

A Series of "BUY IN ST. JOHN" Editorials — No. 4

What Shall It Profit a Man?

If he, to save a penny, plunges his community into liquidation?

The man of red blooded physique makes his patriotism fight for him in these stirring times; let the man of business gray matter make his patriotism pay him dividends.

The prosperity of the community is your prosperity. The degree of that prosperity depends upon you.

St. John—the City of the Loyalists—May the spirit of our forefathers permeate our business ideals. Make the St. John counter check book work overtime and the mail order house will go into decline.

A Fool There Was

whose money was made in the home town but expended abroad. Profit he enjoyed for a day—Loss he suffered for a lifetime. Barnum said: "There's one born every minute." Let our community spirit become the Birth Control of this species.

Every Individual Is a Traffic Cop

on the avenue of Buy at Home. If he directs his own vehicle of trade to the home merchant then that avenue becomes a thriving artery of prosperity. Become the traffic cop of your own household expenses.

You--Mr. Consumer--

are the St. Peter, holding the keys to the Paradise of Easy Money into which the foreign merchant wants to enter. Guard well your trust.

A Toothpick Bought at Home

is more beneficial to your community than a telegraph pole purchased in Hong Kong. Create a tooth pick buying desire and 'ere long you'll have the telegraph pole determination to give the home merchant first call.

—R. W. GOULD, Editor Maritime Retailer.

Signed By:

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J. M. HUMPHREY & CO., LTD.. Boots and Shoes
SCOVIL BROS. LTD..... Men's Furnishings
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