

Got Your Victory Bonds Yet?

THE fury and danger of the Cyclone is nothing compared to the destruction levied by the mail order business. The havoc caused by this evil will never be known. It can not be reckoned in figures. One well-known mail order house alone issued and circulated in one year twenty million catalogues. Towns have been wiped out of existence, land values wrecked, farms depopulated and business brought to a standstill. Thinking people of all classes—farmers, merchants, manufacturers—are now alive to the danger and have begun to arouse to counteract its effects. Every town is being urged to wage a campaign of education to arouse the thought of the people. The imaginary, long-distance bargain has never yet measured up to the standard and value of HOME-bought goods.

HELP WANTED!

KEEP away from the flame of the candle if you don't want your wings singed" is a proverb as old as the hills. So old we have almost forgotten to apply it to OURSELVES. In every community men and women are imitating the moths. How many times have WE been singed by the fascination of that LONG DISTANCE "bargain"? And how many times have WE come BACK, and back AGAIN, to the flame? How much MONEY is lost each year to this community by this same SINGEING process? The flame of the candle mounts higher. The moths crowd closer and closer to the flame. It is OUR business to put that flame OUT. WANTED:—a few MEN and WOMEN in OUR community to apply the SNUFFER.

NO goods purchased abroad are cheap that take the place of our own labor and our own raw material.

The Cyclone



DRIVEN FROM HOME

OUR boys and girls are leaving the farms and Home Towns by the thousand and swarming into the congested CITIES. There they work and struggle against frightful odds, the majority never getting a chance. If WE had always spent our money at home we could have built up industries at home to give employment to these boys and girls. How many children has OUR NEGLECT of home intrests DRIVEN away into the Big Cities? Just in so far as we failed to give OUR support to our home community are we responsible for this condition. We are not ones who have blocked THEIR chances. WE have placed a handicap in THEIR lives. They are not OTHER people's children. They are OURS. But it is not too late to do our duty by the NEXT generation. They belong to us, too. Let us do every thing in our power to keep these children at home.

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

Shop in BRANTFORD With YOUR Home Merchants

Are we each and every one of us doing all we can to build up Brantford into a large and beautiful city? We have the opportunity but are we making the best of it? A community is no better than the men and women living in it. If our outlook is narrow and selfish, our community viewpoint will be dwarfed and unresponsive to the spirit of progress. If we do not work for the best welfare of our industrial, commercial and mercantile life, of our community suffers collectively and we all suffer individually.

Brantford Merchants Have the Goods, and the Prices Are Right

Think what Brantford would be without our retail merchants. Where would be the value in our real estate, in our educational institutions, in our beautiful park system, in our factories, if we did not have a growing population to enjoy them and maintain them? The best way to benefit Brantford is to keep our money in local circulation as far as possible. A policy which is endorsed by the leading manufacturers, merchants and business men of this city is worthy of our careful consideration. Once again, let our motto be

First, Last and Always, "Buy in BRANTFORD"

Campaign Endorsed by the Following Business Men:

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.

labor and immigration
we know from experi-
men from the offices,
the trades, will seldom
in the farm, unless they
the sort of special trans-
principles of agriculture,
some experience in this
One way to successfully
upon the land would
them into military
they have been given
instruction at a district
school.

an excellent investment
ment to even support
of such soldiers, through
paration allowance that
soldiers' families during
y, while they were at
gricultural camps. Agri-
business requiring special
just as store-keeping, or
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War veterans were allow-
a time equal to the period
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y their homesteads. A
sion has been adopted in
care should be taken in
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as to be sure that every
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veterans, and the popula-
country, was almost 3 to 1.
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e filled with stories of
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e veterans who were not
th conditions attending

as been wont to consider
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ave now to face quite the
m that the United States
ade after the Civil War,
re-population of the farms
sections, left vacant dur-
a to the prairie lands in
Michigan, Indiana, Ohio,
a, New York and other
for years dotted with va-
The same situation is to
Ontario, Quebec and the
provinces to-day. Our Pro-
Federal Governments have
y come to realize this fact
putting forth a concerted
boring a betterment of
tions.

in we have large areas of
in both Ontario and Quebec
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e yawning for occupation
tion.

immigration problem, com-
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our Government, and the
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terms means a necessary
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who have the inclination to
r lands and the knowledge
make these lands produce
so that Canada may at
herself, and finally develop
to sell abroad. This se-
gration can only be secur-
an intensive campaign
direction of the very best
tainable.

CASUALTIES.

Leased Wire

Nov. 27.—To-day's noon
list contains 237 names,
e divided chiefly as fol-

in action, 11; died of
3; gassed, 22; wounded.

in's Natural Hair Restorative
ced is guaranteed to restore
o its natural color or money
ositively not a dye and non-
Price \$1.00 post-paid. Write
ply Co., Dept., Toronto, Ont.