Help The Fishing Industry

Where the Discriminating and Well Dressed. Ladies Buy Their-

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Exclusive But Not Expensive

ANNETTE'S LADIES' WEAR CO., LTD. Prince Rupert

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Contains Iodine Also Prevents Goitre

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Thompson Hardware Co. Ltd.

We are heartily in accord with any movement favoring the industry and resources of the country

A PROSPEROUS FISHING INDUSTRY MEANS A PROSPEROUS COMMUNITY

Big Bay Lumber Company, Ltd.

May we also suggest that you assist your local mill by purchasing FOREST PRODUCTS manufactured in Prince Rupert

SITKA SPRUCE, WESTERN RED CEDAR, WEST COAST HEMLOCK

Ask Your Doctor Bring Back Prosperity By Eating More Fish

> PRINCE RUPERT PEOPLE URGED TO SUPPORT THE BIGGEST INDUS-TRY THE CITY HAS BY KEEPING EVERY FRIDAY A FISH DAY AND USING THE LOCAL PRODUCT OFTEN

Prince Rupert's biggest industry is fishing. A large section of the local people are engaged directly in the industry and all others depend on the success of the fishing to keep their businesses going or to provide their salaries. For that reason it is desirable that as much fish as possible be consumed locally.

Who can help in this? Nearly every person can do something.

FISH BUYERS AND WHOLESALE DEALERS can help by making fish easily accessible to local merchants at the lowest possible price consistent with the price paid to the fishermen.

LOCAL STORE KEEPERS can held by displaying fish in their windows periodically—at least once a week—and including fish in their advertising.

HOTELS AND RESTAURANTS can help by keeping local fish well to the fore in their daily menus.

ALL HOUSEHOLDERS can help by providing a fish meal as often as possible, at least twice a week and by insuring that it be cooked and served in the most appetizing manner possible.

CITIZENS WHO ARE NOT HOUSEHOLDERS can do their part by asking for fish whenever possible and making suggestions as to methods of cooking and serving.

If Prince people lead the way, others will follow. Every pound of fish consumed locally is a help to the fishing fleet on which the city depends.

Fish produced and marketed at Prince Rupert includes Halibut, Salmon, Cod. various varieties of Flat Fish, Crabs, Shrimps, Oolachan, Herring and Kippers.

WHOLESALE and RETAIL TOBACCONIST Phone-372

The only store in town carrying full lines of fresh tobaccos, cigarettes and cigars. Also a full line of smokers' acces-

- SPECIAL -Lowney's Choice Chocolates The kind that suits the most fastidious taste

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J. Preece

Fresh Killed Meats from Bulkley Valley Twice Weekly

> SHERER REFRIGERATOR SYSTEM

Eat Bulkley Valley Beef and keep your money at home

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We make mattresses and cushions to FIT your boat bunks at prices to FET your pocket

General Furniture Repairs, Picture Framing, Upholstering Our Specialty

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Phone 20

Federal Block

Before Going to Sea

Fill Up Your First Aid Kit

-at-

The Pioneer Druggists

The Rexall Store

Edward Lipsett Limited Headquarters For

rishermen s Supplies

AGENTS FOR-The Famous Dyrkorn Tarred Hemp Halibut Lines Mustad "Key Brand" Fish Hoeks Kingfisher Brand

NETS - LINES - TWINES Plymouth and Pacific Brand Tarred Manila Bugylines WHARE & SALESROOM WATERFRONT Prince Rupert, B.C. Phone 95

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Attention!

We carry a complete line of

brass and iron pipe, fittings

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pipe, railings, gas and air lines

Limited

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Largest Drug House in B. C.

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We carry the largest as-

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Working Clothes in addition to

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Third Avenue

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Electrical & Gasoline Engine Supplies. Marine Hardware. Marine Lighting Sets & Ignition Devices.

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18 Different

Kinds of Bread EINE PASTRY

The hostess is always prompt to serve our cake. For the fisherman we have what he wants: Pumpernickel, Zwiback, Rye, Raisin, Coffee Cake,

In the time we have been in business we have grown because we have served our customers with the best and served them fairly.

Phone 696

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