

SMITHERS

The radio idea has been some- what slow in laying hold of Smithers but it is now making headway. Last time, no less than five receiving sets have arrived in the town. Installation is proceeding apace and much pleasure and profit is anticipated in the immediate future.

The opening of the new Nursery Home took place on Friday and the opportunity of seeing over the premises and the attractive program of dancing, fortune telling, etc., provided by the Ladies' Society, was taken advantage of by a goodly number of the town. The satisfactory sum of \$215.60 which was realized during the afternoon and evening, which was devoted to furnishing and equipping. The new home is admirably adapted for its purpose and comprises four bedrooms, bath and sitting room, centrally located near the street. It will relieve the pressure and provide much convenience for the nursing home.

Proceeds from the Rail- road Dance which was held on January 13, amounted to the sum of \$215.60 which was donated to the Bulkley District Hospital.

Mr. and Mrs. Thos. Ross are planning to take up their abode in Edmonton, to the regret of their many friends.

Mr. Mitchell, the Government telephone operator, has left for his home on business connect- ing with the Telegraphers' Union, in his absence the local office is in charge of Wm. Bolye.

Mr. S. Henry is combining business with pleasure in a trip to Vancouver and Victoria. He expects to be away about a week and during his absence the business is in charge of H. Wilson.

Mr. Wilson, of Lake Kathleen entered suit against the insurance company, claiming \$1000 damages for loss sus- tained by fire last summer, had the case laid over in the Smith- County Court this week, pending a settlement.

The hockey matches last week- end between Vanderhoof and Smithers on the local rink resulted in a win for Smithers in the Sunday game with the score 3-2 whilst the visitors evened up on Monday by carrying off the honors with a score of 4-0. The Vanderhoof team was en- dored by the Athletic Club at a game in the Smithers Hall on Monday night after the game a jolly time was spent.

TERRACE NOTES

Mr. and Mrs. W. J. Parsons are on a trip to Hazelton this week.

Mr. Remillard arrived back in town this week.

The greatest event of the season is still ahead and that is the Oddfellows who are holding their St. Patrick's dance which will take place on the 16th of the month.

Inspector H. C. Fraser was in town this week, inspecting the schools, Lakelse and Cop- pinger schools.

The Women's Auxiliary of the Presbyterian Church met this week at the home of Mrs. George Lit- tle.

The Welfare League put on a program this week, which was a guessing contest of well known advertisements, which was also a fascinating game.

PRINCE GEORGE

Local railwaymen have donated \$50 to the school board for purchase of playground gear and \$50 to the hospital towards the X-ray fund. The money was given in the proceeds of a recent dance.

Mr. George W. Fenwick re- turned from a cable last week from Inverness, Scotland, announcing the death there of his father, Mr. John Fenwick.

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, granite ware 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, Granite ware, Stoves. The 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 BOYS' 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. 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 DRY GOODS Fancy Goods, Notions Clothing. Boots and Shoes JABOUR BROS., LIMITED THIS STORE OFFERS to the people of Prince Rupert and district a convenient, dependable and economical store service. Trade in Prince Rupert 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 Boxes. 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.

MANY PUT TRUST IN THE UNKNOWN

Never Satisfied With Those Things With Which They Are Familiar INCLINED TO TAKE CHANCE.

Curious Traits in Human Nature Have Made Possible Growth and Development of the Great Mail Order Houses

(Copyright). A curious trait in human nature makes itself apparent very frequently. That is an inclination to trust in the unknown rather than in that with which one is familiar. A person is very apt to take a chance, even though he may know that the odds are 100 to 1 against him, instead of being satisfied with lesser rewards about which there is no possibility of doubt. It is, possibly, the flaring up of the ever-present gambling instinct, but there is in it the unexplained tendency on the part of most people to reach for the chimerical and ignore the tangible and substantial thing which is near at hand. Man is seldom satisfied with those things that are within his grasp but is reaching always for the unattainable. Too often, he loses that which he might easily gain by blindly pursuing that which is always just out of his reach.

Why "Con" Man Thrives Coupled, in a way, with his faith in the unknown is the tendency on the part of so many people to place confidence in a stranger in preference to one who is known and has been tried and proven. It is this tendency which makes possible the operations of the "con" man, the get-rich-quick artist, the unscrupulous promoter and the salesman of worthless mining stocks. The man who would not think of trusting Bill Jones, his next-door neighbor and fellow church member, will confidently turn over his life's savings to a stranger who unfolds a tale of riches to be won. Bill Jones might talk his head off in behalf of a legitimate proposition without getting a dollar where the slick stranger with the worthless proposition can get thousands.

It is these two tendencies which, apparently, are so widely prevalent among all classes of people that have made possible the success of the great mail order houses in the big cities. A knowledge of psychology is as important to the mail order man as a knowledge of business practices. He plays upon these tendencies of man to take a chance, to trust in the unknown rather than the known, to place confidence in the stranger rather than the friend.

Hope to Draw Prize Those who buy merchandise from a mail order house are moved partly, whether they realize it or not, by the trait in their nature which prompts them to trust in the unknown rather than in that with which they are familiar. They are hoping, it may be unconsciously, that they will draw a prize. They do not know what they will get, for it is impossible for one to know what he is going to get when he orders merchandise from a picture and a highly-colored description in a catalogue. He is taking a chance on the unknown.

Buying merchandise from the local merchant, on the other hand, contains none of these elements of chance that enter into the dealings with the mail order house. When one buys a stove from the hardware store in his home town, he may get none of the thrills that come from taking a chance but he will get a stove that will last longer and keep him warmer than the one that he might get from the mail order house and to the average individual these things are likely to be more important than the thrills.

Using Your Eyes. When you buy from the local merchant you see the thing that you are buying, you inspect it carefully, examine the workmanship and the quality of the material of which it is made and in many cases you have the privilege of testing it before paying for it. You have not only your own eyes and knowledge of values to rely upon, but you have the advantage of the advice of the merchant who has an expert knowledge of the merchandise which he is selling and who, in 99 cases out of 100, can be relied upon to tell

(Continued on Page 6)

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 outout 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 MEN'S FURNISHINGS AND CLOTHING STEVE KING Third Ave. Opposite C.P.R. Ticket Office. 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. 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 247 Third Ave. THE ROYAL 616 Third Ave. Home made candies, chocolates, bon-bons, ice cream, fresh fruit.

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.

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 15. 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 348 Sixth Street

YOU WILL BE PLEASED with the Photographic results to be secured at this studio. Our modern processes and knowledge of this profession is your assurance of satisfaction on all work done by us. 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.