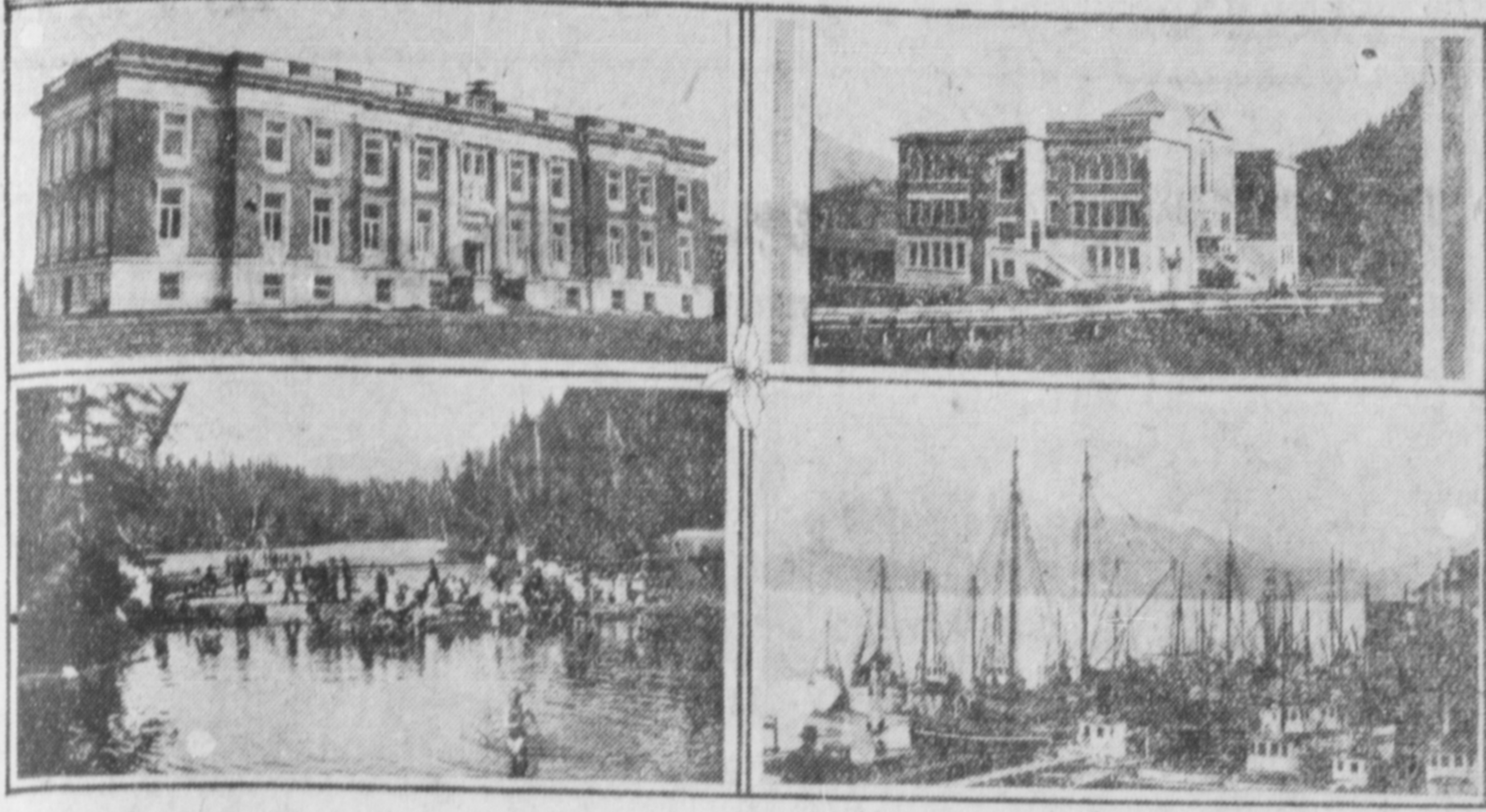


Four Prince Rupert Scenes



Above is the Court House to the left and Booth School to the right. Beneath is a bathing scene at the Salt Lake, Prince Rupert's favorite resort and the fourth picture is a section of the Mosquito Fleet in the harbor.

Prince Rupert is City of Many Interests and Great Possibilities and Sea Port of Great Promise

Located at Terminus of Great Railway Port Has All the Advantages of a Strategic Location With Very Fine Harbor

The city of Prince Rupert has stood the financial depression without being injured in the least and its prospects for future development are greater than those of any other city in British Columbia, probably in Canada. That may be safely asserted for there are not many other terminal railway points and none with advantages such as Prince Rupert possesses. Briefly summarized, they are as follows:

Prince Rupert is the terminus of a great railway, the nearest port in Canada to the Orient market. The city has one of the few great harbors in the world, completely sheltered and never frozen, large enough to float the whole British navy at one time and a harbor that needs little or no improvement except to build

largest fresh halibut market in the world and the largest fish cold storage plant. With a slightly diminishing halibut supply attention is turning to other fish and there is no fear of the port losing its supremacy as a fishing centre. Last year's salmon run was the largest in almost twenty years and there seems no present likelihood of its diminution. This is an important feature in considering the future of the city. Mines may work out; lumber may be cut or destroyed by fire but with proper conservation methods fish is a perpetual crop subject only to the minor vicissitudes of varying seasons.

