

Buy in Brantford--That's the Slogan

SOLDIER-POET TAKES HOME BUYING AS THEME

Makes Strikingly Pointed Verse Which Has a Great Deal of Truth in it Concerning Where Money Should be Spent.

In a letter to the Calgary Herald, Corp. Jas. M. Moir, of the 175th O. B., C.E.F., expressed his views on the "Buy-at-Home" question in the following excellent verse. To suit our purpose Brantford has been substituted for Calgary. Read these few stanzas and tell us if this does not strike you as being about right:

BUY AT HOME

If in Brantford you are dwelling,
Just Remember there's stores selling,
The things that you are needing ev'ry day.
It's on you they are depending,
So there is no use your sending
For them to stores in cities far away.

It's really useless spending,
When out of town you're sending,
For the goods that you buy at home as cheap.
It's a habit that's been tested,
And those who've thus invested,
Have found there is no benefit to reap.

You'll find it oft confusing,
When the catalogue perusing,
That the out-of-town department store will send,
And the "bargains" you've selected
Aren't just what you expected,
And your time and money's wasted in the end.

So at home do all your buying,
It's the plan most satisfying.
And it's one that I would recommend to you;
For there's never any grieving
At the values you're receiving,
And it's worth a lot to buy what you can view.

It really is a pity,
If you trade outside the city,
Where you're getting all the getting that is good;
So take this humble warning,
And start out in the morning
To help along our city as you should.

EVERY CITY SHOULD CULTIVATE ITS RESOURCES

New Methods Are Needed to Meet New Conditions. Buying-at-Home Will Prove Decidedly Advantageous.

The war has created, and will continue to create new conditions. No man can predict what the after-war conditions will be. Hope springs eternal in the human breast, and so the future, to many, gives promise of great things. To others the future looks anything but rosy and so doubt creeps in. Prophecy at best is only prophecy.

But we in Brantford, have it in our power to control to a great extent, the future of our city. By the intensive cultivation of the Boost Brantford spirit much of the doubt and worry over the future can be allayed.

Let us examine this matter of intensive cultivation. We are at once reminded of its application to the science of agriculture. Intensive farming is the kind of farming that makes it possible for a land owner to become wealthy from the products of a ten-acre plot, while his neighbor, who owns perhaps 100 acres or more, goes hungry.

There are lessons in plenty to be learned from this intensive farming. A homely old saying one hears often is, "I live at home and board at the same place." That is the farmer's way of expressing his independence. That quotation is no relation to this: "I live in Brantford but spend my money in Toronto."

Intensive cultivation of the resources of a city like Brantford would mean much to the city, and naturally, to every citizen. The good farmer puts everything back into the soil that he can. In this way only can he be assured of good returns from the soil. If, on the other hand, he took all he could and returned nothing to enrich his land, his would soon become a very poor farm.

In exactly the same way does our city suffer if we, who make our money here, send it out of the district for those things which we wear and eat, or need for our homes.

MY PLEDGE

As a Resident of Brantford I Hereby Pledge Myself:—

- 1st.—That I will Boost Brantford at all times.
- 2nd.—That as a Booster I will buy, as far as possible, everything I need for myself or for my family, in my home city.
- 3rd.—That I will, where possible, purchase Brantford-made goods in preference to goods manufactured in other cities or towns.
- 4th.—That I will, on every occasion, urge my friends and neighbors to buy in Brantford and Boost Home Industries.

(Signed)

Address

A CASE OF BUNCO



Here is a man who has paid out his good money, in advance, for a suit of clothes he never saw. If he had been wise in the first place he would have bought that suit of clothes at home. Then he would have been assured of a good fit, the right quality of goods, and the right price. Yes, the home merchant can beat the catalog man on prices. That has been proved time and again. But people are only very slowly beginning to know it. The catalog business is huge, its arguments are specious, and many a man is persuaded against his own judgment. He is carried off his feet and literally stamped into doing things he would not dream of doing if he took time to think it out clearly. Neighbors, don't be stampeded by a picture. Tear it out and take it to your home merchant. Figure it out with him. You and he get together. He wants a chance to give you a square deal. Keep your money in your pocket until you are sure your decision is just and square to yourself and your town.

