from the system would be divided equally between the province and the municipalities.

The beer and wine proposal is in the form of amendments to the Manitoba Temperance Act and would leave untouched present regulations by which "hard" liquor is sold only by druggists in twelve-ounce bottles on doctor's prescriptions for medicinal purposes. The amendments would enable licensed hotelkeepers to sell in their dining rooms, with meals, beer containing by weight not more than four per cent of alcohol and light wine containing not more than fourteen per cent of alcohol. A "meal" is defined as "the consumption of food of nature and quantity sufficient for the maintenance of the consumer" and dining rooms are "those rooms in a public hotel in which meals are customarily served."

It is provided that such sale might be carried on by licensed hotels between 9 a.m. and 11 p.m. in cities of more than 10,000 people, and to 10 p.m. at other points. No beer nor wine shall be sold on Sundays, Christmas or Good Friday except between 1 p.m. to 3 p.m. and 6 p.m. to 8 p.m. to bona fide guests of the hotel.

Licensed brewers would be permitted to deliver beer direct to residences on condition that they make monthly returns and pay whatever tax is demanded by the government on gross sales. Provision is made for interdicting any person who "mis-spends, wastes or wastes his estate"

If You Trade Out of Town, and I Trade Out of Town, What Will Become of Our Town?
THE DOLLAR SPENT IN PRINCE RUPERT WILL "REMAIN HOME TO BOOST"

"Trade at Home" Campaign

Hardware

GENERAL HARDWARE
Ship Chandlery
Stoves, Ranges, Paints, Oils.
Phone 364

HOWE & McNULTY

YOU WILL ALWAYS FIND
here a complete stock of shelf and heavy Hardware, Tinware, Graniteware and Tools of all kinds. Quality considered. We meet all competition. Get our price list.

KAIEH HARDWARE COMPANY.

IF IT'S HARDWARE
We have it, if we haven't got it, we will get it for you; if we can't get it, it isn't made. This is our business policy coupled with the fact that reasonable prices prevail in all lines.

STORK'S HARDWARE, LTD.

SHELF AND HEAVY HARDWARE.
Paints, Oils, Varnishes, Tinware, Graniteware, Stoves

THOMPSON, HARDWARE CO., Limited.

Boots and Shoes

FINE FOOTWEAR
Your health is largely dependent upon your foot comfort. Our knowledge of the business enables us to prescribe proper fitting shoes which will give you both comfort and service. All lines moderately priced.

FAMILY SHOE STORE, LTD.

For MEN'S AND BOY'S FOOTWEAR
of quality and reasonably priced come to
GEO. HILL
The Shoeman
Shoe Repairing

IT PAYS TO BUY
good shoes and trade where you can secure value for your money. Both are obtainable here. Our repair department is "at your service." We guarantee our work. Boost home industry.

M. McARTHUR

Electrical Houses

WE DO EVERYTHING ELECTRICAL

and would be glad to give you an estimate on any contemplated work. We carry a large stock of Electrical Fixtures, Labor Saving Appliances and Electrical accessories.

PARKIN & WARD ELECTRIC CO., LTD.

WARD ELECTRIC & MARINE SUPPLY CO.

We specialize in Marine Paints, Union Jack Copper and International Loglines. Auto-fouling and Anti-corrosive.
COW BAY,
Prince Rupert, B.C.

Ladies' Wear

EXCLUSIVE MILLINERY.

Ladies' Ready-to-Wear.
Everything in Woman's Wear.

DEMERS. Phone 27.

BUTTERICK PATTERNS.
Lace and Fancy Work Specialties. Stamping and Embroidery, Millinery, Dry Goods.

MRS. J. L. HILDITCH.
614 P.O. Building.

WE CARRY A COMPLETE STOCK
of Exclusive Eastern and Imported Ladies' Suits, Cloaks and Dresses. We are offering many attractive values at this time in all lines and we urge you to take advantage of these bargains.

J. BENT.

Read these articles with care. They may present something you haven't thought of before. Patronize the people whose advertisements are here. They are neighbours and will treat you right. The money you spend with them stays in circulation in your district

Printers

HAVE YOUR STATIONERY
Printed in Prince Rupert.

Get Our Prices.

ROSE, COWAN & LATTA, LTD.

Stationers

NO NEED TO SEND
out of town for Stationery, Books, Office Supplies and School Supplies. We carry a large stock of the above and kindred lines. We print special orders and will be glad to quote prices.

McRAE BROS., LIMITED

VICTOR, VICTROLAS & RECORDS

Photo and Camera Supplies. Office and Personal Stationery. Magazines and Books. We invite you to come in and look over our large stock.