But Prince Rupert has its mining. It is close to the great Portland Canal region where Stewart is an important centre, the port for a great interior country. That district is already producing much mineral and paying dividends and the future is more promising than for any other mining district west of Manitoba and north of the Kooten-

bring about great changes in the industry.

Prince Rupert has a very fine shipbuilding and ship repair plant with the second largest drydock on the British Columbia coast, operated by the railway company. This yard does a large business and provides one of the important payrolls for the city, along with the big lumber mill and box plant, the cold storage plant and the C. N. Railway shops. Employment at the canneries is only seasonal and while it is valuable as an asset to the city it is only a summer business.

As a terminal point Prince Rupert has the offices of the railway company and a big hotel is to be built soon. It is also the administrative centre for the provincial government of a district larger than some provinces of Canada. Taken all in all, the prospects of the city are excellent, especially in view of the confident expectation that the western outlet for the Peace River country for both railways will be here.

Experimental Station

A federal institution that works in conjunction with the local fish houses, the fish meal plant and the canneries and cold storage plants of the district, is the fisheries experimental station. This is operated under the Biological Board of Canada and is already proving of great benefit to the industry and is much valued as a civic asset, bringing prominent scientists to the city and spreading abroad the news of the advantages of the port and district.

Outstanding at the present time in the city is the development of the new power plant told about elsewhere and the opening of which this issue of the paper is intended to help celebrate. In addition to that the city has good schools, steadily improving and extending streets, fine churches, a number of modern business buildings, a court house and provincial administration building that is second to none in the province, hotels that cater well to the business offering, a city library and reading room that are really live institutions, and now comes a movement to establish a gymnasium which will probably be incorporated in the Y.M.C.A. building within the next few months.

There has recently been built one of the finest theatres in the country. It belongs to the Capitol chain and contains an up-to-date sound system.

Prince Rupert is a live town and the citizens have a sense of its im-

Man in the Moon

Watch Prince Rupert grow and while you're watching help a little.

Prince Rupert is the coming port to which all eyes are turning; While local folk still do their bit And for that time are yearning.

Prince Rupert is a city founded on a rock. While the winds may blow, and an occasional storm beat upon her, she stands firm and makes steady progress.

Rupert, Rupert, rah, rah, rah! Giving the pessimists the ha, ha, ha!

Oh well, why should not Prince Rupert be the greatest little city in the country? She has everything that goes to make a city great and the greatest of these is her young men and women.

Power is what we all need—power to our arms, power to our brains and sometimes power to our right boot.

There's nothing small about General Manager Little except his name.

It was a jolly party yesterday at the Falls, "frightfully jolly, don't you know."

Now that Prince Rupert has plenty of light the people ought to become enlightened.

The city now has something to live up to. It must keep pace with the development of the power resources.

MORAL SUASION

"Bless me," said Tommy's grand-

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father, "and do you mean to tell me they never use the strap at your school now?"

"Never!" replied Tommy. "We have moral suasion in our school!"

"What's that?" asked the grand-

father. "Well, we get kept in, and put to stand in a corner, and locked out and locked in, and made to write a thousand words, and scowled at and jawed at, and that's all!"

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Prince Rupert, B. C.