The Business Men Endorse Campaign

With only a few exceptions Brantford's business men endorse the Buy-at-Home Campaign. This means that each of these merchants, needing what another merchant sells, will make his or her purchase locally. This is as it should be. The pledge to buy at home is easily kept, and will, without doubt, be of much value to the city.

J. M. Young & Co., Dry Goods, Rugs, Linoleums, Etc.

Ogilvie, Lochhead & Co., Dry Goods, Rugs, Linoleums, Etc.

E. B. Crompton & Co., Limited, Department Store.

The Crompton Grocery, Pure Food Store.

C. J. Mitchell, Automobiles and Sporting Goods.

J. W. Burgess, Furniture and House Furnishings.

The Brantford Willow Works, Willow Furniture.

R. Stoler, Furniture and House Furnishings.

Sheppard & Co.—Shoe Repairers.

T. A. Cowan, Plumbers & Electricians.

M. E. Long, Furniture Co., Furniture.

Dominion House Furnishing Co. Furniture and Clothing.

Howie's—Heavy and Shelf Hardware. W. G. Hawthorne, Bicycles and Sporting Goods.

Ludlow Bros.—Clothing, Boots and Shoes.

A. C. Percy—Gents' Furnishings.

J. G. Townsend—Boots and Shoes.

A. N. Pequegnat—Jeweller.

The Scotland Woolen Mills Stores—Men's Clothing.

T. A. Squire—Shelf and Heavy Hardware.

M. E. Buck—Millinery.

Henkle Bros., Limited—Clothing, Furs, Etc.

E. H. Newman and Sons—Jewellers.

Greiff's—Jewellers.

The Western Fair—Millinery.

F. J. Calbeck—Men's Clothes.

L. Pettit—Millinery.

Clark Lampkin Co.—Milliners.

Joseph Orr—Harness Maker.

W. L. Hughes, Limited—Ladies' Wear.

S. G. Read & Son—Piano Dealers.

Buller Bros.—Jewellers, etc.

Andrew McFarland—Clothing and Gents' Furnisher.

Grafton & Co., Limited—Clothing, Furnishings, Hats and Caps.

S. Nyman—Ladies' Furs and Clothing.

Edy's Limited—Drugs, Successors to F. McDowell.

Agnew's, Limited—Boots and Shoes.

Chris. Sutherland, Merchant Tailor.

Gordon Brander—Druggist.

Neill Shoe Co.—Boots and Shoes.

Tip-Top Tailors—Men's Clothes.

Wiles & Quinlan—Men's Furnishings and Clothing.

MAKE YOUR STORE THE BEST IN THE CITY

(From the Furniture Journal)

When I first embarked in the retail furniture business over thirty years ago, says a pioneer dealer, I must confess that my sole idea was to make money and to make it quick. It was not long, however, before a vista of possibilities opened itself, and the impression began to take hold of me that the furniture business had its mission in the progress and uplift of the world.

The young installment collector, who was mistaken for a minister by a couple that wanted to get married, and who jokingly remarked that he was not the minister, but next to him, as "the furnished the home," indeed "spoke a true word in jest." There is a lesson in this mistaken identity that should be conned well by us as furniture men and put into practice. We should endeavor to cultivate artistic taste within ourselves and encourage it in those in our employment, and so improve our own personnel and their as to be not only helpful in the suggestion and arrangement of the furnishings of homes, but models in our own personality of that refinement which makes for the uplift of all with whom we come in contact and that makes artistic homes demanded and pleasing.

Masterly of Details Needed

The many developments for the past 15 years in designs of furniture, in arrangement of stocks, in good furniture publications, proclaim more loudly than words the great possibilities. While these developments have been very great, they are only a beginning of what should be done to bring this branch of merchandise to the forefront. We have been sleeping a long time, and must be up and doing to bring it up to the firing line of progress.

