

THE STANDARD, ST. JOHN, N. B., MONDAY, SEPTEMBER 17, 1917.

A Series of "BUY IN ST. JOHN" Editorials-No. 14

Doubtless St. John women have read the preceding articles of this series in which The Standard has endeavored to impress upon the people the necessity of co-operating in order to build a greater city. Unqualified support of all local business houses is the one remedy for any existing ills. And the success of this plan depends upon the attitude of the women. Will they be generous? Will they do what they can to help?

THE WOMEN'S SHARE

Women buy ninety per cent. of all the commodities sold in the average store. They are the power behind the throne of business. If they become determined they can do more to further manufacturing in this city than all the masculine civic organizations combined. They can accomplish important things of a definite nature while the men do the talking. They can lay the actual foundation for permanent prosperity.

The women of St, John must insist upon having things made in this city. They must use in their homes goods purchased in this city. If the dealers do not carry what is wanted they should be urged to do so. It is only by such co-operative effort that the mail order business can be exterminated and our home concerns built up.

If you believe this is a wise policy, follow it. If not, here are some reasons why you women of St. John should buy your household requirements in other cities:—you help pave their streets; you help keep the wolf from their doors; you help give jobs to their unemployed; you help build up their industries; you help provide for their growing children; you help increase the value of their real estate; you help swell their bank deposits; you help increase their pay rolls; you aid the growth of their population; you support their fire protection systems; you pay their police; you help—oh, that's enough—you see the point

"ST. JOHN CAN SERVE YOU BEST"

Signed By:-

EDGECOMBE & CHAISSON Tailors	
DONALDSON HUNT Men's Clothing	
J. M. HUMPHREY & CO., LTD Boots and Shoes	
SCOVIL BROS. LTD Men's Furnishings	
F. A. DYKEMAN & CO Dry Goods	
BROCK & PATERSON Millinery	
E. G. NELSON & CO., Books and Stationery	
ROSS DRUG COREXALL STORE Drugs	
WILCOX'S Clothing and Dry Goods	
H. MONT JONES Furs	
T. McAVITY & SONS LTD,	

D. McARTHUR Wall	Paper and Stationery
H. N. DeMILLE	Men's Furnishings
FERGUSON & PAGE	Jewelry
W. H. THORNE & CO., LTD.	Hardware
J. M. ROCHE & Co., Ltd.,	Cameras and Supplies
GEORGE NIXON	Wall Paper
W. TREMAINE GARD	Jewelry
A. GILMOUR	Men's Clothing
F. A. JOHNSON	Dry Goods
WIEZELS' CASH STORES ·····	Boots and Shoes
M. J. H. MULHOLLAND	Furnishings

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