

It Will Pay You Always to Buy in Brantford

MAIL-ORDER BUYING IS SURE TO LEAD VICTIMS TO HOUSEHOLD EXTRAVAGANCE

In discussing the ultimate effect of the habit of catalogue buying in the homes of those who follow the practice, a well-known authority on the subject gives it as his opinion that the tendency to over-buy is perhaps the most marked characteristic of the mail-order patron.

"Go into any home, he said, "that draws its supplies from that source, and you will find goods the family does not need and never would have bought from a local merchant. In many cases these unneeded goods—these freak purchases—amount to a surprising percentage of the total family outlay. If the catalogue houses were suddenly cut out of this class of sales their dividends would undoubtedly suffer a decided shrinkage.

"These buyers see something alluring in the catalogue and become fascinated by it. The 'silent salesman in the home' keeps on teasing them with it until they find some excuse to justify their purchase of the coveted article. Those utterly unjustified whim-sales amount to millions of dollars a year.

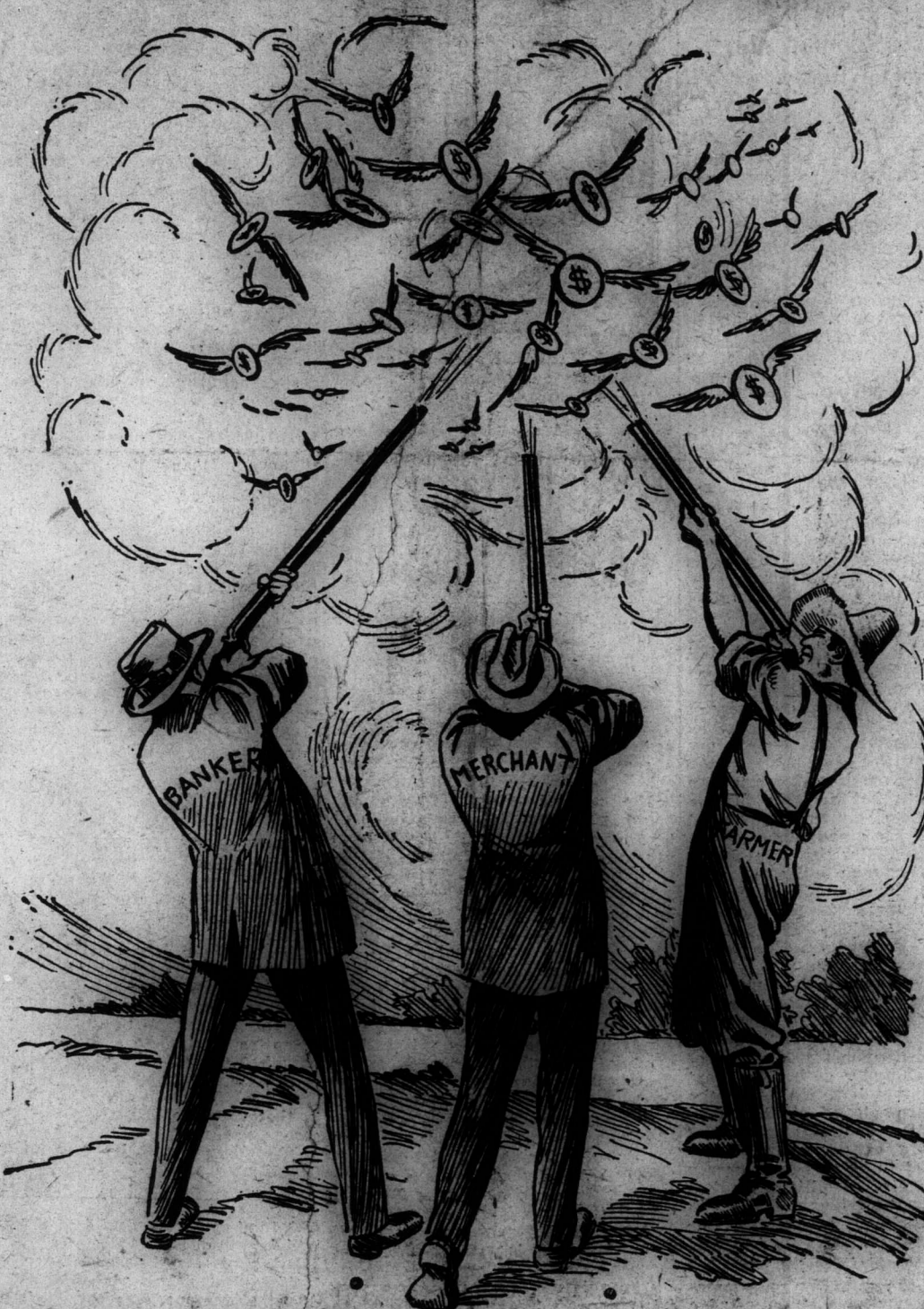
"With some women freak buying becomes a passion. They make absurdly foolish purchases from mail order houses that they would not dream of making from their home dealer. How to account for it? Simply the psychological effect of the catalogue perhaps. Anyhow this matter of freak buying, of over-buying, is so universal that not one catalogue buyer in a thousand is wholly exempt from it. The mail-order catalogue which so loudly proclaims itself an apostle of prudence, is in fact a most subtle and pernicious agent of household extravagance."

