

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	
EASTER PAQUES					GOOD FRIDAY VENDREDI SAINT	

DIMANCHE LUNDI MARDI MERCREDI JEUDI VENDREDI SAMEDI

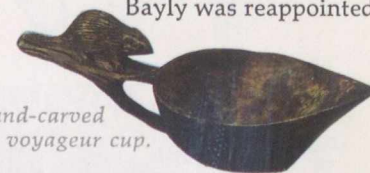
What has The Hudson's Bay Company got that Sears Roebuck lacks?

It has a singularly impressive official name—the Governor and Company of Adventurers of England trading into Hudson's Bay—an apostrophe, armorial bearings and a glorious past in which it had charge of *Sole Trade and Commerce of all those Seas Streights Bayes Rivers Lakes Creekes and Soundes in whatsoever Latitude they shall bee that lye within the entrance of the Streights commonly called Hudsons Streights together with all the Landes and Territoryes upon the Countryes Coastes...*

The company was formed in 1670 with the intention of cornering the hat market. The original proprietor was Prince Rupert, Count Palatine of the Rhine, Duke of Bavaria and Cumberland. The armorial bearings give the furry cause of it all a prominent place. On top is a fox flanked by two moose, but the shield itself has a beaver in every quarter. The motto, *Pro Pelle Cutem*, may be translated loosely as "a skin for a skin" or "how sharper than a beaver's tooth is an ungrateful prince."



The first governor, a pious Quaker named Charles Bayly was abruptly canned by the folks at home in England who suspected him, unfairly, of keeping some of the fur money for himself; but the new governor, William Lydall, spent one miserable winter at the company's headquarters at Charles Fort and quit. Bayly was reappointed.



Hand-carved voyageur cup.

The Bay, as it came to be more or less affectionately known, continued to prosper. It lost land and status but gained department stores. Today it has more than two hundred fifty, from Newfoundland to the Yukon and from the Arctic Islands to the US border. It also sells gifts, confections and tobacco wholesale, and furs (mainly farm-raised mink and Persian lamb) at auction houses in Montreal, New York and London. Its assets totalled \$938,999,000 last year, and its net earnings \$24,810,000.

Courtesy Hudson's Bay Company.

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