

You Make Your Money in Brantford—Spend it in Brantford

PEOPLE WHO BUY ON FAITH ARE OFTEN BADLY "SOAKED"

Mail-Order Houses Are Playing for "Easy-Marks"—Two Well-Known Firms in Court for Fraudulent Advertising of Mustard and Paint.

Are people justified in having such implicit faith in what is printed in the mail-order catalogue?

The mail-order king gloats over his phenomenal success in playing so many people in every community as "easy-marks." Albert Loeb, vice-president of Sears, Roebuck & Co., Chicago, once said that his firm could make \$1,000,000 more a year if they sold electric belts. Of course they would be fakes, but the remarkable thing about them would be that they would cure, yes, absolutely cure. It would be easy to get hundreds of testimonials telling what a marvelous benefit they were; how the writers were so near the grave before wearing the belts, and how after wearing them the ailment entirely disappeared. There would be lots of profit in these belts, perhaps 400 per cent. Yet if the catalogue said they were valuable, plenty of people would believe it and buy them.

Playing on the credulity of the public is great sport with the mail-order houses. In May last year a Toronto mail-order house advertised "pure mustard in bulk, per lb. 23c." The Retail Merchants' Association of Canada thought there must be something wrong with the price as pure mustard was regularly selling at that time at from 45 to 50c per lb. An analysis was made at Ottawa by the Government and the article was found to be as suspected—adulterated mustard. A charge was laid against the company in the police court. When the case came up for hearing, the company, which does such an extensive mail-order business, was fined \$25 and costs, which amounted in all to about \$40, for selling adulterated mustard.

Sometime ago another well-known mail-order house of Toronto advertised paint at 33c a quart, which proved to be anything but what was represented in the advertisement. A sample can was sent to Ottawa and the report showed that the paint was of a very low grade and of very little value as a paint, as it did not contain sufficient of the proper ingredients to give it satisfactory covering power.

According to the above there is overwhelming evidence that all is not gold that glitters and that the mail-order friend is bound to get "soaked" every little while. The average person doesn't know much about paint anyway, but there are a lot of other things that people buy on faith when they send their money away from home to the mail-order houses.

LADY GIVES ADVICE TO HER NEIGHBORS

A correspondent, writing to wish success to the Buy-at-Home Campaign, says: If everyone would spend their money in their home town they would not only be helping themselves but would be aiding greatly toward the upbuilding of the town in which they live, and what person is there who would not take a pleasure in knowing that they had aided in some way the prosperity of their home-town? And to my way of thinking those who spend money can greatly help the town in which they live by spending it there. Those who live in Brantford should to their trading there instead of buying from the mail-order houses. The away-from-home concerns hardly ever give satisfaction, and long does it take to get what is wanted. Why should a Brantford woman take a catalogue and order a suit when nine times out of ten when she gets the suit it will be either too large or too small, and will be half made and not at all the

quality she was expecting for the price paid (I tried it)? Now, this same woman can go out and in an hour can select, try out, and buy just the suit she wants and not pay any more than she did for the "perfectly stunning" suit shown in the mail-order book. Not only suits, anything else would be just the same.

Keep Money at Home. Why send away for your supplies, when Brantford merchants have the best at the lowest possible prices, and if sometimes they haven't just the thing in stock, I'm very sure they would get it even quicker than you could from the way-from-home house?

Why not join the Buy-at-Home movement and be a booster of your home town and section instead of spending your money for something not half as good as you could get at home for the same price? Keep your money in your home town and you will have no occasion to talk "hard times."

BRANTFORD WOMEN CAN ASSIST, TOO

Brantford women can do a lot to help The Courier's Big Campaign. Credit is due the thoughtful, faithful, good home women for many business successes in all lines of endeavor.

Not only to their mothers do many men owe their success and standing in life. The wife very, very, often is the power behind the successful man.

Women of Brantford, you, also, can be a mighty power for good by agitating the "Buy at Home—Boost Brantford" movement of The Courier.

Encourage our manufacturers, our producers and our merchants by demonstrating the fact that you are truly interested in the welfare of every honest business venture in the city. Look over The Courier's list of business men who endorse the Campaign. Tell them you are buying in the city and that you will urge your friends to do the same. In this way you will know you are doing your bit for the promotion of even a more progressive and worth-while city.

Do You Realize The Advantage?