W. W. WRATHALL

Departmental Stores

BEFORE SENDING YOUR ORDER OUT OF TOWN
See us. We are always ready to compromise with you.

JABOUR BROS. LTD.
Phone 645.

THIS STORE OFFERS
to the people of Prince Rupert and district a convenient, dependable and economical store service. Trade in Prince Rupert it will pay you.

H. S. WALLACE CO., LTD.

WE ENDEAVOR
at all times to anticipate your requirements here in Prince Rupert. We give you a service on every purchase made here which you cannot secure when dealing by mail. Try us first.

The UNIVERSAL TRADING CO.

Decorators

WHEN YOU THINK
of Wallpaper, Paint, Varnish, Glass, Burlap, etc., think of

SILVERSIDES BROS.,
Third Avenue. Phone 22.

IMPORTERS AND DEALERS
In Wallpapers, Burlaps, Mouldings, Paints, Oils, Varnishes, Brushes, etc. Let us advise you on your work and secure our estimate before sending out of town.

The A. W. EDGE & CO.

Furniture

REMEMBER!
When you buy Furniture, Carpets, Rugs, Linoleum, China, Crockery, etc., at this store you see the genuine article and not a picture before you buy. As well, we give you a personal service and guarantee with every purchase at no additional cost.

GEO. D. TITE.

FURNITURE, HARDWARE.

Household Goods, Trunks and Suit Cases.
3rd Avenue.

F. M. CROSBY.

Confectioners

THE DELUXE
247 Third Ave.
THE ROYAL
616 Third Ave.
Home made candies, chocolates, bon-bons, ice cream, fresh fruit.

Buyer Protected by Advertising

Manufacturer Must Maintain Quality of Goods Bearing His Name

HIS REPUTATION AT STAKE

Man Who Buys Standard Brands From Local Merchants Knows That He Is Getting Full Value for His Money

Time was when advertising did not occupy the place in the world of trade that it does today. It has not been so very many years ago that the people were suspicious of advertising. They were inclined to believe that the merchant was trying to "fool" them with his advertising, that he exaggerated the value of the merchandise he advertised and took that method of trying to get them to buy goods that he could not sell by the old established methods of merchandising.

Those days are gone. The public now realizes that it is the greatest beneficiary of advertising.

Advertising has done more in a decade to establish certain standards in merchandise than could have been accomplished in a hundred years by any other agency. The manufacturer who a few years ago merely made and sold clothes now makes and sells the Blank brand of clothes. The man who formerly just made hats now makes Blank's hats. And so it is with everything that one buys today. The manufacturer, by his advertising, has built up his business around a trade name and if he is to continue in business he must protect that trade name by maintaining such a high standard of quality that people when they buy his products will know just what they are getting. The consumer, when he goes into a store today, does not buy merchandise blindly, with the hope that it will prove to be worth the money. He buys standard goods that bear the trade-mark of the manufacturer and that are backed by the reputation not only of the merchant who sells them but the manufacturer who makes them. This has been brought about by advertising.

No Reputation to Protect

All this applies to the retail merchants as a class but it does not apply to the mail order business. The man or woman who buys goods from a catalogue house is not protected by the manufacturer of the goods, for the reason that most manufacturers who sell goods to the mail order houses do not place their names upon the goods and therefore have no reputation to protect.

The great majority of articles listed and illustrated in the mail order catalogues are included in what is known among manufacturers as "stencil" stuff. These articles bear the name of the mail order house which sells them instead of that of the manufacturer who makes them. It can readily be understood that any manufacturing concern which turns out goods that do not bear its name or trade-mark is likely to be a very unreliable institution. It is not building up any reputation on the quality of its goods, for its products have nothing to distinguish them from the products of any other concern. With no reputation to sustain and no chance of creating a general demand for its goods the only concern of a manufacturing institution of this kind is to make stuff as cheaply as possible in order to obtain the largest possible profit on its products.

Same Price World Over

These facts are chiefly responsible for the generally prevailing idea that the home merchants do not sell goods as cheaply as the mail order house. They do usually sell the same quality of goods that the mail order house sells as cheaply as the mail order house sells it but they cannot sell the standard, guaranteed products of responsible manufacturers at the same price at which the mail order house sells its nameless, unbranded merchandise. Standard goods bearing a registered trade-mark sell for the same price the world over and the manufacturer's guarantee stands back of them when they are sold in the smallest village in the country just the same as when they are sold to the stores of the larger cities.

Tailors

SATISFY YOUR DESIRE
For
TAILOR MADE CLOTHES.

