# FROM

Position in Regard d Out of Prince

editorial of July 16 ter editorial I took exhe gravamen of your is dissatisfaction in with the trunk road

ad confined your obto the road situation have had no commuom me. Neither you else in Prince Rupert ixious than I am that oad work should comof Rupert. It happens. at I have some special! ity as to the manner of while probably many are looking only to!

ditorial of July 16 you! lows:

parties are all very well ch-ups in those parthat is needed today is tupert party that will other parties to go to nless Prince Rupert's s her due. While it is o be insular or to be! h, yet it seems neces-! it our way all the time. parties, as such, care! bout Prince Rupert. et votes of the people. not interested in local except in so far as the general policies, arty. Parties that are usually full of promises cisms and those that are s off as much as possible. nite in our demands and ly refuse to support any hat does not deliver the

e is no mention made of: ad situation in the foregonotation. You impugn the es and question the sincerthe political parties and leaders and you would lead pblic to believe that the tion of their activities is selfish, apparently obto the fact that in the alysis the policy advoyou is the policy of man for himself and the

ocally we shall make head-

the hindmost.' pers, in my opinion, ocsition of trust in relae public and should not. slash off editorials calculated to create the minds of the peoting institutions.

much question whether cial of July 16 correctly your viewpoint. sorry to think that it all events, I could not tements such as coryour editorial of July! inchallenged.

wish to impress is, that orial of July 26th rehe road, and the general ping statements in your of July 16 are two enferent matters .- Faith-

T. D. PATTULLO.

# COMP DECODE

ernment Road Opens up ful Camping Ground Seymour Lake, 21/2 Miles From Town

HERS, Ang. 6 .- The new ng built to the Duthie way of Bigelow and Lakes is approaching mblance of shape and impleted the residents of n will have another lake o vie with Lake Kathlyn. our Lake is but 21/2 miles mithers, and being fortuough to lie without the of last season, the stately hich line its edge are of a green with no blackened

ntagnificently wooded, and indy beaches jutting into of the lake, it is a spot more and more be used benefit of the citizens.

rred trunks to mar its

those to quickly realize lvantages offered/ as a ground is D. D. Rolston nily, who have erected a mily tent and provided ves with a large Peteroe for their own pleasure. of their friends.

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

# "Trade at Home" Campaign

#### Hardwar

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.

KAIEN 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 out prices prevail in all lines.

STORK'S HARDWAPE, 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 ables us to prescribe proper fitting shoes which will give you See us. We are always ready to both comfort and service. All lines moderately priced.

FAMILY SHOE STORE, LTD.

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 work. Boost home industry.

Electrical Houses WE DO EVERYTHING ELECTRI-

M. MCARTHUR

and would be glad to give you an estimate on any contemplated of Wallpaper, Paint, Varnish, 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.

Union Jack Copper and international Lagolines. Anto-fouling and Anti-corrosive.

COW BAY, Prince Rupert, B.C.

#### Ladies' Wear

EXCLUSIVE MILLINERY.

Ladies' Readysto-Wear. Everything in Woman's Wear.

DEMERS. 3rd Ave.

Phone 27.

BUTTERICK PATTERNS.

Lace and Fancy Work Specialties. Stamping and Embroidery, Milinery. 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.

COWAN & LATTA, LTD.

Stationers

NO NEED TO SEND

of town for Stationery, is our business policy coupled Books, Office Supplies and School with the fact that reasonable 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 & RE-

CORDS 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

knowledge of the business en- BEFORE SENDING YOUR ORDER OUT OF TOWN

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

can secure value for your money, at all times to anticipate your Both are obtainable here. Our requirements here in Prince repair department is "at your Rupert. We give you a service service." We guarantee our on every purchase made here which you cannot secure when dealing by mail. Try us first. The UNIVERSAL TRADING CO.

#### Decorators

WHEN YOU THINK

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 We specialise in Marine Paints, on your work and secure our estimate before sending out of

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.

## Women Control Town's Destiny

Can Make or Break a Community Through Exercise of Their Buying Power

THEY HOLD PURSE STRINGS

It is Estimated That at Least 80 Per Cent of Retail Purchasing is Done by Feminine Shoppers

It has been said that the hand that rocks the cradle is the hand that rules the world and nowhere is this more literally true than in the world of trade. The woman is the purchasing agent of the household and man, as a rule, is very glad to have her handle the job.

Because they do by far the greater part of the buying in any community, the women have a responsibility that they do not always appreciate. The woman of a town, through their buying power, can make or break the merchants of a town. It is in their power to make it a prosperous town or a dead town. When the women of a town acquire the mail order habit, the town may just as well begin making arrangements for its own obsequies.

