

The Greatest Week-End Sale

that has ever been staged by

RICHMOND'S LOUVRE

Starts Friday Morning at 9 o'clock

The New Hats for Spring



They're here—more attractive and more lovely than ever before. Small fitting models, flappy brims, and so adorably trimmed. The low price will amaze you.

50 ONLY AT **\$2.95**

50 ONLY AT **\$4.95**

Owing to bad weather and the late Spring, we have decided to make a clean sweep of our entirely new stock bought for Spring selling. Mr. Richmond has just returned, bringing with him direct importations from New York. This Sale will be for Friday and Saturday and will start on Friday morning at 9 o'clock.



Ladies' Wear

- 1 DOZEN ONLY, PURE WOOL SWEATERS—Sizes up to 34. For, each\$1.95
- 25 ONLY, SHADOWPROOF SLIPS in heavy silk and in all colors. Regular \$4.50 value for\$1.95
- 20 ONLY, LADIES' SILK NIGHTGOWNS—Lace trimmed. Regular value to \$5.00 for\$1.95

Every Coat in Store Reduced to Less than Cost

LADIES' DRESSES

- 40 ONLY, LADIES' DRESSES—New Georgettes, Canton Crepes, and other materials fashion them. New outstanding trimmings and colors. Regular values up to \$20, for, each\$5.00
- 42 ONLY, LADIES' DRESSES in a host of clever, cunning styles that express the very latest style trends in their distinctiveness. Regular values to \$29.00, for each\$10.00
- 64 ONLY, LADIES' DRESSES in Crepe de Chine, Flat Crepe, Prints, etc. Adorable silhouettes, as new as the season. Grace in frocks is an outstanding feature that fashionable women admire. And this selection has that. No two alike. Price\$14.50
- 50 ENSEMBLES in all the latest shades and colors. Fashion decrees the Ensemble for Spring. And what more becoming could possibly be chosen? New Silk Coats with flowing scarves, combined with a cleverly styled frock. Each may be worn separately. Sizes 14 to 46. From\$24.50



RICHMOND'S LOUVRE

Third Avenue, Prince Rupert, B.C.

Roads First Interest of People Northern and Central B.C. Urges Contributor to News Contest

For the immediate advancement of the interests of Northern and Central British Columbia, the very first requisite is easy means of communication between the various communities, so as to link them into one entity. From the beginning of history right down to the railway epoch now closing, the routes of travel and trade have controlled the growth of cities. King Solomon knew it, for the height of Israel's glory was when that wise monarch controlled the ancient trade routes, making access into his mountainous kingdom easy. The Phoenicians knew it, when they alone had charts and sailing directions of the waters of the Mediterranean and beyond the pillars of Hercules. Later the Romans learned it, and today the proverb remains as a witness to their perspicacity, that "all roads lead to Rome." The people of Prince Rupert, apparently not being studious enough to learn from the past, or curious enough to seek for the cause of the success of other races and peoples, seem content to sit in isolated obscurity, unable to go anywhere without paying tribute—to the transportation companies. And conversely, visitors are unable to come to Prince Rupert unless at equally great cost—also collected by the transportation companies.

Wisdom of Solomon

Now old King Solomon and these Roman road builders long since dead were B.C. people. They knew the value of roads—and prospered. Other B.C. people out Anno Domini—of Vancouver and Victoria knew the value of roads—and they are prospering because of them. But the people of Prince Rupert, although B.C. people also—some of them, anyway—having no experience, know nothing of the value of roads, and accordingly do not prosper. And knowing nothing else, are content not to prosper, judging by their lack of efforts to get any road at all to anywhere. And this lack of prosperity is straitly due to their ignorance of the value of easy communications with their nearest communities, or else to their inartness in the matter of securing independent access to the remainder of Canada.

Prince Rupert people follow the great apostle's dictum to be "in the world but not of it" too literally. They are content to be in Canada, but so far as roads to get into Canada are concerned, are out of it. They might better be in Alaska! But perhaps they wouldn't, after all. For the Alaskans want a road across Canada to the United States, and the Yankees, being no longer a maritime race, would dearly love to be able to drive through to their northern territory, and with Roman thoroughness, centralize its great wealth in their own country.

Duty to Community

Now, as I see it, the great duty to the community lies with the trading or business men of the city. The employment, or rather the provision of employment for the rising generation lies with them. Which is a duty often overlooked by local merchants everywhere. Are they creating that expansion of their business to take care of the growing young folks after they leave school? These business men live off the community, but they, no more than anyone else, can live unto themselves alone. This provision of employment is their duty. And their duty to the community is more than giving value for money and pocketing the excess overhead. Yet this recognized social duty cannot be made compulsory. The duty remains nevertheless—and if heaven or hell actually exist some people will find it out—whether they ever thought of it that way or no. If they didn't think of it that way, what were their brains given them for? However, that's by the way. Meantime, we find the young people of Prince Rupert having to go away to other cities—to find work for their subsistence.

Of course, this same thing applies to many other Canadian cities but in no place in all Canada is there less reason for this state of affairs than in Prince Rupert. Look at the resources of this great northern country. Where are they? Ask T. D. Pattullo. He raves about them every chance he gets

on a public platform in his home town. The wonderful interior country, "the land of the peavine and the vetch," as Alec Manson calls it everytime he gets a chance. Sure, they're there, all right, but what use are they to Prince Rupert people, or to her growing sons and daughters if you can't get at them for lack of roads? What's the use of developing the lands of the interior and the farmers there growing crops if the railway company collects its whole value in freight charges? Do Prince Rupert merchants work for nothing? God forbid! Did Job serve God for naught. No, no. It isn't done.

Yet, Pattullo, Manson, Wrinch and Kergin are returned year after year to the Legislature—for nothing! The building of roads is the duty of the Legislature. No one else has the duty—or the right to do it. That duty has not been performed. Just imagine—two Prince Rupert men cabinet ministers from the north and the Provincial Government have given us five miles of road since 1916—in twelve years. And such a five miles as would put any car in a garage after one trip. And ending nowhere. Just imagine any such treatment being given any constituency in Vancouver or in the south. Yet, you people in Prince Rupert seem to like it. And if you like it, it's coming to you, for you've asked for it by electing such representatives time and again. This is contentious, I know, but as an absolute outsider with no vote in this constituency, that's how it seems to me. Besides, what I have said cannot be denied and I want to get that \$5 just to prove that I'm right.

Trade Denied City

Now to recapitulate what I've said already: Prince Rupert is broke because of the lack of trade with the districts contiguous. Many of the merchants pass their discount dates—and on this I speak with knowledge.

This trade is denied Prince Rupert merchants because of the lack of a road, even as far as Haysport, some twenty miles, which alone would double the number of wage-earners who might trade in the city. Were Alice Arm, Anyox and Stewart connected by road with Prince Rupert, this trade might be quadrupled.

That there is no such road is the fault—and a crime it is, not merely a misdemeanor—principally of the merchants of the city, and of the whole community in fact, but primarily of the elected representatives to the legislature. This comes back of course to the community for electing such representatives. And who is the community? You, and you, and you! This is as I see it, for I belong elsewhere where we have not only roads, but pavements which you poor people of Prince Rupert have paid for, while at the same time you

(Continued on page eight.)

Ladies' and Children's Silk Hosiery

AT REASONABLE PRICES

Montreal Importers

THIRD AVENUE