

A Series of "BUY IN ST. JOHN" Editorials — No. 2

GOING TO WORK

Every morning thousands of men and women go to work in St. John. Each day you go to work, and every Pay Day, you can best serve your own interests by buying at home. The corporation, firm, or private individual by whom you are employed depends for continued success—depends for existence even,—on the corresponding success of contemporary concerns. Unless St. John prospers as a whole, your employer cannot prosper, and should he fail, your job is gone.

Thus Pay Day is Saving Day, in the broadest sense. You can, by buying your goods in St. John, make it a saving day from the strict standpoint of monetary gain. But, as well, you save yourself, your future, your employer's success, by spending at home those earnings which collective prosperity enables you to enjoy.

ST. JOHN FIRMS ARE YOUR FIRMS

They have not been created by a few men who took a chance. They owe their existence to you, whose demands they have always endeavored to meet. You patronize your own establishments when you buy in St. John, for this is your market place, the city in which you sell your labor, your brain-power, or your skill. And unless you help to create this market your only source of revenue will fail, and because of your neglect of duty your own earning power will no longer command its price.

Possibly you may have private grievances—lots of people have. But in ninety-nine cases out of a hundred these are swept aside by a simple explanation. Give your feelings a rest. Lay aside all little personal selfishness—look at this matter from the broader and more liberal viewpoint—and resolve that you will not fall short of your duty to St. John.

ALWAYS BEAR THIS IN MIND

That to trade—not occasionally, but invariably—in St. John, means money in your pocket, means continued employment, means a larger measure of prosperity over the whole community in which you must unavoidably share.

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