A. CARLSON,
Tailor, Third Ave.

Druggists

THE REXALL STORES
Save you money on all drug requirements. Our Rexall Stores serve you in Prince Rupert.

ORMES LIMITED.

Men's Furnishings

MEN'S FURNISHINGS
Boots and Shoes. Clothing.

Domestic Novelties.

Furs Bought and Sold.

PAT PHILLIPSON

WE INVITE YOU
to inspect our stock of Men's Clothing and Furnishings. The Quality of our lines is of the best and the prices will satisfy the most exacting buyer.

Phone 627.

THOR JOHNSON

THE PATENT ADJUSTABLE CAP

just in. Fits any sized head. Call in and see them. "Buy in town and help your town."

STEVE KING.
Third Ave.

THE PROGRESSIVE MAN
spends his money in his own community. This store caters to the dress requirements of progressive men. Hart Shoe, Burberry Waterproofs, Stanfield Underwear, Headlight Overalls. Trade at home.

J. A. KIRKPATRICK.

SMART CLOTHES FOR SMART MEN.

We carry exclusive lines of high class clothes and furnishings. Agents for Wm. H. Leishmann & Co., Custom Tailors, Borsalino Hats and Stetson Hats, Dr. Jaeger's Pure Wool Goods.

BRYANT COMPANY LTD.

"THE QUALITY STORE"
For Men and Boys.
Direct importers of Men's and Boys' Furnishings, Underwear, Hats, Caps. Large and well assorted stock of clothing. Our prices in all lines are at rock bottom.

ACME IMPORTERS.

Bakers

IF IT'S BAKED IT'S OUR JOB.
Our plant is absolutely modern and sanitary. Everything is baked in scrupulously clean Electric ovens by expert bakers. See for yourself.

Electric Bread is Real Bread.
ELECTRIC WINDOW BAKERIES.

100% WHOLE WHEAT BREAD.

The Bread you will eventually eat. Eating is believing. Phone 190.

LA CASSE BAKERY,
Third Ave.

Sheet Metal Works

SANITARY AND HEATING ENGINEERS

Hot water, steam and hot air furnace installation. Agents for McClary's Famous Hot Air Furnaces. Estimates cheerfully given on all jobs, large or small.

Phone 5

STEEN'S LIMITED

Butchers

Ask For
SHAMROCK BRAND
Hams, Bacon, Lard, Butter.

P. BURNS & CO. LIMITED.

A GOOD BREAKFAST
helps each day with a good start. This is easy when you buy your meat from

FRIZZELL'S ROYAL MARKET.
Phone 10.

Fish and Poultry

FRESH KILLED LOCAL MEATS.
Fresh and Smoked Fish daily. Poultry, Butter, Eggs, Vegetables.
Phone 674.

PRINCE RUPERT FISH MARKET.

Provisions

MEATS, GROCERIES.
Fresh Fruits, Vegetables, Dairy Products.
Phone 43. P.O. Box 123.

F. W. Moersch.
CITY MARKET.

QUALITY SHOULD BE FIRST.
consideration when ordering Meats and Groceries. Our stock is well kept, clean and wholesome. We specialize in imported goods.
Phone 208.

ALBERTA MARKET.

ATKINS' MEAT MARKET.
Phone 574. 3d Avenue.

FULLER'S GROCERY.
Phone 45. P.O. Box 877.

Grocers

OUR AIM IS TO SELL
you a line of Groceries, Provisions, etc., the price and quality of which will keep your money in Prince Rupert. A phone call—phones 2 and 56—will bring our service to your door.

LYNCH BROS. & McEELKIN.

FANCY and STAPLE GROCERIES

Pure Food Products, Provisions, Vegetables, Fruits in season.
Phone 88. P.O. Box 334.

MUNRO BROS.

Photographers

DEVELOPING, PRINTING ENLARGING

This is our business not our side line. Portraits that will please you. Bring us your work.

F. W. CHANDLER
318 Sixth Street

THEY SOON GROW OUT OF MOTHER'S ARMS
but Photographs of the Children never grow up.
Phone Red 183.

The Photographer in your Town.

BENSON STUDIO.

Jewellers

THIS STORE'S POLICY
to represent goods exactly as to quality; to sell each customer jewellery values at a uniform fair price; to correct all mistakes; to fulfill all guarantees; to give each one a square deal.

MAX HEILBRONER

YOU DO NOT
have to know jewellery values when dealing with this store. The benefit of our advice is yours on all jewellery matters. Bring us your repair work—we guarantee you satisfaction.

R. W. CAMERON.