

# It Will Pay You to Shop in Brantford

## PATRIOTISM--IT'S RELATION TO THE COURIER "BOOST BRANTFORD" MOVEMENT

The following essay, written by a young man in Cainsville, shows an intelligent interest in the Buy-at-Home movement. The Courier will welcome and publish on this page items of interest in connection with its Buy-at-Home and Boost Brantford Campaign.

### PATRIOTISM

The first mental picture which appears before the mind's eye when the word patriotism is seen or heard is probably the boyhood hero, worshipped for deeds of bravery, or possibly to some appears the mental picture of some statesmen who gave his country his best years to advance the cause he thought would sustain and build up the country of his birth or adoption.

Since the great war fastened its hideous talons on this modern world, our conception of patriotism was broadened, but even now few people understand the meaning of patriotism in its entirety.

Without a doubt the highest form of patriotism is when an individual places himself or herself at the disposal of country—preferring death to national dishonor. Then there is the statesman who casts aside personal and political gains for the nation's welfare. There is the individual who places wealth on the country's altar.

Patriotism, however, can and should be practised in many more ways than these. Patriotism should be exercised by every citizen in every walk of life.

A nation would cease to exist as a nation if patriotism were not exercised by a large majority of citizens. How much greater then, would that nation be if all the citizens were truly patriotic.

To be truly successful a nation must be united by bonds of blood, love and fellowship; united in thought and practice for the purpose of extending the welfare of that nation from the individual to the crown.

No nation can enjoy national prosperity when the provinces are at variance with her, and demand more than their share; no province can hope for a healthy maturity when the municipalities give no more than a forced assistance and ask for more than is their need. No municipality can even hope to operate successfully when the cities therein withhold their support, draining the municipal coffers for their individual gains. No city can advance to permanency when the citizens obstruct every advancement and carry their support elsewhere, and the growth of a city depends on the growth of business and business is sustained by the whole-hearted support of its citizens.

The word patriotism arouses national pride. We are proud to be subjects of this great British nation because we believe she is the greatest nation the sun has ever shone on. We are proud to be citizens of Canada. Canada the brightest star in the Empire. We are proud of the Province of Ontario—the banner province of the Dominion. Proud of the good old county of Brant, the best county in the Province. Proud of Brantford, the most energetic and successful city in the whole Dominion.

Let us show that our pride is practical, that we are truly patriotic, by building up our city, our places of business, keeping our money where it will be used to upbuild and beautify our fair city and this in turn will assist in building up our County, Province, Dominion and Empire.

"REX."

## CO-OPERATION TO THIS END

Do you believe in buying all that you can in 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 Ontario cities in point of style, quality and price?

## Have You Heard it?

This is a summons in which every man, woman and child in this community should be interested. It is a call for co-operation, an appeal to our community spirit, a plea for us to get together.

Each week we tell in story and show in cartoon the needs of our community, what is holding it back, the things we must overcome to progress and how this can be accomplished by co-operation.

If you are interested in the progress of the future of Brantford, you can help by reading these pages each week and buying at home and co-operating in making this a bigger, better, more prosperous city.

## Winning The Game



This country is a vast checker board, in which the Old Town Spirit and the New are striving for the mastery. Old ideas die hard. The Old Town Spirit is "each man for himself and the devil take the hindmost." This means the mastery of the few and the subjection of the many. But the New Spirit means the Co-operation of all. It brings LIFE and HAPPINESS to the many. Is the New winning over the Old in OUR community? And how do WE as individuals stand in this game of Community LIVING? Are you playing the game for your TOWN? Or are you playing it for YOURSELF alone? Remember, you can't stand still. On your MOVE the result depends. Then let the Spirit of Progress win.

## 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, Lohead & 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.

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.

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.

Levy's Limited—Ladies' Ready-to-Wear.

Northway & Co.—Ladies Wear and Linerie.

## PROSPERITY TO FOLLOW IN THE WAKE OF THE WAR

Brantford Citizens Should Co-operate to the End that Their City Should Share.

National prosperity feeds upon itself. Each period of growth is the springing board for another.

But why wait until it comes? Why accept an intervening period of dull trade as part of the inevitable scheme of things? Canada is prosperous now as never before. Why not go out now, while the inspiration of our present success is still upon us, and rope in another period of gilt-edged prosperity?

After the war, there is bound to be a certain amount of industrial dislocation while the boys in khaki are being replaced in civil life. Not only that, but the hundreds of factories that have been turning out war material and supplies of every kind will have to re-adjust themselves to their former kind of work.

All this spells dislocation if, and only if, we drift. But there is a better word than drift. There is organization and co-operation. There is preparedness for peace. We have the basis of that preparedness in our present prosperity.

During the last three years Canada's export provision trade to Great Britain has more than doubled. Canada's trade with the United States has more than doubled. Agriculture, dairying, fruit farming, all these industries are prosperous beyond anything recorded in the history of the country. Lumbering and mining and fisheries, all report unprecedented business, in spite of the general shortage of labor. Every mill and factory in Canada is working to capacity. Every ship that leaves these shores is freighted up to the safety limit.

This is the great opportunity for Canadian industry to carry the present boom forward over the war crisis, instead of accepting the hitherto inevitable dull period. Dull periods are not inevitable in a country with such tremendous undeveloped resources as Canada. They may be so in an old-established and over-populated country, but in this land of supreme opportunity they can surely be avoided. That must be the slogan of Canadian business men, to boost the Dominion from one period of prosperity right into another, and thus absorb the heroes from overseas as fast as they are demobilized.

It will be difficult. It will require careful organization, courage and enterprise and confidence. But Canada has shown time and again that she possesses these vital qualities. Three years ago she organized a great citizen army to help beat Germany. Now, both her national self-interest and her national pride call her to organize another citizen army to conquer a new prosperity and help to realize that famous saying that Canada is the country of the Twentieth Century. Brantford's share in this work should be of full measure. Brantford's opportunity comes with Canada's necessity. Let us unite now, for all time, and make Brantford a city of cities. Co-operation will do it.

## SUCCESS

"He has achieved success who has lived well, laughed often, and loved much; Who has gained the respect of intelligent men and the love of little children; Who has filled his niche, has accomplished his task; Who has left the world better than he found it, whether by an improved poppy, a perfect poem, or rescued soul; Who has never lacked appreciation of earth's beauty or failed to express it; Who has always looked for the best in others and given the best he had; Whose life was an inspiration; Whose money a benediction."

### ON SPENDING MONEY AT HOME

You can put more money into the hands of those from whom you expect to receive money by spending all you do spend at home. Keeping local money localized, as it were. You owe it to yourself to trade at home, and in the long run it pays better to do this.

### PUTTING HEART INTO THE BUSINESS

Big business or little business, heart is the thing to put into it, but particularly if it is a little business, for then you can actually see it grow. Quarter-heart or half-heart is not much good. The whole heart is needed. You know we are right. You know that your own business could be improved by your putting your whole heart into it if you have not already done so. Then why not do it? It is the finest scheme ever invented for boosting a business. It covers everything else that is necessary, and never fails.

## 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 .....