Let's illustrate with the auto business, now only about fifteen years old, and yet said to be the biggest business in the country. Why is it? The answer is simple. The dealers in automobiles absolutely know the business in every detail, and more than all, push it in every way. They can describe minutely every part of the machine and the service it performs. They can tell you how much gasoline it uses, how economical in use of lubricating oil. They can demonstrate in a most convincing way its running ability and can teach a customer how to run it and how to take care of it. They are liberal and tireless advertisers, not afraid to talk quality or to ask a good price for their machines. What is the result? Their total sales are easily ten times the total sales of furniture.

Intelligent Business Methods

Their success, however, should not discourage us; on the contrary, it should be an incentive for it shows what push, determination and intelligent policies will accomplish. With the same intelligent methods the furniture business should be many times larger than the auto, for every home has to have furniture while only a small percentage have autos. But some one will say, what are we to do about it? We can't sell everybody fine furniture. That is true, but we can sell everybody tasty furniture. There was a young woman working in a furniture store for many years who married, and fitting up a modest little home, invited her former employer to see her. She proudly showed him every room in her home. When the trip of inspection was over, she said, "You see it is furnished simply, for I did not have the money to buy better. To which he replied:

"Yes, it is true that it is simply furnished, but you have one thing to this lovely little home which money cannot provide, and that is good taste." This woman had had poor opportunity in early life, but being bright and intelligent, with innate refinement, she soon imbibed good taste in her furniture environment which not only showed itself in her home furnishings but impressed itself upon her friends and community.

I cannot say what we are going to do about it, but I can say what we should do about it. In the first place, we should cultivate that good taste, and have it so deeply rooted in our thoughts and in our actions and practised in our stores that it will impress itself upon every customer. We should subscribe to the most ably edited furniture journals and read them closely. We should study our business as a profession and be so well informed concerning same that we would occupy in our community the same relation to the customer furnishing a home as the architect does to the customer building a house.

Beginning in the Schools

We must not be long in beginning this policy, for if we do we will lose the chance of leadership. Already some of our schools are adopting courses on these lines. Recently I had the privilege of going through one of our schools and was shown through a department where many children were being taught harmony of color in wall paper, interior painting, floor coverings, shades and curtains; also in arrangement and best design of furniture. In fact, they were being taught everything pertaining to correct furnishing and decorating a refined home.

The course began as an optional one, but has proven so successful that it has been made compulsory. Even before it was made a part of the regular course so many parents asked permission for their children to take it that in one year the number of pupils doubled. The principal teacher who had taken special training for this work talked most interestingly about it. She told me that next term they planned to get places in the afternoons in the furniture stores of the city for the pupils to put in practice the theory by fitting up show windows and show rooms. So you see, if we delay longer, average boy or girl in the community will know more about the artistic furnishing of a home than we do, thereby destroying our influence for leadership in our business.

Best Training Methods Essential

Let me conclude with an illustration. I know a young man who finished his academic course in his university. Just before the close of the year he told his father he would like to adopt law as his profession. His father said, "Well, my son, if this is your desire, I want you to try and be a leader in this, your chosen profession." So he sent him to what is regarded as the best institution to take its three-year course. He does not want him to attain success for himself alone, but for service to his profession and toward the advance of his community.

This is the feeling that we should have about our chosen business. We should not only want our store to succeed and be a leader in its community, but to want it to be a factor toward so developing the possibilities of our branch of business that it will be an influence for good throughout the whole country. To do this we must adopt the best method of training.

POSTING THE PUBLIC

Written Mainly For Merchants

Keep the public posted on what you have to offer. Don't expect the news that you have to just naturally "leak out" somehow. Store news travels slowly. You must speed it on its way with good newspaper advertising.

Yes, I know, "A satisfied customer is the best advertisement," but it's not the only advertisement and life is too short to waste time waiting for the "satisfied customer" to get around to everybody you want to reach. His circle of acquaintance is too limited. You can cover your field quicker and much more effectively in many other ways. Besides advertising, persisted in, encourages and stimulates your "satisfied customer" to talk all the more. It pays to advertise.