

OFFICERS METHODIST CHURCH

Sponsor is Chairman For
Simpson Territory and Rev.
B. W. Lees, For Hazel-
ton

The election of officers of the
Methodist Church for the various
districts took place last week at
Westminster after the stan-
ding was completed. The fol-
lowing were chosen in Simpson
territory, which includes Prince
Rupert:

Chairman—Dr. J. C. Spence,
Simpson.

Financial secretary—Rev. G. G.
Lees, Prince Rupert.

Education secretary—
G. G. Hacker.

Religious education secre-
tary—Rev. J. Herdman, Anyox.

Religion and social service
secretary—Rev. G. R. B. Kinney,
Simpson Falls.

Missionary secretary—Rev. S.
Lees, Bella Glolla.

Journal secretary—Rev. G. G.
Lees.

Statistical secretary—Rev.
William Allen, Skidegate.

Hazelton District

The following were chosen of-
ficers in Hazelton district:

Chairman—Rev. M. W. Lees,
Hazelton.

Financial secretary—Rev. W. C.
Kinney, Telkwa.

Religious education secretary—
M. W. Lees.

Educational department secre-
tary—Rev. W. C. Mawhinney.

Evangelism and social service
secretary—Dr. H. C. Winch,
Hazelton.

Missionary secretary—Dr. H.
Winch.

Journal secretary—Rev. Victor
Mason, Hazelton.

Statistical secretary—Rev. J.
Young, Terrace.

The Man in the Moon SAYS:

A WOMAN who has been miss-
ing for two days has been found
behind her piano. Look-
ing for the lost chord perhaps.

POUNING in motor cars is to
be banned in Winnipeg. Motor-
ists in future will confine their
pounding to the privacy of their
garages.

A GOOD way to reach home
quickly when in a hurry is to
buy an ice cream cone and slide
down on it.

IT is bad luck to have a lady
dressed in green or black at a
wedding. Another expense for
the bridegroom will be gowns for
the lady guests.

A RECEIPT for excitement,
sixteen pounds of fireworks with
pounds of dynamite and half
pound of gunpowder. Stir well
and apply a match.

A MR. Penn has just been
married to a Miss Story. The
wedding should be of a literary
nature of mind.

WE hear of farmers being
rewarded of \$14,000 and then some
people will tell you that farm-
ers don't pay. The big trouble
with farming is that it pays too
little in some cases.

He will spend hours trying
to get an engine started in his
garage when the wife asks him
for a bit of kindling his
down to his knees.

Years Ago Prince Rupert

A. T. Parkin, of the Parkin-
son Electric Co., who left
Prince Rupert the latter part of
December to visit his father in
England, returned to
Prince Rupert on the Prince George
this morning.

E. F. Doyle returned this
morning after spending a couple
of weeks in the lower coast cit-
ies. Some of his most intimate
friends were surprised to see him
return alone.

J. Sweeney-Smith, of the Atlin
Fisheries Ltd., returned this
morning from a business trip
to the south.

Mrs. Hansen and little child ar-
rived in the city this morning
from Amberst, Wis., to join E.
Hansen, of the firm of Jensen &
Hansen, real estate agents.

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

Paints, Oils, Varnishes, Tinware,
Graniteware, 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 en-
ables us to prescribe proper fit-
ting 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 ELECTRI- CAL

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 in-
ternational Lagoonines.

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.

3rd Ave. Phone 27.

BUTTERICK PATTERNS.

Lace and Fancy Work Specialties.
Stamping and Embroidery, Mil-
linery, Dry Goods.

MRS. J. L. HILDITCH.

614 P.O. Building.

WE CARRY A COMPLETE STOCK

of Exclusive Eastern and Im-
ported 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 & 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

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, de-
pendable 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, Mould-
ings, 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 guar-
antee 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.

Merchants Must Build "Backfire"

Can Beat Mail Order Houses at Their Own
Game if They Will Do It

ADVERTISING ONLY WEAPON

Catalogue Concerns Spend Hundreds of
Thousands of Dollars Annually to
Create Demand for Their
Merchandise

The forest ranger and the prairie farmer
have learned that they must fight fire with
fire. They know that when the all-consum-
ing forest or prairie fires are sweeping to-
ward them their only hope of safety lies in
the "back-fire." By kindling and carefully
controlling a fire of their own they force the
bigger fire to burn itself out, finding no
further fuel on which to feed.

The merchants of the small cities and
towns are learning that in waging their fight
for existence they must adopt the tactics of
the outdoor men of the West. The retail
merchants, as a whole, are beginning to
realize that they must fight fire with fire
and that to save themselves they must build
a "back-fire."

Advertising is the weapon with which
the mail order houses conduct their war-
fare on the retail merchants of the small
cities and towns. The mail order houses do
their advertising through their own cata-
logues and through certain publications
which are known as mail order advertising
mediums.

Business Built Upon Advertising

They spend thousands upon thousands of
dollars in advertising in the mail order pub-
lications. Advertising in some of these me-
diums costs as much as from \$40 to \$85
for a single inch, yet the mail order houses
find it profitable to pay these high rates.
Their business is built upon advertising and
if they were denied the use of the mails for
their advertising for a single month their
business would be destroyed.

In advertising the local merchants find
the only weapon with which they can beat
the mail order houses at their own game.
There is no longer to be found the man who
does not believe in advertising. Every
merchant believes in advertising of some
sort. The placing of a display in a show
window is advertising. The only difference
between that kind of advertising and adver-
tising in a newspaper is that where the
one reaches dozens the other reaches hun-
dreds.

Advertising Begets Confidence

The buying public has learned that the
store which takes the people into its confi-
dence through its advertising is the one in
which it may expect to get the best bargains
and the most satisfactory treatment. It
knows that the store which advertises con-
sistently and regularly has the best and
most up-to-date stocks because this store
sells its goods more rapidly than the one
which does not advertise and, therefore, is
not forced to carry over the stock from one
season another. The public knows that the
store which advertises can place lower
prices on its goods because it turns over its
capital tied up in slow-moving merchan-
dise.

The mail order house does not get its
business by merely letting the public know
that it has dry goods or hardware or gro-
ceries or some other commodity to sell. It
creates a demand for its goods by placing in
its catalogue attractive pictures and detailed
descriptions of the articles which it has to
sell. The lure of the mail order catalogue
lies in the fact that the merits, or alleged
merits, of the merchandise offered are
placed before the prospective purchaser in
the most graphic manner. The local retail
merchant has the same opportunity to do
this that the mail order house has and can
do it much more effectively that the mail
order house can. The retail merchant can
talk to the people of his community through
his home newspaper and that is something
which the mail order houses as a rule can-
not do, for the local newspapers through a
sense of loyalty to their communities and
their home merchants will not accept the ad-
vertising with which the mail order houses
would flood them if they had the opportu-
nity.

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, Pro-
visions, etc., the price and qual-
ity 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. & McMEKIN.

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 mis-
takes; 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.

Tailors

SATISFY YOUR DESIRE For TAILOR MADE CLOTHES.

A. CARLSON,

Tailor. Third Ave.

Druggists

THE

REXALL STORES
Save you money on all drug re-
quirements. 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 pro-
gressive men. Hart Shoe, Bur-
berry 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. Leishman
& 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 as-
sorted stock of clothing. Our
prices in all lines are at rock
bottom.

ACME IMPORTERS.

Bakers