"FREIGHTS ARE PRE-PAID"

How this phrase catches the average person, when they read it in connection with out-of-town buying. "Freight paid to your Nearest Railroad Station." Who pays it? Surely you do not believe for a minute that the mail-order merchant is generous enough to do this as a favor. But, you assert, freight is prepaid. Sure it is. But has it ever occurred to you that the cost of the freight must necessarily have been added to the price of the goods shipped. It is. Like the story of the young commercial traveller. He was told by one of the older and wiser men of the road that he should charge up in his expense account any expenditure he made while on a trip. He did. He charged up a pair of shoes, and the boss, noticing the item, charged it back to him, at the same warning him against such items. Wiser the next time, the young traveller put in his expense account without showing expenditures of that nature. The boss, in checking it, remarked that there were no personal expenditures. "Still not wise, the young traveller remarked, "oh, yes, there is. I bought a suit, but you can't see it."

That's just the way freights are prepaid. Don't be blinded. Express and freight charges are paid by the purchaser. But the items are not entered that way.

CONCERTED ACTION REQUIRED



A flight of dollars. Are you, Mr. Banker, Mr. Merchant, Mr. Farmer—are you doing your best to stop the out-flow of money from this district? Just as much as any other citizen, it is your duty to use every means in your power to stop it. You are, or should be, interested to a large extent, because of your investments in the district. If you do not see that whatever personal interest you have is directed towards keeping Brantford money in Brantford, you are setting an example which will have a detrimental effect on the community.

KEEP THE STORES IN BRANTFORD BUSY

Keep the stores in Brantford busy. Make them busy by boosting for them and pushing for Home Trade in every way you can. Be proud of your city. Anything you can do, any effort you can make to increase the volume of business locally is bound to re-act to your own individual benefit, because increased business volume means increased property values, which in turn means larger tax returns and the consequent benefits which follow in every progressive centre.

DON'T BE PREJUDICED.

Some people are of the prejudiced opinion that if they spend their money at home, it simply goes to make the local merchant a little richer, and that it would have absolutely no other result. They feel that all movements to encourage a spirit of loyalty to home interests are based on the purely selfish motives of merchants. In the case of this campaign no merchant or body of merchants have done any promoting. None of the business men were approached or asked to support the movement prior to the opening of the campaign. The Courier has the best interests of the community in view. Better business conditions here would benefit all.

Let the word go abroad that Brantford is a real, live, go-ahead, home-trading city.

WE MAKE OUR MONEY HERE—LET US SPEND IT HERE

Brantford is the place in which the people of Brantford make their money. If Brantford is good enough to make our money in, it should be good enough in which to spend our money. Let us again consider what the conditions would be if every citizen bought goods from out of town stores. It takes Brantford money to buy food, clothing, boots and shoes, etc., and every dollar spent in Brantford for these necessities means added wealth for all. On the other hand, every dollar sent out of town is just that much taken from the wealth of the whole community. The Brantford merchant with whom you spend your money starts that money circulating again. He pays his clerks, his living expenses, his taxes, etc., and this, in turn is paid to the farmer, the other merchants, etc.