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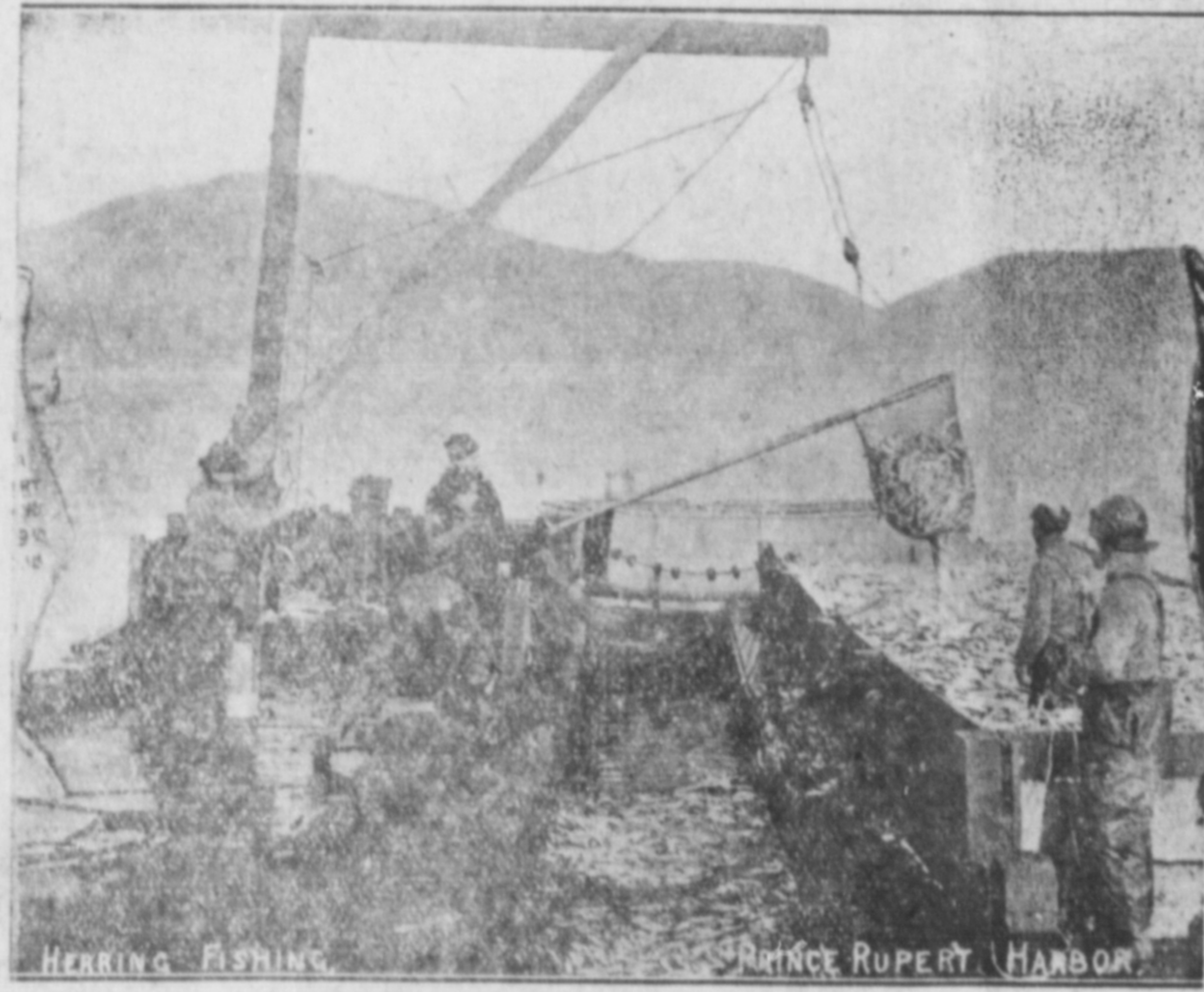
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GEO. G. BUSHBY

Managing Director

Prince Rupert Fishermen at Work



ay. While Stewart is bound to become an important town and Prince Rupert will always co-operate in her development, the supremacy cannot be taken from the first port established and the natural one for the establishment of a smelter to serve the whole district. Part of this district to be served will be the huge interior, including such places as Usk, Hazelton, Smithers, Telkwa and Burns Lake. Prince Rupert is the pivotal point for all the mining development of the north and will benefit largely by its development, while co-operating to forward it in every possible manner.

The lumbering of the coast is largely in an undeveloped state. Just at present the only mill operating steadily in the immediate vicinity is the Big Bay Lumber Company's big plant at Seal Cove within the city limits. There are other mills in the neighborhood and much logging is going on. In the very near future pulp mills will be operated in co-operation with the lumber mills, taking care of the inferior grades and making possible successful development of the timbering interests of the whole district. There is plenty of timber, plenty of water, plenty of power and all that is needed now is capital and energy directed by brains to

portance and probable future. The men and women are people of the finest type, a most important factor, and the young people growing up are beginning to look to their home town as a possible future for their activities. Under these conditions nothing can hold Prince Rupert back. Healthy growth and steady development follow as day follows night.

- ♦ ♦ ♦ ♦ ♦
- ♦ INDUSTRIES NEEDED IN PRINCE RUPERT ♦
- ♦ The following are industries that Prince Rupert needs: ♦
- ♦ Pulp and paper mill. ♦
- ♦ Flour mill. ♦
- ♦ Shingle mill. ♦
- ♦ Smelter. ♦
- ♦ Iron and steel works. ♦
- ♦ Rayon silk factory. ♦
- ♦ Laminated materials and veneer factory. ♦
- ♦ Can factory. ♦
- ♦ Shoe factory. ♦
- ♦ Car shops. ♦
- ♦ Furniture factory. ♦
- ♦ Brewery. ♦
- ♦ Knitting mill. ♦
- ♦ Woollen mill. ♦
- ♦ ♦ ♦ ♦ ♦

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