

FRIENDS

By James Edward Hungerford

Friends are pearls o' precious price,
That God gives us here on earth;
It's a gold from Paradise;
Heaven's jewels o' sterling worth,
But I bless us for a while,
With their lovin' ways, and true;
With the sunshine o' their smile,
That God made for me and you.

We should cherish them above
All things else, on this o' life;
For they're bringin' us God's love,
And I cheer us while we're here;
All the silver an' the gold
Is this world o' wealth on end,
Couldn't buy for us, or hold
True, honest, lovin' friend.

We are given you an' me—
Gifts o' love from Heaven's heart—
To be with us, an' I be
Our lives a lovin' part;
We should thank the Lord each day,
For the blessing that He sends,
In the love that lights our way—
To the hearts o' lovin' friends.

The Man in the Moon SAYS:-

PRINCE Rupert is sadly behind the times. No word has yet been heard of a Mah Jong party among the society set.

To be really "in" Mah Jong is necessary.

OR perhaps you would rather call it Pung Chow. That is another name for the ancient Chinese game which is setting society by the heels and howling over the four hundred in all the cities.

THE Rotary Club chose "The Mental Gateway" as a title for the city of Prince Rupert. I suggest "Pep Town" as more suitable, less languid, and decidedly applicable for after all there is a little pep in some of the residents who have stopped singing whereas the gateway exists only in the imagination.

HERE is the latest! Get a ring and the forty knots in it, then just before awakening in morning commence to read to yourself "Day by day in every way this town is getting spier and peppier" forty times, cutting off the number of times in the knots in the string, then wear the string as a talisman so that every time a look at your watch you will think of the word "pep."

WMD you ever stop to think that a city can't live in the past and build for the future.

JAZZ may not be an ideal but jazz party is better than a ting party anyway.

Ten Years Ago in Prince Rupert

March 26, 1913.

The city fathers for the first time used the new desks that were arrived at the council chamber. The mayor occupies a head position on a raised platform, the aldermen's desks are grouped in horse-shoe formation below and desks are also provided for the city solicitor, clerk and city engineer.

The Conservative Association smoker last night. James Manson presided and William Manson, M.P.P., gave an address on recent legislation. A motion by J. C. Halsey endorsing the new naval policy was enthusiastically adopted.

A. Cox, prominent Vancouver architect, will come to Prince Rupert shortly to prepare plans for the new court house. Advice on this effect was received yesterday by William Manson, M.P.P., from Hon. Thomas Tait, minister of public works.

The Union steamer Chelobsin, Capt. Stacey, arrived at 11 o'clock last night from Vancouver via ports and sailed shortly after midnight for Anyox, Alice Bay and the Naas and Skeena. The vessel is scheduled to sail from here for the south at 6 o'clock tomorrow evening.

If You Trade Out of Town, and I Trade Out of 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.

KAEN 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.

Contractors and Dealers. Electrical and Gasoline Engine Supplies. Marine Hardware. Marine Lighting Sets and Ignition Devices.
COW BAY,
Prince Rupert, B.C.

Ladies' Wear

EXCLUSIVE MILLINERY.

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

DEMERS.

3rd Ave. Phone 27.

BUTTERICK PATTERNS.

Lace and Fancy Work Specialties. Stamping and Embroidery. Millinery. Dry Goods.

MRS. J. L. HILDITCH.
Old 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.

MURRAE 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.

JACOBUS BROS. LTD.

Phone 615.

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.

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.**

Local Markets Are Essential

Equal Responsibility for Their Support Rests Upon the Farmers and Merchants

MUST ASSIST EACH OTHER

The first essential in the development of any business is the possession of a market. The manufacturer must have a market for his products or he cannot succeed, no matter how valuable those products may be or how efficiently his plant may be operated. The wholesale merchant and the retail merchant may have the choicest stocks of goods, but they may as well go out of business if they have not a market where they can dispose of their stocks. The farmer may produce bumper crops, but they will rot upon the ground if he cannot find a market for them. The wage earner's skill and muscle bring him no returns unless there is a market for his labor.

The question of markets is the big one in every line of business and in every community the question is a vital one. In each community, which must be taken to include not only all the people who live in the town but the farmers who live in the surrounding country as well, there are two sides to the market question. The business men of the town must have a market for the things which they have to sell. Otherwise they cannot continue in business. At the same time the farmers must have a market for the things which they raise or they may as well go out of business.

When Either Falls Both Suffer

The merchants of the town can provide a market for the products of the farmers and the farmers can provide a market for the goods which the merchants have to sell. As long as each class of citizens provides a market for the other class all is well and the goose hangs high, but when either class fails to provide a market for the other the goose is cooked, not only for the class which is deprived of the market but for the other as well.

The farmer has a right to expect the town which is his natural trading point to provide a market for his products, and the town is not performing its proper function as the trading centre of its community if it does not see that such a market is provided. The responsibility of looking after the fulfillment of this obligation rests largely upon the merchants of the town. The farmer is a producer and he must dispose of his products before he can become a consumer. It is, therefore, not only right but necessary from a business standpoint that the merchants should aid the farmer in turning his products into money. Otherwise the farmer naturally will have no money to spend in the stores of the town.

Obligation on Farmers

On the other hand, the merchants of the town have a right to expect the farmers to provide a market for the merchandise which they have to sell, and the farmers are not doing their duty to their community if they do not provide such a market. In this case, also, it is not only right but it is necessary to the prosperity of the farmers that they should aid the merchants in turning their merchandise into cash. Otherwise it is obvious that the merchants will have no money with which to buy the products of the farmers.

This is a double-barreled proposition and the obligation rests equally upon both the merchants and the farmers to maintain the markets which are essential to both classes of citizens. Any town which would import from points hundreds of miles distant the farm products which it could buy at home would be pursuing a very short-sighted policy, for it would be making it impossible for the farmers in its territory to buy the goods of its merchants. As a matter of fact no town does this unless it is forced by unusual conditions to do so. A town may be located in a community which is not productive enough to meet the local demands, and in that case it is forced to import farm products, but the town which is compelled to do this is at a disadvantage from a commercial standpoint unless it is essentially a manufacturing town, in which case its products are sold to other communities and bring in enough cash to offset that which is sent away to purchase farm products.

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 671.

PRINCE RUPERT FISH MARKET.

Provisions

MEATS, GROCERIES.
Fresh Fruits, Vegetables, Dairy Products.
Phone 13. 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. & McMEekin.

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

FOR EASTER.

A greeting that will be as fresh, and welcome too, as the balmy air on that spring morning—your photograph.
Phone Red, 183.

THE 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 your satisfaction.

R. W. CAMERON.

Tailors

CUSTOM TAILORING

Suits Made to Order. Large stock of materials and Patterns to choose from. Alterations, Repairs, Cleaning, Pressing.

A. CARLSON

Druggists

THE

REXALL STORES

Save your money on all drug requirements. Our Rexall Stores serve you in Prince Rupert.

ORMES LIMITED.

Men's Furnishings

OUR STOCK OF MEN'S WEAR is the output of the best mills and manufacturers and are exclusive in style and the very best quality. We ask you to compare our lines.

MARTIN O'REILLY

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, Burgundy, 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.

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

Confectioners

THE DELUXE

217 Third Ave.

THE ROYAL

616 Third Ave.

Home made candies, chocolates, bon-bons, ice cream, fresh fruit.