Hard to Understand

Just why a evoman, who is a shopper by instinct and a shrewd judge of values in merchandise, should succumb to the lures of the mail order house it is difficult to understand but unfortunately, some of them do. No one knows better than the woman who has had some experience in the buying of merchandise how difficult it is to distinguish between the genuine and the imitation even after a close inspection. In fact, that is the exception rather than the rule. The merchants know it and expect it. They expect a woman, if she is a good shopper, to "look around a little."

If a woman should walk into a retail store and purchase the first suit that she tried on, for instance, the shock probably would prove fatal to the storekeeper or the saleswoman. The chances are that she will try on a dozen suits and look at as many more before she selects one that suits her taste or pocketbook, and the storekeeper notonly expects but wishes her to do this. He wishes her to be satisfied as he knows that a satisfied customer is the best advertisement that he can obtain.

Taking a Chance This same woman, however, may order a suit from a mail order house, on the strength of nothing more than a pretty picture and an alluring description. She has not even the opportunity to try it on, to say nothing of the chance of examining the fabric, noting the exact shade of the material and inspecting the workmanship. She is taking chances on the suit fitting her, on the material being good and durable, the shade becoming to her and the workmanship of such a character that the suit will not fall to pieces. The woman who takes such chances cannot be called a shrewd shopper.

It might be more easily understood why mere man, unaccustomed and averse, as a rule, to shopping excursions, should fall a victim to the catalogue habit. He might find it easier to order from the picture in the catalogue or he might take the position that he wouldn't know what he was getting anyway if he went to the store, but why the woman who knows what she wants and knows that she is getting what she wants when she gets it should buy on the "sight unseen" plan-well, that's another question altogether. Woman's Greatest Opportunity

Women are taking a more and more prominent part in public affairs all the time. They are aiding now in many parts of the country in running the affairs of state. Even where they do not have the

ballot they are playing a big part, individuconduct particularly of local governments, ally and through their organizations, in the yet in the one field where they can do most to help build up their communities they may be overlooking their opportunity. With the buying power in their hands they can do more for their community by staunchly supporting their home business men than by can possibly do in any other way.

#### Tailors

SATISFY YOUR DESIRE For TAILOR MADE CLOTHES.

A. CARLSON, Third Ave. Tailor.

Druggists

THE REXALL STORES Save you money on all drug requirements. Our Rexall Stores

ORMES LIMITED.

serve you in Prince Rupert.

#### 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 QUALITY SHOULD BE FIRST. Clothing and Furnishings. The consideration when ordering Quality of our lines is of the Meats and Groceries. Our stock best and the prices will satisfy is well kept, clean and wholesome. the most exacting buyer. We specialize in imported goods.

Phone 627. THOR JOHNSON

THE PATENT ADJUSTABLE CAP

just in. Fits any sized head. Call in and see them. "Buy in town Phone 574.

STEVE KING.

and help your town."

Third Ave.

THE PROGRESSIVE MAN spends his money in his own community. This store caters to the dress requirements of progressive men. Hart Shoe, Bur- you a line of Groceries, Proberry Waterproofs, Stanfield isions, etc., the price and qual-Underwear, Headlight Overalls, ity of which will keep your

Trade at home. J. A. KIRKPATRICK.

## SMART CLOTHES FOR SMART

We carry exclusive lines of high class clothes and furnishings. Agents for Wm. H. Leishmann & Co., Custom Tailors, Borsalino Pure Food Products, Provisions, Hats and Stetson Hats, Dr. Vegetables, Fruits in season. 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 ACME IMPORTERS. hottom.

### Bakers

IF IT'S BAKED IT'S OUR JOB. Our plant is absolutely modern THEY SOON GROW OUT OF and sanitary. Everything is baked in scrupulously clean Electric but Photographs of the Children evens by expert bakers. See for never grow up. yourself.

Electric Bread is Real Bread. ELECTRIC WINDOW BAKERIES.

100% WHOLE WHEAT BREAD.

The Bread you will eventually Eating is believing. Phone

> LA CASSE BAKERY, Third Ave.

Sheet Metal Works SANITARY AND HEATING EN-

GINEERS Hot water, steam and hot air have to know jewellery values furnace installation. Agents for when dealing with this store. McClary's Famous Hot Air The benefit of our advice is

Phone 5 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 671.

PRINCE RUPERT FISH MARKET.

#### Provisions

MEATS. GROCERIES.

Fresh Fruits, Vegetables, Dairy Products. P.O. Box 123. Phone 13.

> F. W. Moersch. CITY MARKET.

Phone 208.

ATKINS' MEAT MARKET.

ALBERTA MARKET.

3d Avenue.

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

Grocers

OUR AIM IS TO SELL 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

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 MOTHER'S ARMS

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

Furnaces. Estimates cheerfully yours on all jewellery matters. given on all jobs, large or small. Bring us your repair work-we guarantee you satisfaction.

R. W. CAMERON.