"The Right Way to Shop"

Getting Satisfaction. That's one of the advantages of shopping in Brantford. The success of shopping lies in being able to look at a garment before you pay for it. You not only look at it—you try it on. If you care to, you try on several. If one does not suit another will. If alterations are needed, the fitting is done on the spot. This is the right way to shop. But always at home, and it brings success not only to you but adds to the prosperity of your city. Every purchase you make at home creates a permanent value in your community, apart from the direct advantage to your self. This Buying at Home makes of you a true community builder and Brantford Booster. If you do not shop at home you are doing your own city an injustice. The duty of each of us is plain.

These Merchants Endorse The Booster Campaign

The Merchants Whose Names Appear Below Are Heartily in Favor of the Campaign Put on by The Courier for the Betterment of Brantford, in as Far as Co-operation Between the Merchant and the Buyer Are Concerned.

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, 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.
- T. A. Squire—Shelf and Heavy Hardware.
- Ludlow Bros.—Clothing, Boots and Shoes.
- The Scotland Woolen Mills Stores—Men's Clothing.
- M. E. Buck—Millinery.
- Henkle Bros., Limited—Clothing, Furs, Etc.
- E. H. Newman and Sons—Jewellers.
- Greif'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.

WISDOM, WITH MIGHTY VOICE, SPEAKS TO THE PEOPLE OF BRANTFORD

And Wisdom Spoke These Words, Saying: "I Am Wisdom, the Economizer, Who Shall Bring You Out of the Land of Dependence Into the Land of Plenty" Here Are Ten Commandments of Wisdom for the Buying Public of Brantford.

Wisdom has its ten commandments. They speak to you with no uncertain voice. If you follow them you will be wise indeed—wise for yourself, for your successors, for your community and for your country.

Men and women of Brantford, hearken to the imperative call of Wisdom and profit thereby:—

First—Thou shalt trade at home. Thou shalt not make any purchase elsewhere of any that is in Brantford, or that can be bought through a Brantford merchant, and this includeth all things.

Second—Thou shalt not bow to the mail-order house or outside business concerns, nor serve them, for thy home merchant is thy neighbor, paying his taxes at home and contributing to your charities; and showing bargains unto thousands of them that visit and trade at his store.

Third—Thou shalt not regard the bargains of thy home merchants too lightly, for they are sincere, and thou shalt not purchase anything that thou has not seen.

Fourth—Remember on thy purchase day to trade at home. Six days shalt thou labor and save all thy money, and when thou art ready to spend thy money Trade at Home. For in six days thy servant prepared his stock, making things ready that thou mayest see the bargains and take advantage of them, and thou shalt not be disappointed.

Fifth—Trade with thy home merchant that thy money mayest last long in these days when economy is wisdom.

Sixth—Thou shalt trade at home.

Seventh—Thou shalt not patronize a mail-order house, or any outside house.

Eighth—Then wilt thou always be satisfied.

Ninth—Thou shalt bear true witness to thy home merchants' bargains.

Tenth—Thou shalt not covet thy neighbor's house, thou shalt not covet thy neighbor's lot, nor his furniture, nor his furnishings, nor his eatables, nor anything that is thy neighbor's for he purchased everything in Brantford, and thou wilt be satisfied also if thou tradest at Home.

CO-OPERATION— MANUFACTURER, STOREKEEPER AND THE NEWSPAPER

Just a word about Co-operation. Merchandise is to-day sold on merit—not on favor. But the best articles in the world will remain on the storekeeper's shelves if the public does not know about it.

Making it known is the mission of advertising.

When the manufacturer advertises a worthy article in the newspapers, the storekeeper

knows there will be a demand for it.

He knows the article advertised will sell, because the newspaper publicity will make known the real inherent merits. So he co-operates. He places the newspaper-advertised goods in his windows, talks of it in his own advertising, and thus links up his store with the efforts of the manufacturer in the newspaper.

Further than this, is the assurance that The Courier will not advertise, knowingly, an article of no merit. Nor will the manufacturer, nor the jobber on any business concern, allow an inferior article to leave their place of business to be sold to a customer.

DO YOU BELIEVE AND REALIZE

Do you believe in buying all that you can in this, your natural trade centre?

If you cannot get what you want at your nearest town or village because of the limited stocks carried there, do you believe in getting it as near home as possible?

Do you know that the large stocks carried by Brantford merchants in every conceivable line of merchandise measure up to what is being shown in the largest cities of Ontario in point of style, quality and price?

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