

## HOW A DOLLAR CIRCULATES

THE STANDARD, ST. JOHN, N. B., MONDAY, JULY 30, 1917.

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A Series of "BUY IN ST. JOHN" Editorials - No. 8

Spend a dollar with your home merchant and you will have an opportunity of spending it again soon.

Spend a dollar away from St. John, and that dollar is forever out of circulation as far as St. John is concerned.

Spend a dollar in St. John for shoes, the shoe man spends it at the drug store, the druggist spends it at the grocery store, the grocer spends it at the dry goods store, the dry goods man spends it with the butcher, and the butcher owes you an account, and is now able to pay you because you spent a dollar in St. John.

You sold the butcher an insurance policy, or you were his lawyer or his doctor, carpenter or painter.

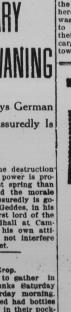
That dollar bought many dollars' worth of goods while it was coming back to you. Many men besides yourself made a profit on that dollar.

This question of "BUYING IN ST. JOHN" is much more than mere loyalty to home merchants-It resolves itself into a matter of whether or not one will reduce or increase their chances to accumulate money, or have less money or more money to spend.

Every dollar sent away from St. John simply reduces the chances for profit for the man who sent it away.

Looking at it from a hard-headed, business viewpoint—it is good, common business sense to spend your money where you have a chance to get at least a part of it back.

## Now Will You "BUY IN ST. JOHN"



Children Cry for Fletcher's CASTORIA The Kind You Have Always Bought, and which has in use for over over 30 years, has borne the signature

use for over over 30 years, has borne the signature of and has been made under his personal supervision since its infancy. Allow no one to deceive you in this. I Counterfeits, Imitations and "Just-as-good" are but for the with and endanger the health of fants and Children-Experience against Experiment.

Castoria is a harmless substitute for Castor Oil, Parr Drops and Soothing Syrups. It is pleasant. It con neither Opium, Morphine nor other narcotic substance age is its guarantee. For more than thirty years is been in constant use for the relief of Constipation, Flatu Wind Colic and Diarrhoea; allaying Feverishness a therefrom, and by regulating the Stomach and Bowels the assimilation of Food; giving healthy and natural. The Children's Panacea—The Mother's Friend.

GENUINE CASTORIA ALWAYS Bears the Signature of Carton Signature of Carton Signature of In Use For Over 30 Years The Kind You Have Always Bought

## "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 CO.—REXALL STORE Drugs WILCOX'S Clothing and Dry Goods H. MONT JONES Furs T. McAVITY & SONS LTD. Hardware

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D. McARTHUR Wall Paper and Stationery
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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 Dry Goods
M. J. H. MULHOLLAND

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