There is nothing gained, but much lost, in trading out of town. Brantford merchants, given the chance, will meet mail-order prices. The catalogue may be attractive and some of the offerings may look enticing, but if you eliminate a few "leaders," which compare only with frequent bargains offered locally, you will realize that it is as cheap and much more satisfactory to Buy-at-Home. Be honest to yourself and your community. Believe that the need of your money is necessary for Brantford's prosperity. Pledge yourself to buy at home and urge your friends and neighbors to do the same.

WOMEN'S ENTRY HAS MADE BIG CHANGES IN BUSINESS WORLD

Speaking on woman's success in business as a factor in securing her long denied rightful place as man's equal, a prominent business man of the province said recently:

"To maintain the equality that women deserve and demand she has been compelled to adopt many of the trades and professions formerly occupied by men exclusively. That women have done it well is answered in their success, and men will now have to look well to their laurels or they will lose them through woman's perseverance and ability.

"It is due largely to the success of women in business that to-day they are getting the recognition of equal rights that they have so long deserved and worked for. Woman has only been able to prove to concerted man that she is the equal in mental power and initiative, since she has the opportunity to equal him in his own game. However, it is a deplorable thing that so many men have degenerated in efficiency that they do not care enough to support a wife and maintain a home as God intended they should, so woman could fill her natural sphere.

"Now that she has found herself, may I digress from the business side for a moment to say that it is woman's greatest glory that God created her to be man's companion.

"But to get back to my subject again, I believe man's gallantry and woman's willingness to accept it are big factors in women's fitness for business. Women's clubs have petitioned legislators to limit the hours of work for women and to compel stores and other places to provide stools so girls may sit down. But no such privileges are demanded for men.

"No one employs another unless he wants help. He either wants work done he cannot do himself, or he wants it done better than he can do it, and the wages of the person who helps go up in proportion to the amount of efficiency of work done without superintendence or assistance. Women are now assuming this, and men are recognizing their initiative and keenness in trade, her quickness to execute, her loyalty, and above all her universal honesty. I have been employing men and women for more than twenty five years, and if I were to name a quality that women are superior in compared to men, it would have to be loyalty and honesty. And now that the war is making vacant so many places of trust and responsibility it is woman's chance to prove her ability to fill them."

A successful business man of the city of Brantford says: "I want to cater to the good women of this town, for, believe me, they are doing things these days. They are becoming a great power all over the world, in this business game. "Why," he said, "even the clothing people, the haberdashers are talking to the women folks nowadays in their advertising space." "Why," I asked him. "Because," said he, "the woman will go and buy a better suit, a better necktie, or a pair of socks, for less money, and will get a pattern or design that suits the average man, better than he would purchase himself."

MY PLEDGE

As a Resident of Brantford I Herby 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

BOARD OF TRADE OUT TO BOOST BRANTFORD

Brantford's Board of Trade is out to Boost Brantford. At least, it would seem so from the following verses, which were sent out with the notices for last Friday's meeting. The Courier welcomes the co-operation of any and every organization or person in its Boost Brantford Campaign:

THE SOUTH SHORE BOOSTERS.

Do you know there's lots of people,
Settin' round in every town,
Growlin' like a broody chicken
Knockin' every good thing down?
Don't you be that kind o' grouch,
Cause they ain't no use on earth,
You just be a booster rooster,
Crow and boost for all you're worth.

If your town needs boostin', boost 'er,
Don't hold back and wait to see
If some other fellow's willin'—
Sail right in, this country's free,
No one's got a mortgage on it,
It's just yours as much as his,
If your town is shy on boosters,
You get in the boostin' biz.

If things just don't seem to suit you,
And the world seems kinder wrong,
What's the matter with a boostin'
Just to help the thing along.
'Cause if things should stop a-goin'
We'd be in a sorry plight,
'You just keep that horn a-blowin'—
Boost her up with all your might.

If you know some fellow's failin's
Just froget 'em, cause you know
That the same chap's got some good points,
Them's the ones you want to show.
'Cast your loaves out on the waters,
They'll come back," a sayin' true,
Mebbe, too, they'll come back "buttered"
When some feller boosts for you.

"BOOST BRANTFORD" CAMPAIGN ENDORSED BY FOLLOWING MERCHANTS:

Already the following local business firms are giving their support to the campaign for a Bigger and Better Brantford, which was inaugurated by The Courier:—

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

Ogilvie, Lochead & 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.

T. A. Squire—Shelf and Heavy Hardware.

The Scotland Woolen Mills Stores—Men's Clothing.

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.

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