



# you wouldn't accept a WHITE ELEPHANT as a gift.

You know the story, of course, how the Eastern Potentate gave to the vizier he wanted rid of a white elephant. The vizier, in turn, couldn't get rid of it—couldn't pass it on. He had to keep it until finally the cost of feeding and housing the sacred animal and its retinue of attendants broke him.

Although you wouldn't accept a white elephant in a gift, maybe, though, you never realized that each time you send good northern money away to a mail order house for goods you might buy more easily at home, you are presenting a WHITE ELEPHANT to your own town!

Spent at home, your money would help give employment to the city's sons and daughters, would help rent vacant stores and encourage building new ones.



Spent at home, your money would mean more ratepayers and more taxpayers thus making your own rates and taxes less. Your money spent at home, by increasing the volume of local business, would tend to keep prices down to the minimum, to your own consequent benefit. Your money spent at home would increase the amount of cash in circulation locally and would eventually come back to you with increase.

It seems hardly good business for local people to provide wages for other cities by buying there when their neighbors are unemployed. Figure it out for yourself! A little thought will convince you that by sending your money out of town, you are paying wages to the retinue of a white elephant, while your own servants—the local merchants—go unpaid. Which, in the end, seems ridiculous!

## For your own sake, eventually, Support your Home Town Merchants! Buy in Prince Rupert!

The Mail Order House won't! But your fellow townsman of your own race would have employment for your Sons and Daughters were your business kept at home.

Trade with your own people and keep your money at home rather than with those who send their money to foreign countries.

<p><b>Your Canadian Dollar Is Worth 100 Cents</b> Only while circulating at home <b>Buy Canadian Insurance</b> Backed by Canadian Government Deposits Fire, Automobile and Casualty from <b>M. M. Stephens &amp; Co. Ltd.</b> Prince Rupert, B.C. Rates and Household Inventories on Application</p>	<p><b>A Real Bargain!</b> We have on hand two new 1931 Sedans we wish to sell before the arrival of the new models. We are offering a very substantial discount from list price. This is an opportunity to get a new car at a special price. <b>S. E. Parker Ltd.</b>  Phone 83</p>	<p><b>H. S. Wallace Ltd.</b> Exclusive Ladies' Wear <b>Millinery Dry Goods</b> Phone 9 Third Avenue Prince Rupert, B.C.</p>	<p><b>Savoy Hotel</b> Prince Rupert's Leading Family Hotel Hot and Cold Water in All Rooms <b>A. J. PRUDHOMME</b> Proprietor Corner Fraser St. and Fifth St. Prince Rupert, B.C.</p>	<p><b>G. Percy Tinker &amp; Company, Limited</b> Real Estate &amp; Insurance Agents Conveyancing — Rentals Insurance, Stocks &amp; Bonds Third Street Prince Rupert, B.C.</p>
<p><b>Mac's Shoe Hospital</b> Second Avenue, Prince Rupert, B.C. It's economy to have your old shoes repaired Let Mac Do It! First Class Workmanship Guaranteed No Job Too Big or Too Small</p>	<p><b>Milady Beauty Shoppe</b> Shampooing — Marcelling Finger Waving Specializing in Permanent Waves Phone — 655 305 Third Ave., Prince Rupert, B.C.</p>	<p>The <b>City's Auctioneer</b> Satisfaction Guaranteed Prompt settlements. Valuations free If you have anything to dispose of, no matter what it is, phone me <b>Geo. J. Dawes</b> Black 120 — Phones — Red 633</p>	<p><b>Acme Importers</b> Men's and Boys' Outfitters Clothing — Furnishings Where Your Dollar Goes the Farthest</p>	<p><b>Get the Best in Workmanship At the Same Price</b>  <b>LOUIS SHIBIG</b> Quality Shoe Repairs 118 Sixth St., Prince Rupert, B.C.</p>
<p><b>John Bulger Ltd.</b> The Jewellers Our Workshop is Fully Equipped to Manufacture to Your Own Design. Third Avenue, Prince Rupert, B.C.</p>	<p><b>Sheddon's</b> Grocery and Confectionery Where You Get the Best For Less 502 Fifth Avenue East Opposite the Hospital</p>	<p><b>Dr. J. F. Maguire</b> <b>Dentist</b> Rooms 7-8-9 Smith Block Prince Rupert, B.C. Telephone — 525</p>	<p><b>Ben's News Stand &amp; Gas Station</b> Tobacco, Ice Cream, Confectionery Gas and Oil Magazines and Newspapers Corner Third and McBride <b>Ben Ferguson, Proprietor</b></p>	<p><b>Fraser Stationers</b> Stationery, Office Supplies — Agent For — Counter Check Books Rubber Stamps Toys — Novelties — Films Third Avenue, Prince Rupert, B.C. Mail orders promptly attended to</p>
<p><b>Spring Salmon Guts Trolling Lines</b> — and — Norwegian Produce of Superior Quality <b>Jack Selvig</b> Prince Rupert, B.C.</p>	<p><b>Tom Ballinger</b> Kitchen Hardware Chinaware, Crockery C. C. M. Bicycles  611 Third Ave., Prince Rupert, B.C.</p>	<p><b>Cut Rate Shoe Store</b> The Home of Quality Shoes At Lowest Prices Get your light footwear for the warmer weather now Specially Low Prices On Running Shoes In All Sizes</p>	<p><b>Leo Contoli</b> Manufacturing Jeweller SILVER and GOLD PLATING CLOCK REPAIRING ENGRAVING Mail Orders Attended to Promptly Telephone: Blue 428 Sixth Street, Prince Rupert, B.C.</p>	<p><b>The Fulton Grocery</b> (Mrs. Louis Amadio) <b>Just Phone Your Order to 756</b> Fulton Street, Prince Rupert, B.C. Imported Italian Goods</p>