THE STANDARD, ST. JOHN, N. B., WEDNESDAY, NOVEMBER 11, 1914

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## SIT DOWN! YOU'RE ROCKING THE BOAT

THAT man who, on the slightest alarm, becomes excited and loses his balance, brings misfortune to his associates. The business house which preaches hard times and says that trade is falling off, injures the whole standing of the community.

Dun's report says "Basic conditions are gradually reaching a more normal condition." St. John mercantile houses, almost without exception, report "Despite the war we are doing better than at this time last year." And it is this cheerful optimism of individuals which creates the communal welfare which all desire.

By sitting tight and acting in so far as possible as though nothing out of the ordinary had occurred, we maintain the confidence of our neighbors, fend off trouble and keep the bark of mercantile success on an even keel. The man who through dread of imaginary future evils, starts rocking the boat of business stability, commits a crime against his associates.

## The Allies Are Winning All Along the Line

We are assisting them in the struggle by keeping our prices at the old figures. You can assist by continuing as before to pursue the even tenor of your everyday life as if the war were non-existent.

We congratulate the people of St. John on the admirable spirit so far manifested.

We ask a continuance of that policy which enables us to keep all our employes on full wages.

We request that your money be spent as usual, at home, in order that it may return to you in the course of your everyday life.



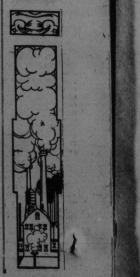
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## Keep Your Dollars Moving in the Home Circle!

Waterbury & Rising, Ltd., Scovil Bros., Ltd., Oak Hall, J. & A. McMillan, Wanamaker's Restaurant, McRobbie Shoe Co., Ltd. H. N. DeMille & Co., L. L. Sharpe & Son,

J. L. Thorne & Co., Ferguson & Page, F. E. Williams Co., Ltd. A. Ernest Everett, A. Gilmour, Sharpe's Confectionery Store, Silas McDiarmid, Marr Millinery Co.



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